"His Master's Voice"
REG. U.S. PAT. OFF.

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.
SONORA is a leader in the phonograph world and has always been prominent in the noteworthy advances of the industry.

In reviewing the progress made in the last few years it is interesting to observe that Sonora was

1. The first to make a cabinet model under $200.
2. The first to utilize a tone modulation.
3. The first to employ an automatic stop.
4. The first to develop a jewelled disc record.
5. The first to have a motor meter.
6. The first to produce a 30 and 45 minute motor.
    and now latest
7. The first to produce an acceptable Portable Model.

Sonora has been and will continue to be the first to introduce important improvements that are of value in the use and in the operation of the modern phonograph.

SONORAS are easily-sold phonographs. Each Sonora buyer is an enthusiast and sells other Sonoras. If you are interested in handling this superb instrument, write us at once.

Sonora Phonograph Corporation
GEORGE E. BRIGHTSON, President
Executive Offices, 57 Reade Street, New York City

BOSTON: 165 Tremont St.
PHILADELPHIA: 1311 Walnut St.
TORONTO: Ryrie Building

CHICAGO: 320 S. Wabash St.
SAN FRANCISCO: 616 Mission St.

Ten unequalled models
$45  $60  $75  $100  $150  $175  $190  $225  $350  $1000
Spirits of Music in Collecting

Credit Man Uses Letter in Which the Charms of Music Are Offered to the Delinquent Debtor to Influence Him to Settle His Debts

Something distinctly unusual in the way of a collection letter recently reached the office of the National Association of Credit Men. We of the trade know that music has a distinct appeal, but it is very seldom that it has ever been the means of emptying the pockets of the men in another line of trade. The letter was as follows:

"Music Hath Charms, Etc."

"In the present war period there is so much interest 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 makes success.

"And now, Mr. , meaning no offense, we would remind you to 'watch your step' (Don't you hear the music?), as your account due according to terms, Oct. 20, 1916, amounting to $34.46, has been overlooked. Your Uncle Sam is waiting with his army of mail-carriers to bring payment. Your account is now on the list of those not yet taken care of, as the machine has proven a great source of comfort and entertainment to those whose world has not yet been exhausted by any means.

"Let's keep him busy. Thank you!"

Frank J. Bayley, who handles the Edison phonograph, scores some excellent publicity for that instrument and for the Edison Re-creation through the medium of a special concert given under the auspices of an entertainment committee of Friendship Lodge No. 419, P. and A. M., of which Mr. Bayley is a member. The members of the lodge, their families and friends were admitted on special card, and an audience was attracted and pleased to the entertainment of Masonic Temple.

The feature of the program was the singing of Miss Helen Clark, contralto, and in several numbers her vocal rendering was compared with the recitation of her voice on the Edison. The assisting artist was Herman Sevey, cellist, and the program was a well balanced one of the more popular and popular numbers. The program and the entertainment of shut-ins, several sales of machines and records to such organizations as felt they could not afford a modern type. By selling the cheaper machines he naturally opened the way for record sales. This later also was able to trace through the connections he made in supplying machines for the entertainment of shut-ins, several sales of higher grade models to churches and Sunday Schools for use in church clubs for gymnastic and other purposes.

The experience of the dealer proves that it is always well to find out who the customer is, and who he is or he represents. The ladies' Aid Society such an inquiry will frequently develop an unsuspected channel for the disposal of additional machines and records. For the benefit of the talking machine there have yet not been exhausted by any means.

Featuring Individual Artists

Wolf & Dessauer Find That Advertising the Records of One Artist at a Time Secures the Most Satisfactory Results—Rapid Growth of the Company's Department
NEW VICTOR AGENCY IN MADISON, ME.

Waterville, Me., April 4—The Wentworth Music Co., which operates in this city and in Madison, Me., has recently opened a new Victor agency in Pittsfield, Mass. The latter city has long been recognized as a most promising locality for a live music store and in view of the methods and policies of the Wentworth Music Co., its new branch should meet with immediate success.

PUTTING SHOW WINDOW DISPLAYS TO PATRIOTIC USES

Window Display Suggested by Navy Patriotic Window Displays During February

For sometime past the publicity bureau of the United States Navy has been carrying on an extensive advertising campaign using various methods to call public attention to the development of the navy for more men to bring it up to its full strength. With war looming up, the Navy Department has renewed its activity along that line and has suggested that business houses arrange special preparedness window displays in which naval scenes and equipment, together with suitable text to influence recruiting, be shown.

Through the medium of a prize contest held by the Columbia Graphophone Co., the details of which appear in another section of The World this month, a number of Columbia branch stores and well over 100 Columbia dealers arranged

Naval Window of O. K. Houck Piano Co.

In carrying out its plans, the department arranged a specimen window display which is illustrated herewith, and offered the assistance of its recruiting officers in securing armament and other features for such window displays.

APPOINTED MANAGER FOR I. ZION, INC.

Alfred McCoun Goes to New Post After Several Years of Successful Trade Experience

Alfred McCoun, who has spent a number of years in the retail talking machine field, has been appointed manager of the store of I. Zion, Inc., 250 Broadway, New York, and has assumed active charge. Mr. McCoun started with the Musical Instrument Sales Co., in the O'Neill-Adams store, seven years ago as salesman in the music roll and Victrola department. He next went with Lord & Taylor, where he remained for three years before going to the Wm. Hengger Co. as manager. He came to New York as manager of the talking machine department of Otto Wissner, Inc. During the course of his career Mr. McCoun has won several prizes in selling competitions.

NEW PLANT IS NEAR COMPLETION

The large building now in course of construction as an addition to the Docler Die Casting Co. plant in Brooklyn is nearing completion. Future plans call for the addition of more buildings in keeping with the growth of the firm.
Victrola supremacy

The enormous public demand for the Victrola, the unparalleled success of Victor dealers everywhere, unmistakably tell of Victrola supremacy.


Victor Distributors
FRANCIS S. WHITTEN NOW PRESIDENT

Of the American Graphophone Co.—Succeeds Philip T. Dodge, Who Becomes Chairman of Board of Directors—New President Prominent in Financial Circles—New Stock Issue

Mr. Whitten succeeds Philip T. Dodge, who reigned from the presidency of the company, and the du Pont interests have been making substantial purchases of American Graphophone stock, and Mr. Whitten's election as president reflects the investments of the du Pont interests in the corporation. It is stated that the proceeds of the new stock issue will be used to extend the company's operations. Mr. Whitten retains the vice-presidency of the company, although he will be the active head of the American Graphophone Co., and spend all his time at the company's headquarters in the Woolworth Building, New York.

Mr. Whitten entered the U. S. Naval Academy in 1896, graduating in 1902. He retired from the U. S. Navy as lieutenant in 1911, joining the banking house of J. S. Wilson, Jr., Baltimore, Md., where he remained until 1913, when he formed the banking house of Laird & Co., with which he has been connected in an official capacity since that time.

Under Mr. Whitten's direction the American Graphophone Co.'s business will expand along the same lines which have made it so successful in the past. The company had a phenomenal capacity in 1916, the balance for dividends being equal to $37.12 a share on both the preferred and common stock.

The American Graphophone Co.'s financial statement for the year ending December 31, 1916, is as follows:

- Earnings from all sources for the year...$2,176,475.16
- Dividends Interest on Funded and Floating Debt...227,876.44
- Net Earnings for Year before Charges...$1,948,598.72
- Reserves:
  - General Reserve Inventory Reserve...$150,000.00
  - Government and Gold Notes Receivables...$5,000.00
  - Net Income for year ended December 31, 1916...$2,047,147.38
- Total Surplus...$2,293,950.14
- Dividends:
  - Preferred Dividends...$3,293,950.14
  - Goodwill...$3,000.00
- Total Dividends charged off at end of year...

The new capital of $2,563,895 of new stock will be issued to present stockholders, and will be second preferred stock, paying a dividend of 8 per cent.

The Hammann-Levin Co. proceeds to emphasize that records have never been shipped from the factory in separate envelopes, and if they are placed in envelopes by the jobber or the dealer it hints broadly that such a method may be used to get rid of records that have been used for demonstrating.

The company urges the public to have the record played before purchasing and then if satisfied to buy it on the theory that they insure a perfect record direct from the factory to the buyer.

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ATTACKS RECORDS IN ENVELOPE

Hamann-Levin Co., Baltimore, Points Out That Records Come From Factory Unsealed—Say Sealing Does Not Insure Freshness

BALTIMORE, Md., April 3—The Hammann-Levin Co., piano and Victor dealers at 416 North Howard street, this city, used a quarter page space in the local papers recently under the caption "Tell the Truth to Victor Record Buyers." The advertisement consists principally of arguments against the advertising of records in sealed envelopes on the theory that they insure a perfect record direct from the factory to the buyer.

The Hammann-Levin Co. proceeds to emphasize that records have never been shipped from the factory in separate envelopes, and if they are placed in envelopes by the jobber or the dealer it hints broadly that such a method may be used to get rid of records that have been used for demonstrating.

The company urges the public to have the record played before purchasing and then if satisfied to buy it on the theory that they insure a perfect record direct from the factory to the buyer.

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The company urges the public to have the record played before purchasing and then if satisfied to buy it on the theory that they insure a perfect record direct from the factory to the buyer.
Victor supremacy

is firmly established on a basis of great things actually accomplished.

A supremacy that is growing greater every day— that insures ever-increasing prosperity to every Victor dealer.


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 coordinated and synchronized by our special processes of manufacture; and their use, except with each other, is not only unauthorized, but damaging and unsatisfactory.

“Victrola” is the Registered Trademark of the Victor Talking Machine Company designating the products of this Company only.

Warning: The use of the word Victor upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.
T H E war against the sending out of talking machine records on approval to the general public is still being waged by dealers in various sections of the country, and the retailers in each locality are taking up the problem according to the conditions existing in their own districts. This work must be pursued because there is no national organization of talking machine dealers to carry on a country-wide campaign to reach a general and definite agreement that would apply to talking machine dealers to carry on a country-wide campaign to reach a general and definite agreement that would apply to 

the retailers in every city and town in every state.

There are, of course, many advocates of the approval system for stimulating record sales. There are those who claim that it is much easier to influence a talking machine owner to select records in his own home and at his leisure than to bring to the store and persuade him to spend an hour or two in a demonstrating booth to make the same selections.

Of course, there is something in such a theory, but the enemies of the approval system have been the irresponsible class who have abused the privileges accorded them by the dealers, who have kept records until they were tired of them and sent them back without making a purchase; have secured high-priced records for private entertainments and returned them after the medium of the talking machine while taking their physical ease.

You may say that this is entertainment. It is more. It conveys not only a knowledge of a special song, or a certain class of music, but it educates and sharpens the taste, and love for music is therefore broadened and accentuated.

A great many people, including some of our dealers, are not laying as much stress as they should upon the tremendous educational influence in a musical way which is being exercised by the talking machine. There is something more in the business than merely selling cheap instruments. There is a nobler side, and dealers should be enthusiastic in their efforts to bring to the attention of the public the influential part which this instrument is playing in the home, in the school, in the church, in the studio, as a means of uplifting, enlightening and delighting the people.

THE business man who wins is the man who plans ahead—who concentrates—who devotes himself to his work. And is not the talking machine, with its wonderful entertaining possibilities, well worthy of special consideration and concentration now at the opening of the spring and summer season? Apparently talking machine dealers let up somewhat in their sales energy during the late spring and summer, under the impression that the talking machine is more in demand in the winter than the summer months.

While this may be true in degree, still it will pay to concentrate on the development of summer trade. The dealer who gets right down to brass tacks and makes up his mind to work, and to work to get results during the summer months, usually wins out.

There are big possibilities in the sales of the talking machine during the summer months if the business is properly presented. The talking machine is as largely an instrument for outdoor as for indoor entertainment. No country or city home, boasting any kind of a piazza, can afford to overlook the entertaining features of the talking machine, and the joy and pleasure it brings in the afternoon, or evening of a pleasant day.

Really, the more one goes into the entertaining powers of the talking machine, the more admiration must be developed for it, and right here is where salesmen could materially aid in building up their own incomes. They would find that if they would place a little more enthusiasm, ginger if you will, into their work. This can be successfully accomplished by increasing interest in the possibilities of the talking machine not merely as a means to increase their own income, but as a means of entertaining and charming purchasers.

There should be no seasons in the talking machine, and there will not be if the summer campaign is approached with enthusiasm and intelligence. Succeed, of course you will, but do not stop thinking success—work for success. Keep at it, and the results will be found astonishing.

It matters little whether the weather be hot or cold, the talking machine fills all the demands for an instrument that will entertain, educate and delight. The time to plan and develop the summer campaign is right now; the sooner the better.
entertainment and who, though purchasing a small percentage of the records sent, have handled the balance so carelessly that they are practically unsalable when returned to the store of the dealer.

General merchants, and particularly the department stores, have suffered heavily through the approval system, especially in connection with charge accounts. With the opportunities open for legitimate straight record selling, dealers should not throw away such opportunities for the sake of obliging a few customers who lack the energy to go to the store and do business in the accepted way. If there are worth-while customers who still demand that records be sent to their homes for selection, it is a simple matter to arrange for a salesman to call on appointment and have the records tried out in his presence, taking those not purchased away with him when he leaves.

It has been shown that the advantages of the approval system and the profits made in some cases are more than offset by the abuses and financial losses in the remaining cases. Under such a condition it is better that the whole idea be abandoned and the only way is to bring about an agreement among the dealers in every locality. The talking machine is useless without records, and if he is unable to get records any other way the owner will be glad enough to visit the store and make a selection. The talking machine business is too big and too good to stand for any profitless system.

The percentage of past due instalment accounts should now be smaller than at any time for many years. The average man has more money, and he should be held up closely to meet his contract payments. Dealers sometimes are too easy in this respect, because many of their customers are personal friends, and they are loath to press them for monthly payments, and if a man's account gets a little old, it is always hard to catch up.

The collection end of the business is an extremely important one, and one which should be watched with the greatest care at all times. One thing is certain, if a firm has its collections well in hand and does not permit its past due accounts to accumulate, it should be in splendid condition to face any emergency. It is better for the dealer to have the money in the bank to meet his maturing obligations than to have it out among the good fellows who owe him a considerable amount of money on past due instalments. A few dollars which the individual owes does not mean very much, but when you scan the total, it amounts to a great deal, and how many concerns are there to-day who are meeting their maturing obligations than to have it out among the good fellows who owe him a considerable amount of money on past due instalments. They find some way in which to make him come to time, and they do not believe it is good business to permit an instalment account to grow old. It is one of the things that does not improve with age, and hence, it pays every dealer to scan closely his instalment accounts. A close examination will invariably reveal a greater percentage of past due accounts than he had first imagined.

If some of our readers will investigate they may find that the results shown by an examination of the books will prove the truth of this statement.

Each season there is talk of both machine and record shortage, particularly the former, and the talk is based on fact. Each year, too, there is an ever increasing supply from the factories and still the supply does not equal the demand.

With the passing of each season the live dealer finds that he has set a new business record; that he has made more money than before, not as much as he would like perhaps, but a percentage that, increasing each year, means a substantial sum to the man that sticks at it.

That the shortage is a definite benefit to the dealer was pointed out most interestingly in The World last month by Theodore Arison, of New York, who showed how by a careful handling of the situation, the dealer could make the shortage productive of cash sales. With a customer for every machine, long before it is delivered, the dealer is in a position to pick his customers, to sidetrack the doubtful risk in favor of the man who can and will pay cash, or who can make favorable terms. Moreover a lack of surplus of machines reduces to a minimum the tendency towards price cutting, a tendency that will exist in certain quarters no matter how strongly the benefits of price maintenance are emphasized. Certainly the shortage of goods, no matter how annoying at times, has its recompense.

No better proof of the possibilities of the talking machine business can be desired than is afforded by a study of the men who stand up prominently in the industry. There are a few gray hairs among the leaders in the industry. Not that it is desired to cast any reflection on gray hairs, but simply to emphasize the fact that the industry is young; that those who entered it in the early days and who have taken a part in its development, the majority of whom have likewise gained wealth in the operation, are men who are just now in their prime; men who with their physical and mental equipment at its best, have set a new business record; that records be sent to their homes for selection, it is a simple matter to arrange for a salesman to call on appointment and have the records tried out in his presence, taking those not purchased away with him when he leaves.

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In other lines of trade there is a fixed principle—to keep well up with monthly payments. One of the largest book concerns in the country, which had been conducting a business of millions on the instalment basis, told us recently that they made it an invariable rule not to permit a man to owe over two months' instalment at any one time. They find some way in which to make him come to time, and they do not believe it is good business to permit an instalment account to grow old. It is one of the things that does not improve with age, and hence, it pays every dealer to scan closely his instalment accounts. A close examination will invariably reveal a greater percentage of past due accounts than he had first imagined.

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DITSON — VICTOR

THIS IS RECORD SELLING TIME

Victor Record Service

IS OUR LONG SUIT

"The Service Without Disappointment"

Direct from "The Hub" to You

OLIVER DITSON CO.

BOSTON

CHAS. H. DITSON & CO.

NEW YORK
FORMING A LOCAL DEALERS' ASSOCIATION IN CLEVELAND

Retail Talking Machine Men Join Together to Provide for Charging Interest on Deferred Sales—Starr Piano Co. Shows the Way—Eclipse Musical Co. Moving—Other News of Month

CLEVELAND, O., March 31.—Talking machine dealers of Cleveland and vicinity have set April 11 as the date for the meeting of organization. All of the Victrola dealers and most of the Columbia and Edison men have promised to help form the new association which will be mutually helpful in the decision to charge interest on all deferred payments on talking machine purchases.

It is believed that the main platform of the new association, namely, to charge interest on installment deals, will tend at once to boost cash sales of machines. Many dealers, it is claimed, cannot afford to carry so much credit without some profit.

The Starr Piano Co. is the only piano house in Cleveland that charges interest on time sales of phonographs. According to H. E. Taylor, Starr district manager, as the result of this system the cash business of the company in talking machines is booming more than ever before. Mr. Taylor believes that the quicker phonograph dealers all over the country come to understand that interest should be charged on time sales the more speedily will their talking machine business increase.

The Starr Piano Co. cannot get $50 and $75 talking machines fast enough to supply the demand, according to Manager Taylor. The company recently arranged for the following concerns to handle Starr phonographs: The Hower Co., of Akron; Massillon House Furnishing Co., at Massillon; and C. A. Jacobs, Superior avenue, Cleveland.

The Columbia Graphophone Co. moved into its new wholesale quarters on upper Euclid avenue this week. The retail store will still be continued on the avenue near East Ninth street. The Eclipse Co. has several floors as its wholesale home in which to store talking machines and thousands of records. A special feature of the place is a freight elevator in the rear of the building large enough to take up a whole dray full of records to the floors above. C. K. Bennett has charge of the wholesale Victor department of the Eclipse Co., and this department of the business is steadily growing.

The scarcity of talking machine needles is embarrassing some of the dealers here. The freight congestion is one of the causes of this congestion, according to the merchants.

Piano and talking machine dealers are working night and day trying to think up new schemes to educate the people to enjoy music in the home more generally. The piano department of the May Co.'s department store during the Women's Exposition here recently conceived the idea of interesting the public by conducting a guessing contest on a talking machine which had a certain number. The one guessing the nearest to the number got the machine.

CHANGE OF MANAGERS IN CLEVELAND

George Madsen Resigns as Columbia Manager to Become Sales Manager of New Company—Is Succeeded by O. M. Kiess From Toledo

CLEVELAND, O., April 3.—The biggest news of the month here in the talking machine sphere of activity is the announcement that George Madsen has resigned as manager of the Columbia Graphophone Co.'s Cleveland office to become sales manager for the distribution of the Cheney talking machine for Ohio.

Several rubber millionaires from Akron are backing the new sales company, it is reported. The main office will be in this city, and the Cheney product will be sold through dealers to be appointed from time to time throughout Ohio. Present headquarters of the Cheney machine is at the University music store, Euclid avenue, near East 105th street.

O. M. Kiess, formerly manager of the Toledo office of Columbia Graphophone Co., succeeds Mr. Madsen as temporary manager of the Cleveland Columbia office in the Kinney & Levan Building. The Columbia people have sold out their retail store at Toledo and transferred their wholesale department to the Cleveland office, according to Mr. Kiess.

• C. C. Koels, who has been demonstrator here

Columbia Graphophone Co.
Woolworth Building, New York
with the Phonograph Co., has been promoted to the position of sales engineer, and will stay in the Cleveland office.

F. W. Rose has been appointed dealer for the Edison Co. at East 16th street and St. Clair avenue, this city.

SUCCESSFUL WOMEN OF THE TRADE

Miss Ethel Volk, Head of Victrola Department of the May Co., Cleveland, Has Won Present Successful Position Through Genuine Effort

One of the ladies in the talking machine trade whose success offers a shining mark for others of the gentler sex is Miss Ethel Volk, who is in charge of the Victor department of the May Co., Cleveland, under Dan J. Nolan, manager of the entire music section of the store.

After working for a short time in a piano store in her home town, Galion, O., Miss Volk came to Cleveland to seek further opportunities and having studied voice and the piano, sought a position in the musical line, locating in the May Co.'s piano department. For some months she was in charge of the player rolls and was then called to look after the talking machine department temporarily after the man in charge left.

Several makes of machines were handled. Miss Volk made it her business to thoroughly study both machines and records, learning the details, styles, prices, quality, etc. Mr. Nolan then suggested that she take charge of the department temporarily just to "show what a girl could do." That remark put me on my mettle," declared Miss Volk, "maybe aroused a little spunk in me, for I determined then and there to show him what a girl could do." At that time there were just Miss Volk and an errand girl in the department. Miss Volk found that her knowledge of music proved of great advantage. She made friends of the customers and the business continued to grow. Finally, it extended to a point where more room was required and the stock was moved to a splendid department on the fourth floor, where only Victor machines and records were handled.

Last fall it was again found necessary to enlarge the department and several new rooms were added to the record section, as well as an entire new department for the Victrola sales-room. Despite her hard work in the department Miss Volk still finds time to continue to keep up her vocal work and finds it a great aid in the business.

Asserting her woman's prerogative, Miss Volk does not give her age, but a glance at her portrait herewith would indicate that she is far from being old enough to ignore birthdays.

SHOWS BIG SHIPMENT OF MACHINES

Stock of Vocalions, Edison Phonographs and Columbia Grafonolas Recently Received by Smith's Music House Over a Block Long

PARKERSBURG, W. Va., April 2—The accompanying photograph emphasizes in graphic form the volume of talking machine business handled by Smith's Music House, of 702 Market street, while they were in position. Despite such a substantial shipment Edgar N. Smith, proprie-

A Tremendous Sensation!

The new internal type Arnold Electric Motors, just announced, have taken the phonograph world by storm. We have been deluged with inquiries and requests from phonograph manufacturers everywhere and our factory is working overtime to insure prompt deliveries.

Phonograph engineers, after the most critical tests and examinations, have pronounced the Arnold Electric Motor perfect. They have tested it for everything necessary in a phonograph motor—uniformity of speed—smoothness, quietness, endurance and durability.

The Arnold, because of its splendid construction, superb workmanship and reasonable price (comparing favorably with spring motors), is destined to supplant spring motors on the new phonograph models.

Our factory and facilities are prepared to give immediate attention to all orders.

Write us for quantity prices.

Arnold Electric Co. (Phonograph Division). Racine, Wis.
The Edison Probationary Zone Policy is a policy of self-protection for the dealer. Under this policy, the extent of the dealer's business and the amount of his profits are determined by his loyalty to the policy and the intensity with which he cultivates his prescribed zone of operations.
Perhaps there is a

NEW EDISON

dealership open in your vicinity. You might be in a position to meet the requirements. An inquiry would reveal the situation if addressed to

THOMAS A. EDISON, Inc.

279 Lakeside Ave., ORANGE, N. J.
THE TRADE IN BOSTON AND NEW ENGLAND

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

Boston, Mass.—April 8—Spring business in the talking machine field has begun briskly and the prospect of a long international struggle does not appear to have much weight in the call for machines and records. Jobbers and dealers throughout the city do not seem to take the prospective situation very seriously, and the city at some places in the one that is so frequently heard approaching the holiday season, a scarcity of goods. At several places changes are under way in the interior arrangement all looking to larger resources for the conduct of business. Now that better weather obtains there are more persons about the city and the talking machine centres are finding larger crowds of buyers every day. There has been no lack of patriotism among the dealers and jobbers and along with their brethren in other lines of activity they have displayed the stars and stripes generously.

Removal of Columbia Co.'s Wholesale Dept.

The principal news of the month is the removal of the wholesale department of the Columbia Graphophone Co. from its old quarters in Tremont street to a new suite of offices at 137 Federal street, near the South Station, advance notice of which was made last month. It is here that F. E. Mann, the new manager, is now ensconced and with him a good proportion of the men and women who formerly were to be found at the Tremont street store. The wholesale headquarters occupy three large floors, the second, third and fourth of the building. On the first of the three is the large accounting department, which occupies the larger part of the Federal street front. The wholesale, general and private offices are toward the rear. There is a fine complement of new oaken desks and when the incidental work gets completed and rugs are down and the offices of Manager Mann and others are fully furnished, the interior will prove to be one of the best equipped offices in the city. There is an abundance of daylight. The floor above is devoted to a large stock room for, machines and records and for the latter there are now being built in tier after tier of commodious shelves. The next floor is given over to the dictaphones and repair departments and much of the goods will be shipped from this floor, although some shipping also will be done from the floor below.

This is only the initial mention of the wholesale department. Next month there will be a fuller description with pictures of the various floors.

Eastern Co.'s Renovation Plans

Changes in the interior of the second and third floors of the Eastern Talking Machine Co. are progressing rapidly, but it will be a fortnight at least before everything is in sufficient shape to be occupied. In the meantime much of the business of the quarters is being done on the ground floor, where a large staff of male and female clerks is kept busy. A large hanging sign in the middle of the salesroom informs visitors of what they may expect in the way of complete equipment when the changes are completed. Among the features that are being given especial attention in the improvements are the large reception room, the toyer and fourteen parlors for private demonstration purposes. The demand for Victor outfits and records, says Billy Fitzgerald, the wholesale manager, has been surprisingly heavy the past few weeks and there has been some difficulty in supplying everybody with all the goods wanted.

Grafonola Co. Will Have Attractive Quarters

The plans which Manager Arthur Erisman has had drawn for his retail establishment in the old Columbia location, corner of Tremont and Avery streets, will be put into execution immediately, which means that there will be considerable rearrangement in the interior of the two floors. The shop hereafter is to be called the Grafonola Co. of New England and the Columbia line will be carried in large quantities, for Mr. Erisman is out to do a big business, which will not be difficult when one considers his own business ability and capacity for hard work, together with the efficient staff he always has had around him, perfectly schooled as they are in the art of selling. When Mr. Erisman's plans are completed present and prospective patrons of this shop will find a pleasing surprise awaiting them.

Larger Emerson Quarters in the Hub

The Boston offices of the Emerson Phonograph Co. have been on the eighth floor of the Dexter building, in the heart of the retail section of the city, but they have been moved to the floor below, the seventh, where Manager Ray now has a suite of rooms better adapted to his needs. There is a general office, his private office and a good-sized store room. Mr. Ray says there are now about sixty dealers in Boston carrying the Edison line and all of them are doing a large business. He is planning for several unique window displays in some of the large stores within a few weeks.

Business Prospects Look Good to W. O. Pardee

W. O. Pardee, of the Pardee, Ellenberger Co., Inc., of New Haven, when he called at the Boston headquarters a few days ago to consult with Manager Frederick H. Stillian, expressed himself as well satisfied at the way business is showing up everywhere throughout his territory. N. E. Ripley of the traveling staff of the company, who makes his headquarters at the Oliver street warehousens, has just returned from a three-weeks' trip through Maine, New Hampshire and Massachusetts, where he was on a tone-testing tour, accompanied by Miss Ida Gardner, who is doing such good work for the Edison. Everywhere they went they were greeted with large audiences, the largest being in Gardner, Mass., where 2,200 people crowded into the hall eager to hear the new types of Edison phonographs in which there was everywhere the deepest interest. The smallest audiences anywhere, Mr. Ripley says, were never less than 1,000 persons. After leaving New England Miss Gardner went to Toronto as one of several cities of Canada where she was to give concerts.

Miss Parrett Goes to Springfield

Miss Pearl Parrett, who has been a successful demonstrator for the Columbia Graphophone Co. while the wholesale and retail departments were together in Tremont street, has gone to Springfield, where she will associate herself with the Columbia's branch in that city, of which her uncle R. L. Parrett, is the successful manager. Miss Parrett will be greatly missed, as she was popular and met with marked success in her special line of endeavor.

EXCLUSIVELY EDISON

PARDEE-ELLENBERGER

Music's Re-Creation is Edison's latest contribution to the arts and the sciences. It has inspired more than two hundred music critics to declare that Edison's Re-Creation of music, both vocal and instrumental, is utterly indistinguishable from the original when heard in direct comparison. Write us for particulars.

Boston

New Haven
Bolton will be making frequent trips to this section.

Busy Times With M. Steinert & Sons Co.

W. H. Bagshaw & Co., both at its Arch street Victor quarters and at its Boylston street store, is finding business unusually good. The Arch street establishment is now so well under way that a large proportion of Victor buyers know the place and for those who are daily down town it affords an excellent purchasing center.

Manager Foote, who succeeded Manager Royer several weeks ago, is keeping a close eye on every detail of the business and, as he had been there for some time prior to assuming his present important position, he had a good opportunity of becoming well schooled in Victor products and the Victor system of selling.

New Addition to Chickering Force

One of the new additions to the Edison and Victor staff of the Chickering & Son's warehouse, is E. M. Jorgensen, who is well acquainted with the business, having been connected with this same house several years ago.

Joins Eastern Co. Force

Charles Urllass, hereforeone of the outside men with the Victor and Edison departments of Chickering & Sons, has associated himself with the Eastern Talking Machine Co. and is assisting Billy Fitzgerald in the wholesale end.

Again in Harness

W. S. Parks, one of the staff of the Grafolona Co. of New England, who has been at the Homeopathic Hospital for an operation, has sufficiently recovered to be discharged and after a rest at home will resume his work next week.

With the Columbia Co.

A new acquisition to the Columbia's local forces in the wholesale department is Miss Minerva M. Clark, who has been associated with Michael J. Sullivan, a Columbia dealer at Lawrence. Miss Clark succeeds Miss Parrett as a representative for this territory.

Miss Gluck Calls on Hume Co.

Alma Gluck, when she was in Boston a short time ago to give one of her popular vocal recitals at Symphony Hall, was a caller at the Victor department of the A. M. Hume Co. in Boylston street and was pleasantly received by Manager Warren Batchelder.

A Popular Resort for Buyers

Manager Hibbs's Vocalion headquarters in Boylston street have been proving quite popular within the past few weeks, and now that spring is coming there are a great many persons passing to and fro, for this is one of the most popular retail business thoroughfares in the city. The large show window has been attractively adorned with flowering azalea plants thus exhibiting the Vocalion machines in a handsome setting.

Transacting a Big Business

The Edison, Columbia and Victor business at the C. E. Osgood & Co.'s establishment has been large the past few weeks, though to-day Manager Chester J. Sylvester said there had been a slight falling off in business which was to be expected under the present national conditions. The graphophone department of this large furnishing house does one of the largest annual businesses of any similar department in a like store in the city.

C. C. Harvey Co.'s Easter Window

A handsome Victor machine is given beautiful surroundings in the window of the C. C. Harvey Co. In the center of the enclosure is a large fountain with gold fish swimming about in the basin. All about are flowering plants in a variety of colors. Manager White has found business very good of late.
The quickest sale you ever made in your business: show a $75 Columbia Grafonola to any man who knows what the market offers in standard machines at this popular price. Tone, size, appearance, proportions, here is a sight-seen evidence of a value way beyond what his money will buy in another instrument.

You may as well transfer that $100 to your account, the minute your prospect gets to the point of comparing the tone of the $100 Grafonola. You can sell it as music, aside from its merits as an artistic, handsome instrument.

Then the three models of the Columbia Electric Grafonola complete in its appeal to the better, discriminating class sale you make. You can get a lot of meaty information to
The $150 Columbia Grafonola is convincing evidence that the Columbia is incomparable as a musical instrument. The highest tone-quality, with every refinement of mechanism, form and finish to correspond.

Your prospect can't buy anything better than the $200 Columbia Grafonola—except the same model with an electric motor at $225. It is the apex of achievement in upright instruments—tonally, mechanically, artistically, the utmost perfection of the reproducing art.

exclusive at $125, $175, and $225—and you have a line trade that brings you a good substantial profit on every one you'll want to have as a progressive dealer by writing to the company, Woolworth Bldg., New York
ABELOWITZ CO. OPENS NEW STORE

Well-Known Local Talking Machine Dealers Celebrate Seventeenth Anniversary in Business by Formally Opening Their Remodeled Home at 1353 St. Nicholas Avenue

The Abelowitz Phonograph Co., 1353 St. Nicholas avenue, New York, on March 31 celebrated their seventeenth anniversary as Victor dealers by the opening of their newly enlarged and completely renovated concert parlors and showrooms. The quarters have been in the hands of the carpenters and decorators for some time, and the result of their work is one of the most attractive Victor showrooms in the city.

Chester Abelowitz, son of the president of the company, returned from Terre Haute, Ind., where for a number of years he was in charge of the Victrola department of A. Hera & Co.

PHONOGRAPHIC CHURCHES

Possibility the Future May Have in Store for Us Outlined by a Philadelphia Writer

The day may soon dawn when a congregation will purchase an entire embalmed church service as one buys a can of soup. Hymns on the phonograph, a sermon on the same instrument, and prayers made to order! Does it sound fantastic?

Any sort of instrumental music in churches is relatively new. Even singing was tabooed by many devout people in their churches for centuries, and still is by some. But now trained choirs and great organs are compelling features in nearly all churches of all denominations that can afford to pay the price.

I once heard the incomparable choir in St. Peter's at Rome on an Easter morning. Soon afterward I listened to a fine opera in the Grand Opera House in Paris. The latter showed no better training than the former.

So the world has gradually worked up from a state where it prayed and preached under a tree until now it worships in mighty temples to the accompaniment of all sorts of music.

There are, however, a great many poor churches which cannot pay for good choirs, fine organs, excellent sermons, nor eloquent prayers. That is where science steps in to aid religion.

What could be simpler than to have Caruso, McCormack, Farrar, and half a dozen other world-known vocalists each do about ten hymns for a phonograph?

If one church had to buy the instrument and purchase such records it might more cheaply hire good singers. But a thousand poor churches might use the records as a fashion of circulating libraries. Pass them around.

They let another Talmage do the preaching for phonograph records and a second Bishop Newman do the praying, circulating these records among the one thousand churches, and the embalmed service is complete.

This way a cross-roads church could offer on a Sunday morning a sermon by a ten-thousand-dollar preacher, prayers by another ten-thousand-dollar preacher, and a hymn by three or four soloists, whose combined fee for one evening of opera might exceed $5,000.

Girard in Philadelphia Ledger.

LIVE TALKING MACHINE MAN

L. G. Shutney Making a Record for Himself With the Vocalion Co. in Providence, R. I.

Providence, R. I., April 4.—One of the recent but live factors in the trade is L. G. Shutney, manager of the Vocalion Shop, maintained by the Vocalion Co., at 336-38 Westminster street, this city, who, since coming to the local trade from Boston, has succeeded in building up a substantial trade of a distinctly high character. Mr. Shutney has spent a number of years in the music trade and has been associated with the development of the Victor business inexception, having been connected with the Aeolian Co. in New York, and later with the Vocalion Co. in Boston. From present prospects he will make a distinct name for himself in the local field.

STRIKING HEINEMAN DISPLAY

Of Motors Nos. 2 and 11, Shown Elsewhere in Supplement to The Talking Machine World

In this issue of The World are presented photographs of two of the popular motors in the line manufactured by the Otto Heineman Phonograph Supply Co., New York. These motors, designated as Nos. 2 and 11, have won marked favor in their respective fields, and are in general use by talking machine manufacturers. Accompanying the illustrations of the motors are lists of the detailed parts of each model, together with their numerical designations and the quantity used per motor. These motors are being presented to the trade in this form so that manufacturers, jobbers and dealers may have a handy reference chart in attractive form. The Heineman motors, Nos. 3 and 4 were presented in the February issue of The World, and eventually the complete line of the "Motors of Quality" will be in the hands of the trade in similar form.

MAGNETIC REPRODUCER FOR TRADE

Farr Manufacturing Co. Will No Longer Confine the Use of Their Attachment to a Single Manufacturer—Features of Sound Box

The Parr Manufacturing Co., 1 Union Square, New York, manufacturers of the Magnetic Reproducer, for which, during the past year, they have given exclusive rights to one manufacturer of phonographs, announce that it will now be released to other talking machine manufacturers who make the necessary arrangements. The reproducer has several exclusive features and can be secured with either a mica or a new metallic diaphragm, which is said to rival mica for its sound reproducing qualities. The sound-box is also of an exclusive design and is quite attractive in appearance. The reproducers are guaranteed by the company and are said to be indestructible. Arrangements were recently made with a manufacturer of talking machines to equip his entire output with the Parr Magnetic Reproducers.
This is the second of a series of educational articles on the Musical Possibilities of the Talking Machine and how they may be utilized to increase sales. The third will appear in next month's Talking Machine World.—Editor.

The records of fine singing may get some good publicity in the newspaper, but the record department, when we concentrate the plunge? Who know nothing of the best in music to make it. Then the cheap stuff is never quite as alluring as the business is organized for the women and the men, and all remember we were going to try to do the impossible. Yet it is precisely this intelligent interest that we desire to cultivate. That, in itself, is all very well, but it does not create an intelligent interest in records generally.

Advertising vs. Merit

Partly, no doubt, but quite as much not so. Advertising, just remember in passing, will start anything; but it takes merit to keep it going! The records of fine singing may get their first start through the cleverly conceived publicity of the makers; but not all the publicity in the world can keep them going unless the public takes kindly to them. And, in fact, the longer you think it over, the more you will see that people who never took a singing lesson, who cannot sing a note, who can hardly tell you the name of a singer, listen to the record all the same. Inartiste录 do like to hear fine voices and will buy records of such voices.

Keep a systematic set of memoranda regarding your sales, the kind of persons who buy records, the kind of records they buy and the changes in their taste indicated by changes in the types of record bought. Do this in one hundred selected cases. Keep the records for a year, noting each purchase made, in detail, with date of buying. At the end of a year you will have a curve of it in a kind of taste-indication; a curve steadily climbing from the silly to the sane, from the rag to the rhapsody, from the ideals of the Great White Way to those of La Scala and Bayreuth. The progress is not always regular or easy, but it is steady.

Mark this fact: The talking machine and its records are just one form of great music, doing more than is being done by any other one agency to spread the gospel of musical taste among the American people.

And then note this: All investigation proves that the real money in this business comes from the intelligent effort of the Victor record of its importance in the world; unless the public really likes them, there is no going. The record does it! The idea I have in mind to set forth may be, somewhat radic or not practical. But it is certainly the price of the art in general. It is the fact that the creators and the business of to-day possible. Yet this very fact, this one great overshadowing fact, is often neglected by the bank and file of retailers. They Sell Each Other.

The simple fact is that the record sells the machine and the machine sells the record, but that neither can sell itself or command a sale of and by itself. Therefore, to sell many machines we must sell more records; and conversely, to sell the right number of records we must sell the right number of machines. At the present moment I want to confine the discussion to the record.

What makes a record salable? Some people will glibly tell you that the advertising is what makes a record salable. Others will say that the record should be the thing that makes it salable. Plainly, the record.

Another Suggestion

Last month I ventured to make a suggestion regarding the follow-up of talking machine sales in a manner calculated to produce sales of high-class records. I said above that the Victor record, is set forth in full, of every opera of any importance, from which the story of every opera of any importance, from which the Victor people to put it on the market; and certainly the price it sells for at retail is a whole lot less than its cost to manufacture. But it is a marvelous piece of work in another way beyond this. It is a marvelous piece of work because of what it contains. The story of every opera of any importance, from which a single aria or chorus or overture exists in the form of a Victor record, is set forth in full, with historical facts, musical facts and human interest facts all together. No person who has one record of one song or air or chorus sung in Italian, French, German or English will fail to feel renewed interest after learning from this book the true story of that music, learning why it is and what it means.

Intelligence!

You see, it is one thing to listen to a fine tenor or soprano singing beautifully in Italian or French, and listen appreciatively; but it is another thing to appreciate intelligently. If you don't know the language and don't know the opera or oratorio or song-cycle from which the air is drawn, the only thing that can take your fancy is the mere lusciousness of sound. That, in itself, is all very well, but it does not create an intelligent interest in records generally. Yet it is precisely this intelligent interest that we desire to cultivate. For just as soon as you get people to thinking about the intrinsic merits of what they buy, so soon you may be sure that the job of selling the meritorious goods will become steadily easier.

In short, the best, easiest and quickest way to sell high-class records is to encourage an interest in those records above and beyond the mere fact that each of them represents a reproduction of the voice or of the violin playing of Signor So and So. The Kids!

Again: In this great and glorious country business is organized for the women and the kids. You cannot go wrong if you cater to them. If you cater to men's partiality for the

(Continued on page 21)

LANSING

Khaki Moving Covers

Protect from Rain and Dust

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

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

GRADE B $5.00

Use the Lansing Khaki Moving Cover and your delivery troubles will be over.

GRADE A $ .50

Write for booklet

No. 3 Carrying Strap Shown in Cut. $1.00

E. H. LANSING

611 Washington St. BOSTON

KIP, 350x110, black

THE TALKING MACHINE WORLD

By William Braid White

Featuring the Musical Possibilities of the Talking Machine

This is the record of a series of educational articles on the Musical Possibilities of the Talking Machine and how they may be utilized to increase sales. The third will appear in next month's Talking Machine World.—Editor.
Rishell Phonograph Co.

COMPLETE LINE OF

High Grade Period Design Phonographs
in Mahogany and Oak, at $50, $60, $75, $100, $150, $200, $250 and $300

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

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

RISHELL PHONOGRAPH COMPANY, Williamsport, Pa.

NEW YORK SHOWROOMS
244 Madison Ave, cor. 38th St.
"One Block East of Fifth Ave."
Telephone: Vanderbilt 2302

PHILADELPHIA SHOWROOMS
1019 Filbert Street
"Near 10th and Market Streets"
Telephone: Walnut 2270

COLUMBUS SHOWROOMS
40 West Spring Street
"Near the Chittenden Hotel"
Telephone: Main 4579

BOSTON SHOWROOMS
69 Canal Street
"One Block from North Station"
Telephone: Haymarket 1907
Columbia product never disappoints. It is the product that the public wants—before they buy, and by the same token after they buy, too.

(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

FEATURING THE POSSIBILITIES OF THE TALKING MACHINE
(Continued from page 19)

gentler sex and said gentle one's partiality for the children, you are likely to make a hit. I have a friend who bought a talking machine some years ago when his boy and girl were quite young, twelve and ten, respectively. He is a man whose musical taste is naturally clean and saue, although he has had no musical training at all in the ordinary sense. But he is a type of the thinking American business man. When he got his talking machine, he might not have used good judgment in selecting records. If he had thought only of what would amuse the kids at their then age, he would have bought some pretty poor stuff. But he was advised by a broad-minded dealer to have a stock of good records; and the advice was backed up by practical help in selecting.

My friend has deliberately used his record library to help educate his children in musical appreciation. For instance, both of these young ones are familiar with the whole opera of "Tannhauser," know almost all the arias, know the overture by heart, and even know the names of the most famous singers who have taken the principal parts. They can rattle off the list of Verdi's operas and know the story (it has been tried often with great success) of giving a whole opera in record form. "Faua!" and some others are already complete in records. Let the programs contain the story of the opera and all the data you can find, especially giving such details as will enable the listeners to identify the records in succession and know the thread of the story. Remember, they don't know Italian, or French, most of them. I have tried that myself, and know it works well.

Fourth: Put your brains, your selling ability and your push behind the best records. Forget the cheap ones. Let those who want the comedy stuff ask for it. There will be plenty of prospects for that.

BECOMES SALES MANAGER
DAVONT, O., April 6—F. M. Betz, formerly sales manager for the Herring-Hall-Marvin Safe Co., has joined the selling force of the Thomas Manufacturing Co., manufacturers of tone arms, sound boxes and motors, in this city. He will assume the position of sales manager.

The Thomas Manufacturing Co., which has long been extensively engaged in the manufacture of specialties for years, has turned over a large part of its plant to the manufacture of phonograph parts. It has been meeting with splendid success in this field, and the organization is rapidly being perfected. Mr. Betz will have entire charge of the sales of this department.

Treat strangers as you would customers and they'll become customers.

VICTOR DEALERS' GUIDE
"KEEP ON THE MAINE LINE"

THE MAINE SERVICE
C & A Service
CRESSEY & ALLEN
PORTLAND, ME.

MAKE IT YOUR ACT

Victor Distributors
STOCK SHORTAGE STILL EVIDENT IN SAN FRANCISCO

Shipments Slow in Arriving From Factories—Serious Scarcity of Needles—New Quarters for Edison Phonographs, Ltd.—Gallic-Curci Records Popular—Sonora Progress—Other News

SAN FRANCISCO, CAL., April 3—Shortage of stock is the chief cause for worry in the San Francisco talking machine trade. Shipments of machines are slow in arriving, and several styles of the more popular makes are completely sold out. The shortage of needles is causing much embarrassment and promises to become a serious problem when Lent closes. At the present time dealers are selling fibre needles whenever possible, but as these needles do not play loud enough for dancing, it will be impossible to use them to replace the steel needle when social functions are recommenced after Easter. At the present rate of demand, with the factories taking no orders from the Coast, it is highly probable that there will be no steel needles to be obtained in San Francisco within a short time. At the next meeting of the Talking Machine Dealers’ Association the needle situation will be brought up and thoroughly discussed with the object of combining in an effort to get a sufficient supply of needles for the Western trade.

Demand Beyond the Supply

Claude A. Adou, manager of the Emerson Phonograph Co., makers of the Emerson record, announces that as a result of the enormous sale of records in the Western territory he has been obliged to retrench and is opening no new accounts until July. At the present time dealers are selling fibre needles whenever possible, but as these needles do not play loud enough for dancing, it will be impossible to use them to replace the steel needle when social functions are recommenced after Easter. At the present rate of demand, with the factories taking no orders from the Coast, it is highly probable that there will be no steel needles to be obtained in San Francisco within a short time. At the next meeting of the Talking Machine Dealers’ Association the needle situation will be brought up and thoroughly discussed with the object of combining in an effort to get a sufficient supply of needles for the Western trade.

Mr. Adou has signed up several big people to handle the Emerson record as jobbers, and is rapidly placing them in all the towns on the Coast.

Edison Phonographs, Ltd., Lease Quarters

The Edison Phonographs, Ltd., has been incorporated in San Francisco by A. C. Ireton and all the towns on the Coast.

Mr. Ireton, formerly sales manager of the Thomas A. Edison, Inc., arrived in San Francisco several weeks ago with Judge H. L. Holden, counsel for Thomas A. Edison, and the firm was incorporated at once.

Mr. Ireton is vice-president and general manager of the new concern, and Harry L. Marshall will be associated with him as his assistant. The Edison phonographs, formerly handled by the Pacific Phonograph Co., of which A. R. Pommer is manager, will be handled exclusively by the new firm which will deal directly with dealers throughout the Coast. A large two-story and basement building has been leased at 871 Mission street to house the establishment and demonstration rooms, display rooms and offices are being completed as rapidly as possible.

More Room for Mauzy Talking Machine Dept.

Byron Maunzy has moved the talking machine department to the third floor of his building in space recently vacated by the small goods department, which has been moved to the entrance floor of the store. The entire fourth floor of the store is now given over to record demonstration rooms making accommodations more convenient for the handling of the large record business enjoyed by the establishment.

A complete stock of new process Edison records and the latest type machines have been installed and are selling well.

Conditions With Sherman, Clay & Co.

Sherman, Clay & Co., Victor distributors, report that the Gallic-Curci records, which have just arrived, are making a hit, selling in large numbers. L. S. Sherman says that the only trouble experienced in the talking machine trade is the difficulty of receiving goods. His establishment has a large shipment of Victor goods coming by boat through the Canal. This method of shipping goods is much surer than the railroad with traffic conditions in their present state.

J. A. Black, manager of the Wiley B. Alice Co. talking machine department, reports business "bully good," with a great deal of Victor style 16.

H. L. Marshall, of the Edison Phonographs, is on a two weeks' business trip to Portland and points in the Northwest.

A. R. Pommer Visits Trade in the East

A. R. Pommer, of the Pacific Phonograph Co., 140 Geary street, is in New York conferring with several large makers with a view to securing the handling of some other line of phonographs. Mr. Pommer has completed a deal with the Emerson Phonograph Co. to handle a jobbing agency of the Emerson records on the Coast.

Visiting Trade in Interest of Sonora

F. B. Travers, manager of the Sonora Phonograph Co., 109 Stockton street, made a most successful trip to Los Angeles during the month. Mr. Travers is now in Seattle on a three weeks' tour of the Northwest, where he is calling on agencies and looking into trade conditions.

E. W. Shepard and wife, of Shepard & Sons, Klamath Falls, Ore., paid the Sonora shop a visit during their recent stay in San Francisco while on their way to Los Angeles on a vacation trip. Mr. and Mrs. Shepard expect to spend several weeks in the South.

C. R. Marlow, of the phonograph department of C. A. Wright & Co., Santa Rosa, was in San Francisco on a brief business trip several weeks ago.

Clark Wise is well satisfied with the past month's business, especially in his Victor line.

FEATURING MUSIC IN THE HOME

The Ft. Wayne (Ind.) Journal-Gazette has been added to the list of daily newspapers of the country which is conducting pages devoted to music in the home, and much of the space is given over to talking machine interests. In a recent issue of the Journal-Gazette H. L. Tinker, manager of the Victrola department of Wolf & Dessauer, contributed a most interesting column article on musical development through the home, written along broad lines.

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. From posts made to follow lines of posts on Columbia 75.

D 79

In all finishes. Shown with top moulding and shelves. Specially adapted for use with Victrola IX.

Prompt deliveries on all orders. Write for Illustrated Catalogue of complete line

THE GEO. A. LONG CABINET COMPANY
HANOVER, PA.
Heineman Motor No. 2
“Standard Motor for Table Machines”

This motor is a double spring, worm drive motor. The spring barrels are mounted in horizontal position, the gears have triangular teeth. The worm gear is manufactured from the best material obtainable, and produced by special machinery in the factory.

This motor is of rigid construction and the governor bearing plates are equipped with eccentric thrust bearings, by means of which adjustment is very simple, thus increasing the ease of the running of the motor.

The No. 2 type motor will run through two 12-inch records or three 10-inch records with one winding. The running and the winding of this motor is practically noiseless. This motor can also be furnished with No. 3 type handle and escutcheon.

Otto Heineman
President
### Heineman Motor No. 2

#### Parts List

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<td>10338</td>
<td>Governor Bearing Bracket</td>
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</table>
Heineman Motor No. 11

“The Best Straight Gear Motor”

Motor No. 11 is single spring, straight gear motor. Same as No. 1 motor, except equipped with regulating arm for use with top regulating screw or tabulator.

This type of motor will run through one full 12-inch record with one winding. This style of motor is used in the better grades of the very popular priced machines in every section of the world—and has always has given the very best satisfaction.
Heineman Motor No. 11

Parts List

<table>
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<td>A=11/16&quot; Coupling</td>
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Thousands of families that won't buy pianos do want good music. Columbia music. Hundreds more who have pianos still want more music—vocal music. Why not make these prospective thousands of families customers of yours?

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

COLUMBIA "SAXOPHONE WEEK"

Now Being Observed by Columbia Dealers Throughout the Country—Featuring Records of Saxo Sextet—Special Folders for Campaign Visitors

This week is being observed by Columbia dealers throughout the country as "Saxophone Week." Window displays and special advertising have been prepared for the use of the company's representatives, and the record, advertising and trade promotion departments of the Columbia Co. are jointly co-operating to make the week a success. The records featured are a series of six saxophone records recently made by the Saxo Sextet.

Special folders have been mailed to the dealers for use in their publicity campaigns, and the value of "Saxophone Week" is enhanced by the fact that the records made by the Saxo Sextet have been highly praised by musical authorities.

The window displays in use during the week are featuring the saxophone, the instruments being prominently displayed, together with brief descriptions of the musical qualities and history. "Saxophone Week" is proving an emphatic success, thanks to the hearty co-operation extended to the Columbia dealers.

VISITOR TO STARR CO. FACTORY

H. C. Niles, of Starr Phonograph Co., Pitts-
burgh, Places Big Order for Starr Line

Richmond, Ind., April 2—H. C. Niles, secretary-
treasurer of the Starr Phonograph Co., distribu-
tors of Starr phonographs and records in Pitts-
burgh, visited the Starr piano factory here for a couple of days in the interests of the trade and to place a big order for phonographs for his territory. He reports that prospects for a big spring and summer business are excellent. Mr. Niles was formerly advertising manager of the Starr Piano Co.

THE NEWEST GALLI-CURCI POSTER

Handsomely Designed Hangers Feature Three Latest Records by New Soprano Sensation

A feature of the extensive campaign carried on by the Victor Talking Machine Co., in the exploitation of the new records by the latest operatic sensation Galli-Curci, is an elaborate poster bearing a handsome portrait of the sopran o as Juliette, and also in heavy type the titles of the three latest records made by that artist, they being "Home, Sweet Home," the waltz song from "Romeo and Juliet," and the Mad Scene from "Lucia." The poster is hand-
somely designed and attracted immediate at-
tention in the dealer's store or in his show win-
dow.

The Manhattan Phono Parts Co., manufactur-
er of talking machines, was incorporated re-
cently with a capitalization of $3,000, by Henry Loschultz, Charles J. White and Louis Smith, Jr., of New York City.

TRADE HAPPENINGS IN ST. LOUIS

Talking Machine Dealers' Association Holds Meetings in Which Many Matters of Interest Are Discussed—Celebrate Mark Silverstone's Fortieth Birthday—Recent Visitors to the City—Other News of General Trade Interest

ST. LOUIS, Mo., April 5—Two meetings of the Talking Machine Dealers' Association were held last month.

The second meeting, held March 28, was devoted to a discussion of the several resolutions previously adopted as to terms of doing business. It is said that several dealers have recently been consulted regarding the terms of deals and that they have defended these by an interpretation of the resolutions. The interpretations so given did not agree with the understanding of other members, but the latter found it very difficult to refute the views presented or to convince of their own. So a meeting was called to debate certain changes. Some defects were pointed out but no definite action was taken. It is understood that the question will be taken up again shortly.

When Mark Silverstone, of the Silverstone Music Co., came down to business on the morning of his forty-sixth birthday last week, he was met by the force, all lined up, to wish him many returns. In his office he found a Standard Dictionary, opened to the page that illustrated a picture of Mr. Edison's first machine, also a cut of a later type. Pinned to this page was the greeting of the employees, all of whom joined in the gift.

On the Saturday night following Mr. Silver-
stone entertains the force at dinner at the Majestic Hotel, after which all returned to the wareerooms, where a dance was enjoyed on one of the floors cleared for the purpose. The music was supplied by an Edison disc machine.

Recent visitors at the Silverstone wareerooms included William Maxwell, second vice-presi-

The party was en route to Hot Springs, but put in a busy day at the Silverstone wareerooms, inquiring into arrangements and methods and going over with Mr. Silverstone certain contemplated changes.

BELIEVES IN ORIGINAL CIRCULARS

John H. Williams, Greenville, S. C., Gives Customers and Prospects Interesting Tips on Use and Care of Talking Machines

John H. Williams, the active talking machine dealer of Greenville, S. C., believes in unusual methods in attracting and holding the attention of his customers and prospects. Mr. Williams sent out circulars regarding the care of talking machines and how to get the best results from their use, and in a recent circular emphasized the necessity of oiling the motor regularly to insure proper wear, and gives much attention to the use of needles, a section of the circular being reprinted from an article in the February issue of The Talking Machine World regarding the effect of rust on needles which is duly illustrated.

SUCCEEDS WITH VICTOR LINE

LANCASTER, N. H., April 3—G. R. Magoon, manager of the chain of Bailey's Music Rooms including those in this city, Berlin and Colebrook, and who maintains headquarters here, some months ago took on the Victor line at the local store and also in Berlin. The new departments, under the full direction of Mr. Magoon, have met with a measure of success that has insured their future development. The Victor line is now a prominent factor of the Bailey institution.
Domestic
TALKING MACHINE
The Instrument That is Making Phonograph History

Size:
20½" wide.
22½" deep.
15¾" high.

Beyond a doubt, the New Domestic Line represents the largest values ever offered in talking machines.

“De Luxe” Model, Price $50.00

Here is one of the wonders in the New Domestic Line that represents the ultimate achievement in phonograph construction. No illustration could do full justice to the beauty of the New Domestic line, which includes three others besides the model pictured here, namely, the “Popular” at $15, “Favorite” at $20, and “Premier” at $35. You must see the line and hear the wonderful tone quality these instruments have before you can appreciate fully how great these new Domestic Machines really are.

Here are the Domestic features, point by point:

Tone
- Its quality stands supreme and volume ample to fill any large auditorium.

Tone Arm
- New Domestic design, every part a perfect fit and correctly formed to convey sound to tone chamber.

Motor

Sound Box
- New Domestic, whereby the most delicate tones are faithfully reproduced. Arranged to instantaneously play either lateral or vertical cut records.

Cabinet
- Made of selected mahogany with gum trimmings and finished in best manner known to cabinet makers’ art.

The New Domestic Line will set the standard for Tone Quality in Talking Machines. They are of the finest construction from both a mechanical as well as a physical viewpoint. They are protected by letters patent granted and in process. We claim the new Domestic line stands supreme. Write today for full information.

DOMESTIC TALKING MACHINE CORPORATION
HORACE SHEBLE, President
33rd and Arch Streets
PHILADELPHIA, PA.

Pacific Coast Sales Agent:
Walter S. Gray
422 Chronicle Bldg.
San Francisco, Cal.

We are appointing a limited number of distributors to handle our line wholesale, and while a number of localities are closed, we will have some territory open for proper parties.
Each Columbia instrument you sell means dividends and investment simultaneously. Those who buy come back for new records and today the best records are being made by the Columbia exclusive artists.

**MARCH BUSINESS BREAKS SOME RECORDS IN TWIN CITIES**

Despite Stock Shortage Talking Machine Dealers Set Up New Figures—Planning to Profit by Opera Season—Edison Tone Test Will Occur on April 25—Other News of Trade

MINNEAPOLIS and ST. PAUL, MINN., April 7.—One would hardly look to the month of March to bear record histories in the talking machine proposition but Robert Souders, the Columbia Graphophone Co.'s Northwestern representative, relates that the March sales of Dictaphones surpassed the greatest previous monthly totals that class of machines entered the Northwest.

The explanation may be that the supply of Dictaphones is not limited to the same extent as the rubber machines, for the latter are not to be had for love, money, prayers or any other method of obtaining the needful. Complaint continues that machines are not to be had through any known way. If it simply was a question of overcoming difficulties the jobbers and dealers would find the proper route, but there is none. Anyway, that's what they will say.

Whether one talks with a Victor, an Edison or a Columbia dealer, the refrain is always the same. "We can't get supplies fast enough to fill orders," they say. Their warerooms give color to their doleful reports. The Beckwith-O'Neill Co. could manage a grand ball in the space that should be occupied by Victrolas. W. J. Dyer & Bro. see fine business slipping away every day because the goods are not on hand. The Minnesota Phonograph Co. is shipping out nearly all its receipts of Edison machines on the day they arrive. And the retail dealers are hampered fully as much as the jobbers.

Preceding the season of the Boston Grand Opera in St. Paul, W. J. Dyer & Bro. have arranged for a series of interpretive readings by Mrs. Charles Ellis Wells in the company's concert hall. The dates and themes are as follows:

- "La Tosca," April 10
- "Aida," April 12
- "Faust," April 14
- "The Sorrows of Young Werther," April 15
- "Ivanhoe," April 16

The Dyer entertainments always are smartly attended. The result being a consequence of Manager George A. Mairs, of the talking machine department, reports a heavy increase in sales in 1917 as compared with previous years. The increase in record sales he characterizes as "miraculous."

Manager J. L. Pofahl, of the Victrola department of the Golden Rule store, while wearing his customary benign countenance, is harboring a concealed grouse over his failure to obtain all the No. 11 and No. 14 machines that his heart craves. He would be reasonably happy could he obtain all he needs of the two styles. Many sales are obtained through the schools of the city, the result being a consequence of Manager Pofahl's systematic cultivation of that field.

The Beckwith-O'Neill Co. is in the agony of the annual inventory—but there is nothing much to inventory except records and these, it is said with pleasure, are satisfactorily numerous to keep the staff working several days overtime.

The biggest event for the Edison dealers in the Northwest is set for April 25, when Maecenas Marie Rappold and Jacques Urlus give their tone test with Edison machines at the Minneapolis auditorium. All the Edison dealers of the Northwest have been invited and it is expected that fully 200 will attend. In the evening the pilgrims will be the guests of the Minnesota Phonograph Co., with Laurence H. Lucker, as grand chamberlain, at the Hotel Kadisson.

E. W. Hedeman, of the Columbia Co., came home this week for a short Easter rest after being on a commercial tour of Montana and the Dakotas for six weeks. He placed many orders and opened a number of new accounts. Whenever he went, he found all interests confident of a prosperous business year. The Columbia record business has been stimulated greatly in the past week by the appearance of Florence Macbeth, the Minnesota Nightingale, in concerts at Minneapolis, St. Paul, Faribault and Owatonna. Being a home product her popularity here is at its highest point in Minnesota.

Zimbalist appeared with the Symphony orchestra in St. Paul last week, and Mischa Elman is due later this month.

The talking machine department in Powers' department store is now under the management of F. H. Culp, formerly with the J. N. Adam Co., of Buffalo.

**IMPORTANT CHANGE IN PORTLAND**

Pacific Phonograph Co. Which Discontinued Jobbing of Edison Phonographs Will Soon Announce Its Plans

PORTLAND, ORE., April 4.—Quite a surprise was spring on the dealers in the Northwest when the Pacific Phonograph Co., former Edison jobbers, discontinued handling Edison products. The future plans of this company have not been announced as yet, but rumor has it that they have a surprise in store for their dealers and the talking machine trade.

This firm has been conducting jobbing houses at Spokane, Seattle and Portland, and most of the dealers have already expressed their regrets at their discontinuing the Edison line. While the succeeding company, "Edison Phonographs Limited," has not yet announced its plans, it is almost certain to believe that it is the intention to discontinue two of these houses and handle all of the jobbing from either Seattle or Portland.

D. N. Schwab, manager of the Portland office, and C. O. Baker, manager of the Seattle office, have just returned from San Francisco, where final arrangements for this transfer were made.

**FILES PETITION IN BANKRUPTCY**

Franz F. Bruckner, trading as the F. Bruckner Mfg. Co., dealer in musical instruments, 405 Broadway, New York, filed a petition in bankruptcy on March 27, with liabilities of $25,000 and assets of $7,752.

The best packing case for your Cabinet Machines bears this stamp

**THIS IS AN"ATLAS" PACKING CASE MADE ONLY BY NELSON & HALL CO., MONTGOMERY CENTER, VT**

WRITE FOR CONVINCING FACTS
Brilliantone Steel Needles
Also Victor Fibre and Tungs-tone Stylus

I. DAVEGA, Jr., Inc.
VICTOR DISTRIBUTORS

125 West 125th Street
Victor Records in all Languages
New York

INFORMATION OF VALUE TO THE NEW MAN IN THE FIELD

Necessity of Keeping Stock in First-Class Condition—Something Regarding Language Records—

How the Voice is Recorded for the Talking Machine

A man going into the talking machine business as a dealer must remember that in entering any new line of business success largely depends upon an understanding of that business. A little study of the various types of machines and records and the glancing of some knowledge about the records themselves, should serve to prevent him from being taken advantage of by unscrupulous or incompetent dealers who records that are decidedly foreign to one another, so far as playing qualities are concerned.

In this section of The World information will be given on such problems as are of present interest, with the technical construction or mechanical features of instruments which are handled in the department of "Repairs."

Keeping Stock in Condition

The dealer who wants to win plenty of success must of necessity be sure that his stock is in presentable shape. It is not enough to inspect every machine received for mechanical defects, or marked cabinets, but each machine should be thoroughly tested as to its reproducing qualities. It sometimes happens that the reproducer is slightly out of adjustment, and it is better to learn that fact privately than to have it brought to the salesman's attention before a customer when he is trying to sell a machine.

A dealer who has had wide experience suggests that records of a high soprano voice and others of a low bass voice be used to test each machine, for it sometimes happens that a reproducer that is apparently all right when playing an ordinary passage in the middle register will not play on any type of disc machine, and will produce wholly different kinds of new records on the market, I would appreciate it if you could advise me whether or not the language records can be played without attachments on Victor, Columbia, etc., machines.

M. E. LAWRENCE.

This inquiry is published because The World has received other questions of much the same character. The language teaching systems advertised in The Talking Machine World use lateral cut records of the standard type of ten-inch size. These records are made by a responsible company and play on the machines mentioned without any attachment.

The language methods referred to are those of the Cortina School, and the Language Phone Method, both of New York. The International Correspondence Schools offer language courses on cylinder records playing on the Edison phonograph. It is understood that these records will not play on any type of disc machine, and therefore are not covered by the query.

The Methods of Recording

Although the process of making talking machine records has been described more or less completely on numerous occasions there are still received at this office requests for the details of this interesting and all important process. While the principles of recording are generally known to those in the trade, the details by which the manufacturers get the proper results are for the most part kept secret. To see and study the actual recording mechanism is a privilege that is accorded but few.

The recording laboratory from the musical side has little of the romantic about it, and the grouping of the instruments has the appearance of a complex mechanism to the casual observer.

When a song has to be reproduced for the record machine the singer stands as close as possible to the large receiving horn, with an electric unit and the motor alone, is in accord to a correspondingly greater depth. The material of this first disc resembles soap in consistency, being thus much softer than the stereotype product.

ELECTRIC MOTORS MAKE BIG HIT

Racine, Wis., April 9.—The increasing trade appreciation of the electric motor is evidenced by the tremendous enthusiasm and interest shown in the Arnold electric motor made in this city. While this new mechanical device was first announced to the public in the March issue of The World, the responses from manufacturers all over the country were of such an extensive character as to indicate the next big advance step in phonograph manufacturing.

George C. Schmitz, president of the Arnold Electric Co., reports: "We have simply been deluged with requests since we made our announcement three weeks ago on our new electric phonograph motor. Our factory is working overtime to keep pace with the demand and if this pressure of orders keeps up at the rate they have been received to date, indicating that the phonograph world is ready for the transition to electric motors, 1917 will see the general adoption of electrically operated phonographs. Our method of manufacturing both the complete electric unit and the motor alone, is in accord with the general wants of manufacturers, as it gives them an electric motor that fits in with their individual way of manufacture. The moderate price at which we are enabled to manufacture electric motors has met with public favor everywhere and is one of the factors which has made the Arnold so predominant."
TWO EFFECTIVE WINDOW DISPLAYS

People's Outfitting Co., Detroit, Offers Unusual Window Arrangements in Featuring the Victrola—A Handsome Floral Display

Detroit, Mich., April 3—Those members of the retail talking machine trade who still believe in buying Motors, if you add the cost of motor adjustment in your factory and in your talking machines. We have been cutting gears for more than thirty years and know that perfect adjustment is absolutely essential. The success of our motors is due to rigid inspection. Motors must be right.

Dealers are beginning to realize that a machine equipped with the Meisselbach motor is practically trouble-proof. A manufacturer who wants to achieve the greatest success will use Meisselbach Motors. All genuine Meisselbach Motors are stumped with our name and a five-pointed star.

The Domestic Co. claims to have spared no expense in constructing their tools for the new line so as to insure accurate work, and the product bears every indication of such attention.

In designing this new line of Domestic talking machines, the manufacturers claim to have first designed and perfected the various elements necessary to properly reproduce a sound record, and then built the cabinets to enclose the mechanism, thereby, they state, revising the usual procedure of building a cabinet and afterwards seeing how best a mechanism could be fitted in same. Their object has been to make tone the most prominent feature, and experts say they certainly have succeeded in producing a line of talking machines where tone plays a prominent part.

THE TALKING MACHINE IN PLOTS

Chris H. Ewalt & Bro., Newark, N. J.

In buying Motors, if you add the cost of motor adjustment in your factory and in the dealers’ warerooms, you will find that Meisselbach Motors cost the least. So much care is taken in our factory that your adjustment problem is reduced to nothing.

We know what motors are required to do in your talking machines. We have been cutting gears for more than thirty years and know that perfect adjustment is absolutely essential. The success of our motors is due to rigid inspection. Motors must be right.

Dealers are beginning to realize that a machine equipped with the Meisselbach motor is practically trouble-proof.

A manufacturer who wants to achieve the greatest success will use Meisselbach Motors. All genuine Meisselbach Motors are stumped with our name and a five-pointed star.
The Biggest Thing Any Phonograph Can Claim

The public is tired of instruments whose costly records show wear after a few playings, and often are actually unpleasant to hear after fifty or sixty playings.

The public is tired of the endless bother and expense of changing needles.

The public wants to be free from such phonograph troubles. It wants pleasure, not bother and worry, in a machine.

THE PATHÉ SAPPHIRE BALL gives merchants and salesmen a chance to guarantee freedom from such troubles.

What is the Pathé Sapphire Ball? It is a polished, ball-shaped jewel used instead of metal needles to play Pathé records.

IT LENGTHENS THE LIFE OF THE RECORD

Because it never digs into, cuts, or rips the surface. After a thousand performances, Pathé discs show no perceptible wear.

NO NEEDLES TO CHANGE

It is permanent. No time wasted! The owner of a Pathephone never has to fear that he may be ruining his expensive records because he has forgotten to insert a new needle. He does not have to worry about his supply of needles running short.

And the Pathé Sapphire Ball means superb music. Because the round jewel comes in immediate contact with all the sound impressions on the record and brings forth all the subtle overtones and delicate shadings hidden there.

You—the merchant or salesman—have only to make your prospect see clearly the Pathé principle behind the Sapphire Ball—and you make an easy sale.

THE PATHEPHONE LINE IS COMPLETE

Music-lovers can buy a Pathephone for as little as $25 or as much as $225.

Each of the eight models is equipped to play all makes of disc records. Every model has the living beauty of tone that has made the name Pathé famous on two continents.

THE PATHÉ REPertoire OF RECORDS

There are records by some of the greatest singers now in America; by the idols of European opera houses—great singers who have never appeared in this country. Foreign orchestras and bands. And a thousand delightful novelties from the music capitals of Europe.

THE PATHEPHONE IS THE UNIVERSAL PHonoGRAPH

The Pathephone is not restricted to any one make of record. It plays every type of disc record.

New territories are being opened daily by Pathé merchants. Let us give you further information? Write us today.

PATHE FRÈRES

Factory and General Offices, 10-32 Grand Avenue, Brooklyn, N. Y.
THE PATHÉ GUARANTEE

We guarantee every Pathé Record to play at least one thousand times with the Pathé Sapphire Ball, without impairment to the unexcelled beauty of tone and without showing any perceptible wear on the record.

PATHÉ FRÈRES PHONOGRAPH COMPANY
PORTLAND, ORE., ASSOCIATION BUSY

Arranges for Number of Helpful Addresses at Meetings—Leaves Approval Question to Individual Decision of Members—Changes Among the Managers and Salesmen—Business Generally Reported on the Increase—Other Items

PORTLAND, ORE., April 4.—The regular meeting of the Talking Machine Dealers' Association of Portland met on the second Tuesday in March at the Hazelwood Restaurant and had a very large attendance. The meeting was presided over by L. D. Heater, vice-president, as Mr. Hyatt, president of the association, is still on the sick list, being in Southern California recuperating his health.

The attendance of the meeting was the largest since the forming of the association. This was partly due to an added attraction in the nature of a nice live address on the subject of "Salesmanship" delivered by A. E. Clarke, sales manager for the Wadhams & Kerr Co., wholesale grocers of this city. Mr. Clarke is a very able speaker, and made a very fine address which was enjoyed by every one and a vote of thanks was given to Mr. Clarke for his interest in the association.

The matter of records on approval, which had been laid on the table at the former meeting, was taken up and discussed, but the problem was finally left to the individual dealers to work out to suit themselves, most of the dealers not wishing to take action as an association compelling the different members not to send records on approval. The meetings for the coming season will each have some special feature, such as a table speaker which will be secured for each separate occasion.

Mr. Jessen, formerly of the Eilers Talking Machine Co., is now traveling for the Pacific Phonograph Co., covering the territory of Oregon and part of Washington.

F. A. Dennison, Pacific Coast manager of the Columbia Graphophone Co., passed through Portland recently on his way back to San Francisco, California. Mr. Dennison is very much pleased with the outlook and says that the business is increasing at the rate of 100 per cent. of the corresponding months of last year.

L. C. Callahan, formerly of the Dictaphone Co., of Chicago, Ill., and of San Francisco, California, now has complete charge of the Dictaphone office in Portland and reports the outlook very bright, as he is having no trouble in making a great many sales. He also states that it is so easy over the work he has been used to having in the other cities on the Coast that it is almost like a vacation.

The Columbia people have been receiving substantial shipments of graphophones. These have been rushed through, due to the national scare on the railroads and the Columbia folks are congratulating themselves in being able to get their stock on time. L. D. Heater states that the 100 per cent. increases over last year are in regular order and that they are now looking for bigger things.

Mr. Dumphy has assumed the management of the Eilers Talking Machine Co., a position formerly held by Mr. Jessen. Mr. Dumphy reports a very fine trade and increases in both machines and records.

The Hyatt Talking Machine Co. is now established in its new location. Manager Alphonse states that they are more than pleased with the way business is looking up. It is much better than in the old location and the future is looking very bright, as they could not have gotten a finer location for the talking machine business. Henry Jennings & Sons, large furnishing dealers of this city, have been featuring the Columbia lines, especially in the Grafonola 75 in walnut, very strongly during the last month and report that they have had exceptionally large sales.

The little man is ever looking for something big, something really worthy of his power. A man outgrows his position or environment by performance alone, and the man in his path, he or she, will find there is no escape, other than to get off the track, not of the anxious but of the determined.

EXPAND LABORATORY FACILITIES

Jones Laboratories to Make Records for a Number of Companies—The Men Interested

The Jones Laboratories, 662 Sixth avenue, New York, have greatly increased their facilities the past few months, and arrangements are now being completed whereby this concern will manufacture records for several additional houses. Its capacity has been augmented considerably, and with its present equipment, records of all sizes up to twelve inches (hill and dale cut), can be produced by these laboratories in any quantity. The company has already signed large contracts with a number of companies for the coming year.

Earle W. Jones, consulting engineer, and head of the laboratories bearing his name has been associated with the recording division of the talking machine industry for fourteen years, and is recognized as one of the country's foremost recording experts. For a number of years he was connected with the Columbia Graphophone Co., and during the past eight years, in addition to his recording work, he has supervised the construction of special machinery for prominent record concerns.

Associated with Mr. Jones in the recording and production of records is a talented orchestra and a corps of trained operators and laboratory men. His staff of recording artists comprises many of the best known popular vocal and instrumental artists, who have made many records for him during recent years.

THE PIANO MAN'S VIEW

A piano manufacturer in commenting recently upon the relationship of the piano and talking machine trades made the following apt comment: "Investigate the talking machine selling at $250 or $300, then see what we piano men have to give the purchaser for the same money. No wonder the great majority of talking machine men are wealthy, while the great majority of piano men are kept busy making ends meet."

Acme Die-Castings for Phonograph Parts in Aluminum and White Metal Alloys

A few phonograph parts which we die-cast for leading manufacturers are illustrated above. These phonograph makers prefer Acme die-castings because of the strength, accuracy and smooth clean finish of each part. There are no file marks, no pits, no roughness in Acme Die-Castings. Each one is true and fits perfectly when assembled. Acme service insures prompt deliveries—You get your castings when you want them and the way you want them and in any quantity desired. Send us blue print or model and let us give you an estimate.

Acme Die-Casting Corporation

BOSTON—176 Federal Street
PHILADELPHIA—Wideyv Building
DETROIT—965 Woodward Avenue

CHICAGO—549 Washington Boulevard
CANADIAN DISTRIBUTERS—Lyman Tube & Supply Co., Ltd., Montreal

Acme Die-Casting Corporation

BOSTON—176 Federal Street
PHILADELPHIA—Widener Building
DETROIT—965 Woodward Avenue

CHICAGO—549 Washington Boulevard
CANADIAN DISTRIBUTORS—Lyman Tube & Supply Co., Ltd., Montreal
INVENTIONS
We should like to hear from anyone who has ideas for new specialties for the Talking Machine or Music Store Trade. We will give the best ideas published and put specialties on approval. State full particulars.

NATIONAL COMPANY
Also National Toy Company
Manufacturers of
GRAPHONOLA
GRANATINA
325-327 Concord St.
BOSTON, MASS.
Illustration shows the how the window was built up and special turn of the sidewalk in front of the store was made almost impassable by interested spectators. The Murphy store is located at 320 West Lexington street, only half a block from the famous Lexington Market, and it is estimated that over 100,000 people witnessed the display.

DANCERS IN WINDOW ATTRACT
Demonstration of Newest Steps to Music of Grafonola Proved Big Attraction at Store of Frank J. Murphy in Monumental City

BALTIMORE, Md., April 3.—James S. Mathews, manager of the Grafonola department of Frank J. Murphy, furniture dealer of this city, recently attracted much attention to his department and the Columbia Grafonola and records handled therein, through an especially attractive window display. Two real live dancers appeared in the window and danced four hours a day for four days to the music of the Grafonola. The dancers danced an hour and rested an hour, starting at noon. The whole time they were in the window the sidewalk in front of the store was made almost impassable by interested spectators. The Murphy store is located at 320 West Lexington street, only half a block from the famous Lexington Market, and it is estimated that over 100,000 people witnessed the display.

ISSUES FOLDER ON "NEW RECORDS"
Byron Mauzy Emphasizes Fact That No Records Are Sent on Approval or Trial and Therefore a New Record Is Assured Each Purchaser

SAN FRANCISCO, CAL., March 31.—Byron Mauzy, well-known talking machine dealer of 250 Stockton street, this city, who handles the Victor, Columbia and Edison machines and records, has just issued an interesting little folder for the benefit of the public, and bearing the caption: “What Is a New Record?” The folder is a direct answer to the approval plan of record selling and in which Mr. Mauzy says in part: “You get from us invariably an absolutely new record—clean and unworn—affording you the real pleasure of the perfect reproduction of the artist. We protect you by allowing no records on approval; no records exchanged; no records on trial; new and unused.” The balance of the folder is given over to a description of the Mauzy record service and all particulars.

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BETTER MUSIC
Better Music “Williams” Sounding Board
placed under record on any disc phonograph. Price $1.50. Usually discount to dealers.

O. B. WILLIAMS CO.
427-279 Congress St.
BOSTON, MASS.
Manufacturers Sack and Doors

TALKING MACHINE MEN GET BUSY
Join the Association—Max Landay Is Out to Capture 100 Members Before April 17

Max Landay, chairman of the membership committee of the Talking Machine Men, Inc., is instituting an aggressive campaign to "make good" his promise to the association that 100 new members will be enrolled before the next banquet takes place. As the date of the banquet and dance is April 17 Mr. Landay’s committee is now on the "homestretch," and is making an urgent appeal to every eligible dealer to send in his application blank by the 17th.

Mr. Landay points out that every dealer in New York, New Jersey and Connecticut handling machines manufactured by companies who maintain by contract one price to the general public is eligible for membership to the Talking Machine Men, Inc. There is also an associate membership for those employed by active dealers. This class of membership ceases upon the termination of the employment.

The Talking Machine Men, Inc., have a number of important plans in mind which are well worth the support of dealers in the three States mentioned above. It is intended to have the dealers co-operate for the benefit of the business; to take up reforms that are needed such as the charging of interest, the establishment of a clearance bureau, etc., and finally to sponsor the amalgamation of the different dealers’ associations throughout the country into one national association.

AN APPRECIATIVE PROSPECT
Wisconsin Youth Enjoys Selling Correspondence and Writes to That Effect

GREEN BAY, Wis., April 2.—Letters sent to talking machine prospects bring a great variety of answers as every dealer knows. Of course, there are many who ignore the letters completely, but then there are some answers which prove combative; others that display ignorance and still others that have a humorous element, which makes them well worth while. One of the latter type was recently received by the Stiller Photo Supply Co., of this city, who handles Edison phonographs here. The letter read as follows:

"Dear Friends: I sit down and write a few lines to you that your kind and welcome letter is at hand and I am more than pleased to hear from you. For from you I am all alone and I am lonesome you don't know what a kind and welcome letter means to My lonesome heart so kindly except your hearts for the same and I will do My part for you as a Friend. My Dear Friends I wold sent fur a Machin put you see it id Like this I am a poor boy I Cant promise you that I will act hones with you Now if you want to sent me one pleas let me know promise you to pay st such a thime you know how it goes with poor Folks put one ting I will promis you that I will aCt hones with you Now if you want to sent me one pleas let me know by return Mail. Hoping to hear From you soon."

VICTROLA FOR COWMAN SPECIAL
SACRAMENTO, CAL., March 31.—A Victrola, supplied by the San Antonio Talking Machine Co., furnished the music for entertainment and dancing on the Cowman Special over the M. K. & T. Railroad on March 12, which carried a large party of cattle men on a visit to Eastern points.

NEW CORTINA OFFICES IN CHICAGO
Trade in Cortina language records has grown to such proportions in Chicago and vicinity that the Cortina Academy of Languages has found it necessary to open a Chicago office. This new office is located in the McClurg Building, at 218-220 South Wabash avenue, and will take care of the local business.

Do not despise the one-record-a-month customer. He has his friends and you need his endorsement.

The UDELL WORKS
1205 W. 28th Street
INDIANAPOLIS
IND.
A Better Dealer Proposition
On A Better Phonograph

That's what the Manophone agency offers you. Send in the coupon below and we will prove it. You know how the public is gradually becoming educated to the finer shades of tone in music. Right there is where the Manophone demonstrates its superiority. Literally, it "speaks for itself"; for it is in truth The Music Master of Phonographs.

And we help you make sales. We're doing regular advertising of a type that arouses interest and brings inquiries.

We Help You Turn These Inquiries Into Orders

Manophone co-operation is thorough and detailed. We realize that our success lies in building up a satisfied, enthusiastic body of dealers who are making money.

We have many such dealers already—and we want you.

Send in the Coupon—No Obligation Involved

Just fill out and mail the coupon today. Get our 1917 offer. Judge for yourself whether it isn't the best opportunity in the talking machine field today to build up a permanent, profitable business.

Manophone Corporation

Detroit Display Parlor
ADRIAN, MICHIGAN

84 Broadway

New York Display Parlor

60 Broadway

Address all communications to Executive Offices at Adrian, Michigan

Manophone Corporation
Dept. TW, Adrian, Michigan

Gentlemen:

Please send me your 1917 Dealer proposition. I am interested, but this request places me under no obligation whatever.

NAME

ADDRESS
Just What Real Talking Machine Salesmanship Means

AS has been pointed out on frequent occasions there is room for real salesmanship in the talking machine business. Millions of dollars spent in advertising may bring customers to the store, and the catalogs will give details of the machines and records desired, but no advertisement or no catalog will close a sale. That requires a human element. For the employe of a talking machine shop to be able to differentiate between the various types of machines and to give the catalog number of the majority of the records, or, given the name by the customer to announce the title, indicates that that employe is a good clerk, but not necessarily a good salesman.

A salesman to be worth while should know sufficient about his line; should be sufficiently acquainted with the arguments for and against it, to feel competent when approaching the most forbidding-looking customer. He should feel that no matter what argument or what question the customer throws at him, he will be able to answer it intelligently and convincingly. In other words, he should feel sure of himself and then he quick to go after the business. Upon entering a store no one likes to wait around for the salesman to give him attention. He may be one of those men who do not like to be rushed, who prefer to look around at leisure, but at the same time when he is ready to ask questions, or to make a selection, he wants the salesman there.

No matter if the customer, upon entering the store, announces frankly that he is simply looking around and has no intentions of buying at once, the salesman can, without being offensive, show an interest in the visitor, get a line on what type of machine will please him and when he contemplates purchasing. Every person who does not own a talking machine is a prospect for one, without regard to race, color or previous condition of servitude. Every person who enters a talking machine store is doubly a prospect because he or she has become sufficiently interested to investigate the proposition.

"Everyone who comes into a talking machine store or department," said a manager recently, "in a little chat with his sales staff, "is a prospective customer, whether he is simply shopping around or really has half-formed ideas of buying. He may say to the salesman, 'I cannot afford a machine at present time,' but through careful questioning he might discover that he is in a position to make payments on a mighty good article, and through a little careful selling talk, could also land the contract. Every where the sale is not made on the spot, the salesman should always make it a point to get the name and address of the prospect. Play a few records over that satisfy his musical desires, and get his attention and friendship, and then follow up that prospect until he does buy."

To many salesmen one of the most difficult propositions they have to handle is the task of describing to the customer the reason why one machine cost $50, and another one, apparently only a little different, $75 or $100. The salesman must bear in mind that leading manufacturers in pricing their machines give value to justify the increased cost.

"In fact, the arguments offered by the double spring motor and its superiority over the single spring are so many that good salesmen can lead the customer to wonder why the price for the machine with the double spring motor is not really higher than it is. The record-filing devices in the cabinets; the higher finishes to the different parts of the cabinet, motors and other parts of the machine, all represent higher manufacturing cost and therefore justify a higher selling price."

"The salesman who hesitates to meet the challenge of the customer and prove the necessity for the difference in price of machines admits his incompetence as a talking machine salesman. In handling machines I can only say, see that all machines in the department are in perfect playing condition all the time and then learn to play them. Many a sale has been lost because the salesman ran the machine at a rate to kill the musical value of the record sometimes through his inability to regulate the speed. Don't take anything for granted in demonstrating. See that everything is right."

"Next we come to the selling of records, the subject that often does not receive the proper amount of attention from the salesman, because as a matter of fact a record sale should receive as much, if not more, attention than a machine sale, being invariably conducted on a cash basis. In many stores it is only the fact that a large number of records are sold for cash makes it possible to carry the heavy amount of installment paper secured for machines. The records furnish the capital for the business."

"Selling records is really a combination of art and science. A knowledge of the art of music is necessary for the proper selection and playing of records. The science of salesmanship is necessary to bring about their final disposition. Then, too, it is very necessary for a salesman to have a good memory and be able to remember, not only the titles of the selections, the authors and composers, the names of the songs, but also the record numbers to facilitate his work when he is in the middle of a rush. There are so many sides to the selling of records that it is almost impossible to give a complete list of suggestions as to how that end of the business should be conducted."

Fact—Not Theory

PEARSALL VICTOR SERVICE

is based on the combined experiences of every member of our sales force. A practical knowledge of actual conditions is the foundation of our service.

Pearsall Victor Service

Our shipping facilities are now 100% efficient. No delays in any department. "Promptness" is our watchword.

PEARSALL VICTOR SERVICE

has proven its worth under exacting conditions. We will not attempt to give in detail the value of our co-operation, but we do believe we can help you increase your profits.

SILAS E. PEARSALL CO., VICTOR DISTRIBUTORS, 18 W. 46th St., NEW YORK
The Talking Machine World

Starr Style 1/2 $50.00
(at retail)
Oak or Mahogany
Height 17 inches, Width 19 1/4 inches, Depth 22 1/4 inches
Has a tone which excels that in machines selling for $100.00. Though announced only four months ago our dealers say it is the best-seller among $50.00 models of all makes.

Starr Style 3/4 $75.00
(at retail)
Height 42 1/2 inches, Width 19 1/4 inches, Depth 22 1/4 inches
Already so popular that we are vastly increasing our output plans to supply all dealers.

COUPON
The Starr Piano Co.
Richmond, Ind.
Advise fully regarding your proposition on Starr Phonographs and Starr Records.

STARR PHONOGRAPH
"The Difference is in the Tone"

Everything a Dealer Could Ask

Nationally Advertised
Not only in BIG SPACE, in the best magazines-publications read by practically 16,000,000 people-
But in scores of big city newspapers, with reading circulations running into the millions, papers which cover the country from coast to coast.

Live Local Sales Helps
This includes a monthly ad service which provides Starr dealers with timely ads for insertion in local newspapers, window cards, handsome, attractive booklets, movie slides, etc.

A Complete Line—$50.00 to $300.00
Four beautiful period designs are included—at $250.00 and $300.00. Each Starr Phonograph carries a “de luxe” finish—the result of a three generation experience in building high-grade pianos from start to finish.

Entirely “Home-Built”
Starr Phonographs are not assembled. We build every part here in our factories, where one high quality standard prevails. Hence, we know that each machine is right in every particular before it is shipped. This wards off trouble for the dealer.

Send in for full particulars today
(Use coupon for convenience)

The Starr Piano Company
STARR, RICHMOND, TRAYSER, REMINGTON
GRAND, UPRIGHT AND PLAYERPIANOS
THE STARR PHONOGRAPH—STARR PHONOGRAPH RECORDS
Established 1872
Richmond, Ind.
BRANCHES, DISTRIBUTORS AND DEALERS EVERYWHERE
Every Columbia Grafonola sale makes a good customer and plants the seed of a long and profitable account.

(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

FINE STORE IN WILLIAMSPORT, PA.

WILLIAMSPORT, PA., April 2—One of the most attractive talking machine stores in this section of the country is that of M. H. House! & Co., at 209 West Fourth street, who handle both the Victor and Columbia lines of machines and records with consistent success. The store is located on one of the busy thoroughfares of the city, and the front is arranged to permit of most interesting displays. A view of House! & Co.'s store front is presented herewith.

RETURN FROM VISIT TO HAVANA

Theo. H. Bauer, Manager of the Columbia Co.'s Concert and Operatic Department, Tells of Lazaro's Success in Cuba's Capital City

Theodore H. Bauer, manager of the Columbia Graphophone Co.'s concert and operatic department, returned recently from a week's stay in Havana. He spent some time with the members of the Bracale Opera Co., which has been giving a remarkably successful season in Havana. Lazaró, the famous tenor and exclusive Columbia artist, is a member of this company, and has been an important factor in the success the company has achieved during the present season.

HAPIER MIELKE ENTERTAINS FRIENDS

Gives Elaborate Dinner at Hotel Gregorian to Celebrate Tenth Business Anniversary

Henry Mielke, well-known and successful talking machine dealer of 1680 Third avenue, New York, celebrated in fitting style the tenth anniversary of the establishment of his business by tendering a dinner to between forty and fifty of his business friends at the Gregorian Hotel on March 18. Mr. Mielke gave the dinner on the theory that those who had worked with him directly or indirectly to bring about his success should celebrate with him. Lipman Kaiser, of S. B. Davega & Co., presided as toastmaster, and as usual scored a success in this role. The entire affair was most enjoyable.

IMPROVED QUARTERS FOR ADAIR'S

Adair's, Victor dealer of Xenia, O., has just installed two new sound-proof demonstration booths for Victrolas and records on the main floor of their furniture establishment in this city for the purpose of taking care of their increasing Victor business.

The Peerless Phonograph Co., Inc., New York, have filed a notice of voluntary dissolution.
THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., April 8.—The talking machine business seems to be progressing in Philadelphia uninterrupted by any outside element, the only trouble being inside, in the inability to get sufficient stock to supply the demand. The business in March was considerably ahead of last year, as much so as the advance was noted over the two previous months of the year.

In fact ever since the first of the year there has been a wonderful business in records, the result of the great number of machines that were sold during the fall and the holiday season, and it is gratifying to note that the companies have kept their representatives pretty well supplied to the extent that several of the dealers have practically a complete catalog, and others are very nearly complete.

Sonora Co.'s Handsome Quarters

The Sonora Phonograph Co., at 1311 Walnut street, have at last gotten their warerooms completely furnished, with all the draperies in place, and a very fine elevator service established. It is the most richly appointed talking machine establishment in this city, and exteriorly is most attractive, at present, in the way the national colors are used for decorative purposes.

The Sonora manager reports that everything has been progressing in a most satisfactory way, and that they had a very good business in March. The exclusive concerts that they have been giving in the city have brought this machine to the attention of the best people of the city, and especially productive were the Sonora concerts at the British Bazaar that was held here all last week.

Excellent Report for March

Blake & Burkhart, the biggest handlers here of the Edison, report that their March business was satisfactory, but did not show the same increase over last year as did January and February. Among the recent visitors here was E. C. Boykin, the head of the sales promotion at the factory of the Edison. The firm report that machines have been coming through very well of late, and that record orders have also been filled with greater regularity.

Have Attractive Easter Window

H. A. Weymann & Son, Inc., have a very attractive Easter window decoration of Victor talking machines and records. They note that the April list of records are exceptionally fine and are selling big. As an illustration of how this department has grown at the Weymann house, they now have ten bearing booths instead of four in their old quarters. They are in excellent shape on records and able to meet any demand, but their orders for machines are still greater than the supply. Norbert Whiteley is at present covering the western part of Pennsylvania, and William Doerr is traveling through southern New Jersey. Among the visitors at the Weymann store the past week was Mr. Lanshe, of the firm of Hartman & Lanshe, of Allentown, who brought with him quite a big stock order for records.

Penn Co. Improvements Almost Completed

The Penn Phonograph Co. is still at work on the improvements in its store, but the interior is so nearly completed that it shows what a very artistic idea the man possessed that design it. It is in very good taste, and as to facilities for doing business, nothing better could be desired. A catalog rack is being made from a special design which will be placed in the front of the store. In the record section of the building the company is able now to handle more than double the stock it could previously carry, and with very much greater facilities.

March a Wonderful Month

The Penn Co. reports that its business in March was wonderful. During the early part of the month there was a shortage of stock, but the Victor people shipped large numbers of machines and records the last week, so that the company's business ran considerably ahead of March last year. The Penn Co. states that records are now coming in all right, and it is carrying a very complete stock. It is making a complete installation of foreign records, and will carry the entire foreign line. This is especially necessary in this city owing to the great number of foreigners through the coal region section, in which the Penn Co. has a large business. The foreign record supply is, at present, twice as large as it has ever been before.

Returns From Southern Trip

H. F. Miller, treasurer of the Penn Co., has just returned from a very pleasant trip through the Southern States, having gone as far as Florida, and accompanied by a party of friends. One of the agreeable visitors the past week was F. K. Dolbeer, formerly with the Victor Co., but at present treasurer of the Overland Automobile Co.

Great Activity With the Louis Buehn Co.

The Louis Buehn Co. reports that business in March was exceptionally good. Machines came in much better in March than the two previous months of the year, with the result that March of 1917 was the best March the firm has ever had. The company states that during the past two or three months a tremendous demand for records has been experienced. It is very well supplied, however, and can practically fill orders to its regular trade to the extent of 100 per cent. Louis Buehn, the head of the company, will spend the Easter holidays at his cottage at Ocean City.

G. A. Gewehr, of the Gewehr Piano Co., of Wilmington, Del., was here the past week, as was also H. A. Zeamer, of Columbia, Pa. Both dealers report that the business outlook in their sections is most encouraging.

Reports Good Business in Swedesboro

The firms of William H. Hannold & Sons, (Continued on page 38)
Ever Hear of Obvious Adams?

He believes that the only way to do things is to DO them; that the obvious thing to do is the one that gets the biggest results. We believed that the obvious thing for a distributor to do was to be EXCLUSIVELY WHOLESALE; another obvious thing was to SPECIALIZE on Victor Records—the combination MUST WIN for YOU and for US. It does.

BUEHN SERVICE on VICTOR RECORDS

we're proud to say, includes the obvious; it includes an attention to your interest that is concentrated upon one effort—to help your success. We like to repeat these four facts: A Wholesale ONLY plan; An Exclusive Victor platform; A Fast and Complete Service and a Hearty Co-operation—the four essentials of Buehn Service.

The Louis Buehn Company

PHILADELPHIA

Oscar Saenger Course in Vocal Training is your help to become the educational centre of your city. This wonderful achievement is worthy of your strongest sales efforts, and Buehn Service will co-operate with you on deliveries of the Saenger Course in all voices.
Swedesboro, N. J., and Keinard Brothers, of Phoenixville, Pa., have arranged to have several new booths erected in their talking machine departments. Both firms had representatives in town the past week making arrangements, and they report that business is very good in their section.

Great Record for March

Manager Eckhardt, of the Pennsylvania Talking Machine Co., states that March was exceeded only by last December in the amount of business transacted, and it could have been the biggest month in the history of the firm had it been possible for them to get in hand shipments that were on the way. He also states that the promise for April is that it will be the biggest month in history, as new and important connections have been made during the past month which are beginning to return pretty good dividends already on the effort.

Retire From Retail Field

The Pennsylvania Talking Machine Co. has retired from the retail business, and has sold its retail store at 1109 Chestnut street to the Grafo-nola Shops Co., J. G. Wagner, president, which firm runs another shop in Hartford, Conn. Mr. Wagner was formerly with the Henderson Co., Mr. Eckhardt states that they could not push the retail business, and preferred to devote their entire energies to the dealers' requirements as wholesale dealers.

During March practically every member of the Columbia Co. visited Philadelphia, and they had more Columbia visitors during that month than had visited them in the four and a half years since they have been in business here.

Manager Eckhardt, and his assistant, Mr. Tay, have just returned from spending a few days at the Baltimore branch of the Pennsylvania Talking Machine Co. They report that Baltimore had the biggest month in their history, and that everything looks most encouraging there.

Close Philadelphia Office

The Keen-O-Phone Co. has closed its offices in this city, having sold all the product it had on hand.

A NEW DOMESTIC CO. DISTRIBUTOR

The Talking Machine Sales Corp. Appointed Distributors for the Domestic Corp. in Philadelphia—S. M. Stanciliff, General Manager

THE TRADE IN PHILADELPHIA

(Continued from page 36)

Philadelphia, Pa., April 4.—The Domestic Talking Machine Corp. of Philadelphia announces the appointment of the Talking Machine Sales Corp., whose temporary headquarters are located at 316 Land Title Building, this city, as a distributor for its line of Domestic talking machines.

The Talking Machine Sales Corp. will devote its attention exclusively to promoting wholesale business on the new Domestic line, and is preparing to conduct an extensive campaign. This new corporation is under the general management of S. M. Stanciliff, who while new in the talking machine field is an old hand at sales promotion. For twelve years Mr. Stanciliff was connected with the Industrial Construction Co. of Chicago, for ten years he was with the Western School Supply Co., and recently he was agency director in Philadelphia for the New York Life Insurance Co.

Mr. Stanciliff's years of successful sales experience should stand him in good part in making the Talking Machine Sales Corp. a valuable distributor for the new Domestic line.

ABOUT "ARABELLA'S PHONOGRAPH"

Proves a Feature of the Doings of a Debutante in St. Louis Newspaper

St. Louis, Mo., April 3.—The Post Dispatch of this city has a Sunday feature in which the fads and doings of a debutante are set forth under the name of "Arabella." On a recent Sunday the subject was "Arabella's Phonograph" and the verses reproduced hereewith were accompanied by a clever cartoon of suitable character.

"Miss Arabella Simpkins Brown is fond of pickled music, she dearly loves to sit her down and hear these tunes Caruso; On Madame Schumann-Heink she loves, likewise on Frieda Hempel, and finds those John McCormack notes like music in a temple. Fritz Kreisler holds her soul in thrall with wondrous fiddle strum, On Madame Schumann-Heink she dotes, likewise on Frieda Hempel, and finds those John McCormack notes like music in a temple.

And Madame Gadski beats them all for solos fierce and tragic. "Tis joy to play the phonograph, when Brother Willie won't lick it, And be your mood to cry or laugh some record quickly finds it. She loves those classic pieces best, at least so she will tell you. Thaf song or play at her best to fascinate and spell you. O, how she loves to trot them out, those records operatic, When company is thereabout, she'll scotch those records operatic. But here's a secret we will tell, but don't you dare disclose it. For, though we know it very well, there's no one else who knows it. When company has gone away she'll scorch those records operatic. And for her own diversion play a different sort of music. 'Who Put the Bump on Father's Nose?' or 'Wicky, Wacky, Hula,' "Mammy's Little Coal Black Rose" or 'Hicky, Dicky, Dula;' 'On the Arm of the Old Arm Chair,' 'Hello, My Sweetheart,' 'Mammy's Little Coal Black Rose' or 'Hicky, Dicky, Dula;' 'On the Arm of the Old Arm Chair,' 'Hello, My Sweetheart,' "Mammy's Little Coal Black Rose' or 'Hicky, Dicky, Dula;' 'On the Arm of the Old Arm Chair,' 'Hello, My Sweetheart,' "Mammy's Little Coal Black Rose' or 'Hicky, Dicky, Dula;'

EXPANSION IN CORRY, PA.

The Barlow Hardware Co., of Corry, Pa., has secured a store next door to their present location for Victrola exclusively. They have put in several booths. Miss Dorothy Davidson, an enthusiastic and capable young saleswoman, will be manager.
Toronto, Can., April 5.—Fixed prices for the sale of merchandise would be made criminal if W. E. Knowles, member of the Dominion House of Commons, has his way. He should get his bill through the House, which is very unlikely. Mr. Knowles proposes to amend the Criminal Code by enacting that

"Every manufacturer, wholesaler, merchant, dealer, agent, or commission merchant who either directly or indirectly stipulates, agrees or arranges that any goods, wares or merchandise sold or otherwise dealt in or disposed of by, or to, him shall be sold by any purchaser thereof at a price not less than one prescribed by him, or who in any way endeavors to prescribe a price below which a purchaser shall not sell the same, shall be guilty of an offence, and shall be liable upon summary conviction, to a fine not exceeding five thousand dollars, or to imprisonment for a term not exceeding three months, or to both fine and imprisonment."

The Dominion Retailers' Association, which has headquarters at Ottawa, promptly objected to the proposed legislation and interviewed members of the government in this connection to protest against the bill.

The fact that the proposal is sponsored by a private member of the opposition, whose constituency is one of Western farmers does not suggest that he is serious, or will be taken seriously, because of the beauty of the melody.

The Berliner Graphophone Co., Ltd., Montreal, was a recent trade visitor to Toronto, where is located the Ontario distributing house of their lines, His Master's Voice.

James P. Bradt, general sales manager for Canada, New York, surprised some of his Toronto friends on the occasion of a recent trip, but it is understood that he might be impelled to lively action in opposition are not a bit perturbed. The proposition to appoint a commission having jurisdiction over inland trade also suggests that Mr. Knowles' infant will never be allowed to grow, as such commission would handle agreements that he would have declared illegal.

The Berliner Graphophone Co., Ltd., with their usual up-to-date methods, had all the show windows of their branch appropriately decorated in honor of St. Patrick, also previous to March 17 a special selected list of favorite Irish melodies was printed in green ink and sent broadcast.

The fact that a satisfied staff of employees means increased efficiency is amply illustrated by the case of the Classic Phonograph Co., Ltd. This firm believes in a spirit of companionship between officials and clerks, and to what measure they are succeeding in creating and maintaining this spirit is left to the Berliners headquarters to testify. During the past winter dances, smoking concerts, etc., have been held. In the summer there are outings, picnics for all the employees and their families. This firm has implicit faith in this mode of getting co-operation from their employees, and the idea might easily be copied by other houses in the trade.

TORONTO, Ont., April 4.—"There are times when it pays to be short of stock," observed the talking machine salesman to your correspondent, who entered just as a customer went out. The Talking Machine World man indicated his interest, and the salesman proceeded. "Notice that lady just gone out?" The World man had noticed. "Well, she just now left $250 in a deal that was to have been not more than $150. She and her daughter came in a few days before Valentine's Day. Monday of last week, it seems, they decided that they would have a machine in time for their St. Valentine's party this year. This affair is an annual event in their circle, and they very wisely decided that the talking machine would be a good help in entertaining. Their outside limit was $150, and they agreed to pay $250."

"Finally they decided on a machine in mahogany. Much to their disappointment, and my own, we couldn't supply mahogany; not one in our stock room. But they preferred to keep under a $100. They report a big Edison business in the city. During the past winter they have sold by other houses in the trade.

The Ontario Furniture Co., Ltd., Bleury street, have taken on a business trip when he became ill.

The Mandel, by the way, is very popular. It was a visit to the eastern part of Ontario that was to have been not more than $150. They report a big Edison business in the city. The business has expanded until he found it advisable to branch out to the east. They report a big Edison business in the city. During the past winter they have sold by other houses in the trade.

The Canadian Graphophone Co. report a tremendous increase in phonograph sales throughout the Province of Quebec and Montreal property, and state that agencies are increasing rapidly in all the small towns in the Province.

The business is much up to date, and has created such a furor in the United States, have proved as popular in Canada. All Victor dealers report being oversold, and are eagerly looking forward to further recordings of this popular artiste.
Unico Designs are Patented

Unico Design No. 1

For 100 Per Cent. Efficiency
INSTALL THE

Over 30% of Unico Installations are Repeat Orders

The Unico System Makes Your Business Grow and Grows With It

Standardized Units
Exceptional Quality
Moderate in Cost

HAVE YOU THE MOST EFFICIENT TALKING MACHINE LOCALITY—THE UNICO

No Requirement too Large or too Small for Unico Service

UNICO SERVICE
Extends from Maine to Mississippi—from New York to San Francisco. Dealers in Australia, South America and Canada testify to our Service. Unico Equipment reaches you completely finished, fitted and glazed, ready for use, being assembled by our patented interlocking system. Prompt shipment from stock enables us to give you better delivery than you can obtain locally—why install old style, built-in equipment when you can secure all the advantages of the Unico System—giving you at no greater Cost Equipment of Permanent Value.

Literature Upon Request

Our Planning
With its experience in developments for hundreds of dealers us rough sketch plans giving of doors and windows, number suggestions for an Efficient D

THE UNIT CONSTRUCTION
121-131 South Thirty-First Street
For Maximum Sales and Profits

UNICO SYSTEM

Sound Insulating and Dust-Proof Features

Unico Construction is Patented

Unico Design No. 2

Unico Record Racks and Counters

Unico Demonstrating Rooms

Unico Wall and Ceiling Decoration

Unico Equipment For Every Requirement

Unico Design No. 7

Unico Record System
Maximum Capacity Minimum Space

The Unit Construction Company,
121-131 So. 31st St., Philadelphia, U. S. A.
Kindly send us full information about the Unico System.
The Dimensions of our Department are ___________ x ___________ in accordance with rough diagram attached. We desire to install (Specify No.) _________ Rooms, to occupy space indicated.
We desire Record Capacity for (Specify No.) _________ Records.
Our Distributors are _________________________________________________________________________
Signed ___________________________ Per ____________________
Address ______________________________________________________________________________________

No Distance too Great
No Delivery too Urgent

Unit Construction Company
PHILADELPHIA, U. S. A.

Clip the Coupon—Mail To-Day
TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 39)

marked to The World correspondent that “the demand for talking machine supplies is enormous.” “We made arrangements while in New York,” he said, for all the supplies we would require for about three thousand phonographs for this year. We have purchased larger and improved motor, phonograph, sound boxes, as well as several other improvements that we are working on for our Bran-Ola, which we expect to have on the market in the next few months.

Auronalas, Ltd., of Aurora, Ont., has been organized to manufacture and deal in talking machine cabinets and accessories. Capital $40,000. One of the largest firms organized to manufacture talking machines is the Canadian Symphonola Co., Ltd., with a capital of $20,000, and head offices at 405 Yonge street, the address of Wm. Long, the well-known piano dealer. Associated with Mr. Long in the organization of the above-named firm are his brother, A. Long, John W. Dyer and J. H. McDonald, and several others. It is the company’s purpose to have their designs on the market early in April.

X. G. Valiquette, of Montreal, vice-president of the Pathe Co., was in this city recently attending a meeting of the board of directors. He expressed himself as being highly delighted with the progress made by the Pathe in Canada, and predicted a very bright future for his company. Mr. Valiquette owns and operates one of the largest furnishing stores in Montreal, and, of course, has a big Pathe department.

Some of the officials of the local Pathe Co., made a special trip to New York for the purpose of speeding up shipments, and were successful in making arrangements whereby the record shortage will be immediately relieved. The embargo on wheat is the best thing all around, as it allows more conservative buying on the part of Mr. Farmer—spreading the buying over the whole season instead of giving him the total proceeds from his crop in a lump sum. As it is, not more than 60 per cent of last season’s crop has been delivered, conservatively speaking, which will tend to make business heavier throughout the early portion of the summer. Mr. Venini’s remarks will doubtless be of interest to dealers.

R. S. Williams & Sons Co., Ltd., report trade not only good in the country, but the city business is equally brisk. The only cloud on the horizon is a shortage of cars caused by freight congestion. Edison lines are greatly in demand, and the business of filling orders is taxing the staff greatly.

The Western Gramophone Co., Ltd., are doing splendidly in Victor lines, and the increasing business is of deep satisfaction to this firm.

With this firm a good demand is noted for the Western Canada is still ahead of us,” reports Robert Shaw, who is a most enthusiastic Columbia booster. “But,” said he, “we have studied the interests of our dealers to the extent of getting the American factory to help us out with records. The coal shortage in Toronto temporarily interfered with the Columbia factory’s operations, but the management there has the situation now provided for with the result that Columbia records are coming more freely.

Mrs. Good is a new acquisition to the phonograph department of Stanwood’s, Ltd. Mrs. Good is in charge of the record department. With this firm a good demand is noted for the electric machines.

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LIBERAL DISCOUNTS TO DEALERS AND jobbers

Charles W. Shonk Company

707 St. Charles St.  
American Can Co., Owner  
Maywood, III.

Mag-Ni-Phone

Model “J”

This model is equipped with an extra large reproducer—12-inch turn table—a warm-driven motor of our own design, and is beautifully finished in mahogany.

Write today for further information and the complete record service we can furnish you.

E. R. Mathews, of the Mathews Music Co., declares his sheet music and small goods trade and phonograph business is increasing each month. The piano department, is big in its own, a Ludwig & Co. grand being sold to a prominent farmer last week.

George, Winter & Lemon, Ltd., report satisfaction with present business not only in the piano section, but equally as well in the Edison department.

With the Alberta Piano Co., Ltd., find sales and collections fair, the country trade being over brisk for this time of the year. W. M. Howe, the local manager, stated that men would be tearing up their old floors in a few days and replacing them with maple, which, with other improvements should give them one of the finest stores in the city.

A new style Willis piano finished in walnut and similar to the style “J” Knabe, was on exhibition in the window attracting favorable comment.

C. B. Clarke, manager for Gerhard Heintz, Ltd., reports business as satisfactory, collections fair, and prospects brighter than ever. As soon as the roads are in a shape for motoring, Mr. Clarke states that he will call on every dealer to try his line of pianos and Victrolas; they are selling well for this time of year, and prospects are encouraging for the rest of the year.

WITH THE TRADE IN WINNIPEG

General Activity Reported in the Demand for Talking Machines—Pianos—Records—Numerous Concerns Increasing Facilities

WINNIPEG, Man., March 31.—Mr. and Mrs. G. L. Stanwood and son have returned from a delightful trip to Los Angeles, San Francisco, San Diego and Mexico. Mr. and Mrs. Stanwood motored over southern California. They were not at all anxious to return to the Canadian 30 below zero weather after visiting these sunny climates.

Anna Case, of the Metropolitan Opera Co., New York, is expected in concert here shortly. Miss Case will give a tone test in connection with the New Edison. Jos. M. Tees is looking forward to the concert arrangements.

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C. B. Moore, of the R. J. Whitla Co., Ltd., Pathe distributors in the West, is anticipating the record business of the coming season. They intend to devote both windows to the display of Edison phonographs and records. Until recently one window was occupied by this company and the other by Pathéphones. The firm have opened up a large number of agencies, and are aggressively pushing the Red Rooster line.

Messrs. Balsom Bros. are now busy with alterations to their store front. They intend to devote both windows to the display of Edison phonographs and records. Until recently one window was occupied by this company and the other by Pathéphones. The firm have opened up a large number of agencies, and are aggressively pushing the Red Rooster line.

TRADE NOTES IN THE WEST

Edmonton, July 31.—Messrs. Babson Bros. are now busy with alterations to their store front. They are remodeling and whitewashing their old floors in a few days and replacing them with maple, which, with other improvements should give them one of the finest stores in the city.

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If you are not handling Columbia goods there must be a reason why or a misunderstanding. If it is a reason we honestly believe it is wrong. If it is a misunderstanding, is it yours, or ours?

(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

R. E. Nichol is an addition to the talking machine department of the Jones Store Co. Grover Nye, formerly manager of the talking machine department of the Household Fair, recently resigned, owing to ill health, is in Western Kansas. He has been succeeded by E. M. Robertson, who will have charge of the pianos also.

F. H. Butler, of the Butler & Sons Piano Co., and well-known talking machine man of this city, recently composed and had published the "Brunswick March," naming his composition after the Brunswick machine.

Miss Jess Owen is the new head of the Pathé department of the Architects and Engineers Supply Co.; since her advent the business has increased wonderfully. Miss Owen, who is a professional soprano, demonstrates the records by singing with them and has been particularly successful with Goumod's "Ave Maria." Before coming to Kansas City Miss Owen did concert and church solo work in New York City. Her native State is Texas and it was there, in Dallas, that she was for some time with the Edison people.

NEW PATHE JOBBER IN KANSAS CITY

The Pathe Frères Phonograph Co., Brooklyn, N. Y., announced this week the appointment of the Wm. Volker Co., Kansas City, Mo., as Pathé jobber in this territory. This deal has been pending for some time, and its consummation will give Pathé products aggressive representation in this important section.

The Wm. Volker Dry Goods Co. is one of the leading wholesale houses in its section of the State, and is prominent in merchandising circles in the Middle West. It has exceptional means for developing channels of distribution, and is planning an extensive campaign in behalf of the Pathé line.

L. T. Donnelly, formerly connected with the Girard Phonograph Co., Edison jobbers in Philadelphia, has become manager of the Whitehall Phonograph Shop, 32 Whitehall St., Atlanta, Ga.

STOP! LOOK!!

WE ARE THE MANUFACTURERS OF NAME PLATES FOR THE LARGEST TALKING MACHINES, PIANO, FURNITURE, AND SPORTING GOODS CONCERNS IN THE COUNTRY.

DECALCOMANIA

NAME PLATES
ARE WHAT YOU NEED TO INCREASE YOUR BUSINESS.

Write—Samples and suggestions upon application
NATIONAL DECALCOMANIA CO.
240 N. 60th ST.
PHILA., PA.
RECORD MANUFACTURING

An Announcement

We are fully equipped and prepared to record and produce records in any size up to twelve inches; Hill and Dale cut.

Our recording laboratories are complete in every detail, and the tone quality of our records is unsurpassed by any Hill and Dale record on the market.

At the present time we are producing records under contract for a number of well-known companies, but our increased facilities will enable us to handle some additional business in 1917.

We have at our disposal the pick of the leading popular artists now making records. Our orchestra is one of the finest in the business and is supported by thoroughly competent operators.

Every record is made under the direct supervision of Earle W. Jones.

We invite an inspection of our laboratories and records.

JONES LABORATORIES
662 Sixth Ave. Phone 104 Greeley
New York
Trade Conditions in Buffalo

Interest Proposition Discussed by Association—Goold Bros. Opening—Quieter Times With Andrews—Leading Houses Well Pleased With Trade—Billy Sunday Records in Demand

Buffalo, N. Y., April 4—Although some mercantile lines in Buffalo have experienced a slight slump since President Wilson’s war message to Congress, the prosperity of the local talking machine business, like the proverbial brook, seems destined “to go on forever.” The wave of patriotism, which has swept this city, is reflected in the talking machine store windows. The display cases are bedecked with American flags and are featuring records befitting these stirring times.

W. D. and C. N. Andrews report that trade is good, and that the Victor machines are coming in more plentifully than formerly. The railroads are offering better shipping facilities, according to this firm. A good demand for the Rodeheaver records is reported.

The Talking Machine Dealers’ Association of Buffalo met recently. A feature of the evening was a discussion of the interest proposition. All dealers were urged to abide by the agreement to charge interest on time sales.

John McCormack will sing in Buffalo April 12-16 and will therefore be away from the McCormack records during his local engagement.

Goold Bros., Victor dealers at 1637-69 Main street, will hold a formal opening of their improved store after Easter. A floral display and public reception will be part of the program. They have increased the size of their store by adding the second floor. The main floor is devoted to a beautiful display of Victrola records, etc. A surplus stock of records is also carried in the basement. Two new booths have been added, making four in all. Each booth is sound-proof, has rich Turkish rugs and overhead lights. The booths and show windows are beautified with piano lamps. The store has a mezzanine floor, and presents a brilliant appearance having been redecorated throughout.

A new feature is a mezzanine floor, where the offices are located. Goold Bros. have four salesmen and one saleswoman calling on the trade. T. Amesbury Goold, who manages the store, and George A. Goold, are the members of the firm. They have been at their present location for the past three years, and have taken a ten-year lease on the store.

J. H. Hackenheimer, secretary of C. Kurtzmann & Co., recently returned from a trip to Cuba. Kurtzmann’s have a successful Victrola department.

Activity is a feature of the spring business of Neal, Clark & Neal.

Robert L. Loud, H. G. Towne, manager of Mr. Loud’s Victrola department, and E. W. Heintz and E. O. Hock, Victrola salesmen at this store, were among those who gave a birthday party at the home of Richard Nevills, who has been ill for six months. Mr. Nevills has been on Mr. Loud’s sales force fourteen years.

The visitors provided a delectable spread. Good fellowship and music were a feature of the evening. Manager Towne reports a good demand for the “Billy Sunday” records.

The Victrola department of the William Hengerer Co., received considerable advertising as the result of the company’s celebration of their “Prosperity Day” in honor of the “continued prosperity that Buffalo and the Hengerer store are enjoying.”

Alfred O. Bald, who has a talking machine department at his store at West Ferry and Grant streets, will attend next month’s convention of the New York State Retail Jewelers’ Association in New York City. He is secretary of the organization. The membership includes several jewelers who handle talking machines.

Several talking machine dealers, who own automobiles, have taken their first step in “doing their bit” in this country’s international crisis. At the request of the Automobile Club of Buffalo, some of the dealers have volunteered to have their cars registered as available for emergency service in connection with the Buffalo Chapter of the American Red Cross.

“We have worked up a fine Grafonola and record business since we opened our store seven months ago,” said Frank Kuhn, of Kuhn Bros., located in Elmwood avenue, near Utica street. Harold Kuhn takes care of the records. The store is open evenings for the accommodation of many who visit the Elmwood theatre near-by, and for others in the neighborhood.

The Householdf Outfitting Co., which handles Columbia Grafonolas, announces that it conducts “the daylight store, which closes at 6 o’clock.”

Charles Heinicke, manager of Denton, Cotter & Daniel’s talking machine department, recently told the Gyro Club of Buffalo of conditions along the Mexican border. He advocated real preparedness and universal training. He was at the border with Troop I of this city. Mr. Heinicke was also among the honor guests of the Kappa Delta fraternity of Buffalo.

Miss M. McLaughlin is in charge of the Victrola department of Walbridge’s, one of the leading hardware stores of the country. Walbridge’s are regarded as the first Buffalo firm to abolish comparative prices in advertising. The department has a full line of machines and two booths. Business has steadily improved since the Victrola section was moved to the mezzanine floor. Miss McLaughlin uses a live mailing list of names.

“Victrola Week” was featured with marked success by the J. N. Adam Co. W. R. Gardiner, manager of the department, used three large show windows to display his goods.

Talking machine salesmen are joining the Salesmanship Club, recently organized in Buffalo. The club is affiliated with the World’s Salesmanship Congress of 12,000 members.

Schwegler Bros., Victor dealers at 219-221 Genesee street, are calling attention to their “humble music rooms.”

Thousands who transferred cars at Main and Utica streets on their way to Billy Sunday’s tabernacle during the recent revival observed the fine Sonora displays at John Schuler’s store.

Talking Machine Exports

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

Washington, D. C., April 2—In the summary of the exports and imports of the commerce of the United States for the month of January, 1917 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures regarding talking machines and supplies appear:

Talking machines to the number of 6,258, valued at $160,917, were exported for January, 1917, as compared with 4,547 talking machines, valued at $122,007, sent abroad in the same month of 1916. The total exports of records and supplies for January, 1917, were valued at $152,284, as compared with $74,672 in January, 1916. For the seven months 45,011 talking machines were exported, valued at $1,123,109 in 1917, and 20,565, valued at $642,638, in 1916, while records and supplies valued at $865,935 were sent abroad during 1917, as against $301,108 in 1916.

SPECIALIZATION Is Our Success

We specialize in the distribution of Victor product. This means Greater Efficiency—Prompt Shipments—Larger per cent. of an Order

WE ARE ALSO JOBBERS OF EDISON CYLINDERS

W. D. & C. N. ANDREWS, - - - BUFFALO, N.Y.
The Cabaola is the latest creation of the talking machine world for combining the smaller table machine and a Haag Disc Record Filing Cabinet into a composite floor cabinet talking machine.

Every Cabaola contains one all-metal Haag ejector for filing disc records. The Haag method of filing disc records is most easily explained as "A Record a Second," and is dependable and durable in every detail. Every slot in the ejector is cut elliptically so that the playing surface of the record cannot be touched either going in or coming out of the ejector. 10 and 12-inch records can be filed side by side indiscriminately. A touch on the numbered index key and the desired record rolls into your hand.

The Cabaola is made in polished oak and of such a design that, combined with a small table talking machine, it will grace any living room or parlor. The Cabaola solves the expensive floor cabinet machine problem at a minimum cost besides including the best known record-filing device.

Insist upon a "Cabaola." It is the only make to include the Haag record filing feature.

**CABAOLA MODEL H-3**
Made to fit Victrola IV. Average net weight 50 pounds.

**CABAOLA MODEL H-4**
Made to fit Victrola IV. Average net weight 50 pounds.
Both models H-3 and H-4 are made in oak only and contain one Haag ejector.
Price of H-3 $25.00
Price of H-4 30.00

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.
APPONTED ASSISTANT TO PRESIDENT

James P. Bradt, of the Columbia Graphophone Co., Appointed to New Post This Week—Is Widely Known in the Talking Machine Field

Francis S. Whitten, president of the Columbia Graphophone Co., New York, announced this week the appointment of James P. Bradt as assistant to the president. Mr. Whitten's announcement has created country-wide approbation, as Mr. Bradt is one of the most popular members of the talking machine industry, and a man whose friends are legion. For the past week he has been in receipt of telegrams of congratulation from all parts of the United States, and even abroad, expressing the admiration and affection of the senders.

Mr. Bradt re-joined the Columbia forces about two years ago as sales manager, and the success he achieved in this important position was so impressive that a short while ago he was appointed to the position of general sales manager. Under his guidance the sales of the Columbia Graphophone Co. have increased by leaps and bounds, and his intimate knowledge of every phase of the talking machine industry is reflected in the confidence and esteem in which he is held by every Columbia dealer and member of the Columbia sales organization.

Mr. Bradt gave up newspaper work seventeen years ago to join the Columbia Co. He was assistant manager in Philadelphia before being appointed manager for ten Southern States, with headquarters at Baltimore. After three years of very successful administration in the South Mr. Bradt was sent to Berlin as director of the Columbia operations in Germany, Austria, Hungary and Russia. Mr. Bradt next claimed him, and for three years he was manager of the Columbia business in Great Britain. When the Canadian business began to assume proportions Mr. Bradt was put in charge, with headquarters in Toronto. His detailed familiarity with Columbia products, his long business experience and strong personality soon won him a splendid reputation among the Canadians. Under his regime a factory was opened in Toronto, and the sales of Columbia goods increased rapidly.

As assistant to the president Mr. Bradt will have unlimited opportunities to co-operate with every factor of the Columbia sales organization, and his friendship with Columbia dealers will enable him to work in close harmony with every development of Columbia merchandising.

A POINT WORTH CONSIDERING

It costs just as much to operate your store whether you sell one talking machine a week or ten. You cannot cut down your fixed expenses and you must push up your profits. One way to increase your sales is to make your store work more.

The wholesale and retail store of the Columbia Graphophone Co. at 228 Superior street, Toledo, O., has been sold to William T. Lane and L. J. Gazzolo.
CATCHING UP WITH DEMAND IN PITTSBURGH DISTRICT

Slight Lull in Business Does Not Worry Trade—French Nestor New Manager for Standard Co.—New Department for Frederick Co.—Annual Dinner of Company's Staff

PITTSBURG, PA., April 9—The reports of the talking machine jobbers and retail distributors throughout the Pittsburgh territory show a uniformly active condition of business and the outlook is quite favorable. While there is said to be less of a rush for machines, due to the slight lull in all lines of trade in general that has been occasioned by the recent war developments, the demand for records has been increasing steadily. Patriotic numbers are in especially heavy request and considerable attention is being paid to appropriate records of this character. All of the stores are featuring these numbers in effective window displays in keeping with the spirit of the times. The needs of the trade are in most instances being more nearly met by the manufacturers than they were a few months ago, but there is still some complaint of shortage and several concerns are far behind with their orders.

The Standard Talking Machine Co., which recently occupied its handsome new plant dedicated to "Standard Service" at 119-121 Ninth street, Pittsburgh, has secured as manager French Nestor, who took charge on April 2. Mr. Nestor is recognized as one of the most able men in the trade and his acquisition by the Standard Co. is an important one. He was formerly manager of the talking machine department of Cohen & Hughes, Washington, D. C. Prior to that connection he was manager of the wholesale talking machine department of the W. F. Frederick Piano Co. here, and his experience with the Victor line covers a number of years. While in Pittsburgh Mr. Nestor was formerly prominently identified with organization work, being one of the organizers and the first president of the Talking Machine Dealers' Association. His return to this city is welcomed by a host of friends in the trade.

The Standard Talking Machine Co. has also announced the following staff: A. B. Kirsch, assistant manager; J. F. McCormack, auditor; Ger. Lambert Friedl, who was recently appointed secretary of the talking machine department of the W. F. Frederick Piano Co., to the Organizing Committee to handle "Standard Service" in all its details.

Mr. Nestor is recognized as one of the most able men in the trade and his acquisition by the Standard Co. is an important one.

CATCHING UP WITH DEMAND! IN PITTSBURGH DISTRICT

The Artophone Company

You Will Forgive Us Won't You?

We would like to blame the freight or something for the fact that some of you have not been receiving your ARTOPHONES of late. When a Phonograph output has shot up to the Half-Million mark and beyond as quickly as this one has, it is almost impossible to get machinery, phonographic parts, cabinets, or extra help fast enough to handle the situation.

But we now have the machinery, phonographic parts, cabinets and the force. In a few weeks, we shall be entirely even with the world again. So, if you can possibly restrain that impulse to write us until after May 1st, do so.

We like nothing better than to get your letters; but, when you all write at once, there's an awful lot of you.

We thank you for your patience, also past favors, and trust for a continuance of your valued business.

The Artophone Company
1113 OLIVE STREET
SAINT LOUIS, MO.

You Will Forgive Us Won't You?

We would like to blame the freight or something for the fact that some of you have not been receiving your ARTOPHONES of late. When a Phonograph output has shot up to the Half-Million mark and beyond as quickly as this one has, it is almost impossible to get machinery, phonographic parts, cabinets, or extra help fast enough to handle the situation.

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We like nothing better than to get your letters; but, when you all write at once, there's an awful lot of you.

We thank you for your patience, also past favors, and trust for a continuance of your valued business.

John O'Melia, in charge of record department; Wallace Russell, head of service department. These men have all been mainstays of the Standard Co. in the past and make up a capable and efficient organization for handling "Standard Service" in all its details.

Joseph C. Rouss, president of the Standard Talking Machine Co., left this city April 2 for Sea Breeze, Fla., where he joined Mrs. Rouss and children, who have been there since the 1st of February. Mr. Rouss plans to remain in Florida until May 1, enjoying a much needed rest from his strenuous labors of the past few months.

The annual dinner of the staff of the W. F. Frederick Piano Co.'s talking machine department was held on Monday evening, April 2, at Bongiovanni's. Covers were laid for thirteen, in this instance a very lucky number, for a delightful time was enjoyed. The event marked the close of the fiscal year of the Frederick Co., a period that was marked by a substantial increase in the business of the department. Those present were Manager George Hardy, Emma V. Dahls, Lorette Mischer, Lamont, Frank Wonderlich, Billy Waugh, Frank Geyer, Louis Schaefer, Harry E. Waterhouse, Harold E. Miller, John M. Jones, G. A. Greischach and Ray Grimm.

An attractive new talking machine department is being installed in the branch store of the W. F. Frederick Piano Co., at the corner of North and Main streets, Butler, Pa. Manager Koehn is planning to push this end of the business and the more spacious quarters occupied April 1 are being fitted up with several booths. As at the Frederick main store and other branches, the Victor line is handled exclusively.

The local headquarters of the Columbia Graphophone Co. reports a steady expansion in business and a big demand for both machines and records from the dealers throughout this section. This year to date has shown a gain of 50 per cent. over the same period of 1916. Manager Lambert Frield, who was recently appointed manager of the New York Columbia branch, is continuing in charge of the Pittsburgh branch temporarily, as a successor has not yet been selected by the company. He expected to take up his new duties in New York May 1.

Manager Philip Rohn, of the Rohns' Phonograph Co., Edison jobbers, states that activity continues at a high level and the requirements of the Edison dealers are being met with a more adequate supply of machines and records. Three new dealers were added recently in nearby towns.

The Standard Talking Machine Co. and the various Victor dealers in the Pittsburgh district sold out the entire house for the Caruso concert at the Shriners' Mosque May 5 in the remarkably short space of three days, it being unnecessary to open the box office. A great volume of subscription orders had to be returned and indications were that three times the number of seats available could have been easily disposed of. The Victor dealers throughout this territory are already reaping benefit from the increased sale of Caruso records, due to the wide interest that has been aroused in the coming event. In bringing Caruso and the Cincinnati Symphony Orchestra here for one of the three Middle-Western concerts, the trade feels that the Standard Talking Machine Co. has wrought an achievement that is worthy of the greatest success.

A certificate of incorporation has been issued to the Master Wax Co., of Paterson, N. J., for the purpose of making master wax discs for talking machine records. The capital stock of the concern is $25,000, the incorporators being Monroe J. Levine, Bertha Barnet, and Theodore R. Levine, all of Paterson.
LIVE RECORD BUSINESS FEATURE OF ST. LOUIS TRADE

Quick Recovery From Business Slump Caused by Threat of Railroad Strike—Patriotic Records a Feature since the First of the Year than before.

St. Louis, Mo., April 9.—A decided boost in the sales of patriotic war records has been the most noticeable result of the war situation with the talking machine dealers of this city. Nearly every machine owner, it seems, has been moved to buy several numbers. The instrumental renditions are the favorites.

But with the threatened railroad strike it was a different story. Everybody became frightened over the prospect. Retailers suddenly realized how slender were their stocks and rained orders on the jobbers, which did not worry the jobbers at all, for they all were distributing the stock they received pro rata anyway and had nothing to ship. Then on the Saturday afternoon when it looked like there might be a strike that evening the big lesson was brought home to all in the decreased record sales for the day. That morning it was announced that transfer companies and other industries that depend entirely upon shipping for their business had begun to lay off men. Before night several thousand wage earners had been sent home with instructions to report for duty when danger of a strike had passed. This made other wage earners think, for the factories in the city let it be known that they had less than a week's supply of coal. The result was that the record sales along Piano Row fell as much as 50 per cent. in many stores and to an appreciable extent in all stores.

This emphasized the fact that the record business has become almost a capacity business Saturday afternoons. It is said by those who sell the records that there are dozens of regulars, those who drop in on the way home for one or two selections. It is the generally blamed by the pay envelope and only some such danger as that of losing a job can stop them. Manager Guttenberg, of the Aeolian Hall talking machine department, announces that owing to trouble in getting adequate machines for wholesale distribution that branch of the business has been transferred from the local ware-rooms to New York, so that the apportionment of machines can be handled at one place for more equitable work. The local trade has been excellent and the larger machines are leading in sales. March showed a handsome increase over a year ago. The record business too, Mr. Guttenberg says, is surpassing all Aeolian Hall marks.

Manager Irby W. Reid, of the Columbia ware-rooms, was ill the first of the month, suffering from an attack of appendicitis. At the time of this writing, the physicians had decided that an operation would not be necessary. Wholesale Manager C. R. Salmon was in charge during Mr. Reid's absence. He reported that the country trade was exceeding brisk, that the road men were opening accounts with stores of their own selection and that they were getting very fine orders from all sections of the country. The agricultural interests appear to have no fear at all of the results of this year. Distribution re-sults and possibilities, Mr. Salmon said, were reaching a very satisfactory stage and the record distribution was reaching an average that the warroom force was proud of.

Retail Manager Ben Phillips reported an ex-cellent month closed and a fine start for the new month. The few warm days had brought in-inquiries for the small machines that are so pop-ular for clubhouses and canoe parties. This sort of stock, he said, was still rather hard to get. A Columbia window display during last month that attracted much attention was "The Evolution of a Record." Records in eight stages of making were on display with placards to ex-plain. The window caused favorable comment.

Messrs. Koehler and Rauthe, of the Koeh-
Our factory at Utica, N. Y., is equipped to turn out cabinets in any quantities. Every department of our plant has been enlarged, and we can offer our patrons prompt service and the best cabinets that can be manufactured.

We would call particular attention to our plan of furnishing a full line of complete instruments in quantities on a cost plus manufacturing profit basis.

We are equipped to manufacture a complete line of standard designs or will furnish individual designs.

Let us figure on your 1917 contracts.

Century Cabinet Co., 25 West 45th St., New York
In spite of the threatened strike and impending war, the Vocalion business closed a strong month," reports Mr. Byars, local Vocalion manager. "There is a growing feeling of conservatism in the buying public manifested by the sudden decline in demand for higher-priced instruments. I believe we will experience a temporary lull, because of the war, but conditions will soon adjust themselves, and then the talking machine business will enter upon an era of prosperity never experienced before."

A RAPID RISE IN BUSINESS

V. N. Shishcoff, Indianapolis, Develops a Most Successful Trade From Small Beginning in Old Street Car—Features Foreign Records

INDIANAPOLIS, Ind., April 3.—The talking machine business is one which is seldom regarded as one of the businesses in which a man can

NEW ENTERPRISE IN KANSAS CITY

Miss Hughes Opens a Record Exchange on an Original Plan With Some Endless Chain Features That Attract Prospects and Customers

KANSAS CITY, Mo., April 10.—Miss Tema Lewis Hughes has opened the "Symphony Record Exchange" in the Staircase, Kansas City, an enterprise on a scale and marked by taste that distinguish it from most similar institutions. The building contains chiefly high class art shops, jewelry stores, and offices of a select class of business. Miss Hughes' office is beautifully decorated, finished in mahogany; she has furniture that one would expect in the waiting room, say, of an aristocratic practitioner. The surroundings therefore are inviting to a good class of trade. Miss Hughes has adopted a novel plan of introducing her service. Each customer is given a book of six coupons, each coupon representing $1. The customer gives the coupons to friends. If one of these friends becomes a customer, turning in the coupon, that coupon becomes a credit for the original customer to the amount of $1 on the annual fees of $6. So, if all six coupons come back in this way, the original holder of the book gets the year's service for nothing. The entrance fee would provide income while this plan is in operation. Miss Hughes has succeeded in capturing a rather ideal talking machine and piano store effect.

To Talking Machine Manufacturers:

I f you have not already investigated the merits of the VEECO Electric Motor, we would like to have you order of us a sample motor, unmounted, mount it yourselves on such board as you are using to mount your spring motors on; give it a thorough test when, if it meets with your approval, we shall be pleased to receive your further orders. If not satisfactory in every respect, return it to us for credit at our expense.

This motor will be equipped with our special Vitraloid turn-table which runs much more true than does any metal table and adds materially to the appearance of any talking machine.

Our motor runs with equal efficiency on either A.C. or D.C. without changing connections.

We guarantee it for a period of two years.

We shall be pleased to furnish prices and circulars on application.

THE VEECO COMPANY

248 Boylston Street
BOSTON, MASS.
REPAIRS
TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

[This department of The Talking Machine World is de-
signed for the service of all classes of our readers, including
those who prefer to mend, as well as those who prefer to buy.
Andrew H. Dodin, who conducts this department, has a
wide and enviable reputation as a master of talking ma-
rchines and conducts an exclusive talking machine repair
shop at 21 East Fourteenth street, New York. Tell him
your troubles through The World and he will help you if
possible. The service is free.—Editor.]

THE MARKEL MOTORS

To continue my articles on independent makes of
motors I will use for this month's subject the
two Markel motors known by the trade as the
Nos. M. 2 and M. 4. It would perhaps be a difficult
matter to find a general talking machine dealer
who has not at some time in his experience as
a merchant in good machines handled one or the
other of these two types of motors, and as a
consequence a detailed description of their con-
struction will probably be of interest to more
than the average number.

The Markel Motor No. M. 2

The motor frame is constructed of two heavy
steel plates held in position by five steel posts, the
turntable spindle is placed at the left hand
corner front (see illustration) and the winding
shaft at the right hand corner diagonally oppo-
site, a method of construction which necessitates
placing the spring barrel in such a position that
the cages extend partly outside the motor frame.
The spring cages of heavy pressed steel are
the cages extend partly outside the motor frame.
The spring cages of heavy pressed steel are

The winding shaft is firmly supported by plac-
ing the bearings ill two of the frame posts, and
These bearing plates
are adjustable and permit the moving of the
governor spindle spiral in or out of the cuts on
turntable spindle fibre gear so that the smoothest
and quietest running position of the governor
may be found easily and without trouble.

The winding shaft is firmly supported by plac-
ing the bearings in two of the frame posts, and

The Markel Motor No. M. 4

As can be seen in the illustration of the No.
M. 4 motor is in all details exactly the same
as the M. 2 with the exception of the third
spring cage attached at underside of the bottom
motor plate. The M. 2 motor will with one
winding play two of the usual twelve-inch rec-
cords, while the M. 4 by means of the additional
spring cage will play four, double power ob-
tained without making any changes in the dimen-
sions of the motor frame.

THE NEW COLUMBIA RECORD

The April Issue in Its Enlarged and New Form
a Most Interesting Number

The April, 1917, edition of the "Columbia
Record," the official house organ of the Co-
lumbia Graphophone Co., New York, has just
made its appearance, and is the first number
issued in the enlarged and new form which was
announced a short while ago. "Mr. Dealer,
this is your Magazine" is the inscription on
the front cover, and the contents of the magazine
well justify this phrase.

In its new form the "Columbia Record"
measures nine by twelve inches, allowing plenty
of room for the use of attractive illustrations
and pen and ink sketches. Myron D. Town-
send, editor of the publication, is devoting all
his time to the compilation of a new, helpful
organ which will be of practical assistance to
the Columbia dealers in the development of their
business. Among the articles in this month's
Record are "Mail Man's Story for You," "Shake
Hands With W. C. Fields," "Columbia Dealers,
Collect Your Money," "All About Breaking the
Record," "Two Door Bell Systems That
Work," etc., etc.

AUTOMOBILE AIDS IN SALES

GARDNER, Mass., April 2.—The Gardner Pho-
nograph Co., of which George A. Murray is the
competent manager, has done a large business
during the first three months of the year and
there is every indication that April will make
an equally good showing, Mr. Murray is the
owner of a handsome Oakland car which he
uses to excellent advantage in bringing pros-
cpective customers to his shop which specializes
in the Edison line. He is carrying a large line
of phonographs and records.

TO THE FRONT!
THE MAGNETIC
REPRODUCER

Is the last word in reproducers for talking machines.
Giving all that is to be desired—now being used by
a large manufacturer of phonographs.

A PROVED SUCCESS

We are now equipped to fill orders—and guarantee
this reproducer gives entire satisfaction. Has volume,
tone and clear enunciation, is indestructible.
Plays all makes of records and can be used on any
phonograph.

Samples to Manufacturers on Request

PARR MANUFACTURING CO. 1 UNION SQUARE
NEW YORK
The Progress of One Year

Three stages in the history of the production of Emerson Records:

AUGUST, 1916 (Production)

MARCH, 1917 (Production)

AUGUST, 1917 (Estimated Production)

Emerson Records have advanced in quality and in public esteem as greatly as they have in quantity produced.

You will be in a position to supply the demand in your vicinity in a few months.

Greater profits for Emerson Dealers who start now to prepare for the big Fall demand.

Learn About Our Proposition Now

Emerson Phonograph Company Inc.

Dept. D—3 West 35th Street

NEW YORK

BOSTON
453 Washington Street

CHICAGO
7 E. Jackson Boulevard

SAN FRANCISCO
681 Market Street

Emerson Phonograph Company

7 INCH DOUBLE DISCS
25c.
Barrientos, Eddy Brown, Lucy Gates, Graveure, Lazaro and other artists of like importance make the April Columbia Record List one big collection of best sellers.

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

Columbia Graphophone Co., Woolworth Building, New York

DETROIT DEALERS GETTING TIRED OF MACHINE SHORTAGE

Several Concerns Planning Steps to Prevent Continued Loss of Sales to Competitors—Dealers’ Association Agrees on One Class of Membership—Various Houses Making Improvements

DETROIT, MICH., April 8.—While the music business generally has not been out of the ordinary for the past month, we can say as a result of a thorough investigation that the talking machine business is very good, especially in the record departments. The only reason why the machine business is not better is because dealers can’t get enough of the particular item they want. On this score we have heard a great deal of complaint and it does seem as if something should be done by the manufacturers to remedy this condition. It cannot be expected that retailers will tolerate a condition of this kind indefinitely. Without mentioning any names, the writer knows of two dealers who contemplate handling other makes and that is the reason why the manufacturer won’t do a thing for me because he says he simply can’t fill the orders—which he now has. Which is all right for the manufacturer, but not for the retailer.

The Detroit Talking Machine Dealers at a meeting last week decided to eliminate the difference between active and associate members so far as dues are concerned. Hereafter both will be on an equal footing both as to dues and privileges. The association is getting along splendidly; the boys are taking great interest in the organization and are cooperating on all matters. Where two years ago most of the dealers and jobbers were total strangers, now they all know one another and are friendly competitors. The no-approval system over Sundays and holidays and the six per cent. interest charge on all time contracts are working out most satisfactorily and dealers are now convinced that it is much better to work together on these matters than to keep on fighting one another. It would do well for trade locals in other parts of the country to take an example from Detroit in this regard.

Max Strasburg, dealer in Victrolas and COLUMBIA PHONOGRAPH records, returned April 1 from a six weeks’ vacation at Pinehurst and Florida. He spent most of his time golfing.

Use Ward’s Moving Covers

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

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Grade D
Plain... $5.00
(Carrying Straps Extra)

Grade K
Plain... $7.50

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

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

THE C. E. WARD CO.
(Webb-Known Lodge Regalia House)
Manufacturers Complete Line of Covers
101 William St.
NEW LONDON, OHIO

A. A. Grinnell, treasurer of Grinnell Bros., wholesale and retail Victor dealers, has returned from a Southern vacation. C. H. Grinnell, manager of the wholesale department, reports a tremendous increase in business, and also states that shipments are coming in better than they have for many months. "We always had a lot of machines and records on the road, but they could not reach destination due to the freight congestion. With tracks clear shipments are coming in every day, and we are in excellent condition to handle orders from dealers."

The J. L. Hudson Co. has made extensive alterations to its Victrola store at 188 Wood-ward avenue. The first floor has been so altered as to permit of five more record booths and the offices of E. P. Andrew and Ed Andrew are now occupying front space on the second floor. The force of salesmen in the Victrola department and the record saleswomen has been enlarged to take care of the increased business. The Hudson store has had some splendid windows during the past months that were very timely, especially when Galli-Curci gave her Detroit recital. A great deal of attention is being given to the window displays by Manager Ed Andrew, with success.

Wallace Brown has incorporated his business as the Wallace Brown Co., with a capital stock of $50,000. Mr. Brown, who conducts his business at 31 East Grand River avenue, Detroit, plans extensive remodeling and in our next issue will have a most important announcement to make.

The Brunswick Co. is to have a downtown store in this city, handling not only the Brunswick phonograph, but a full line of Brunswick products. It is premature to mention the location at this time, but in our next issue we will make the announcement.

Manager Mills, of the Columbia Graphophone Co., 40 Woodward avenue, says, "business continues to get better every month. The great surprise to us is where it all comes from. Detroit and every city in Michigan, where our line is sold, is sending us 100 per cent. more business than last year."

The Star Piano Co. is opening many new accounts right along on Starr phonographs. Manager Brotherton, of this department, has taken on the Reliable Furniture Co. and many other firmly established concerns, and they are doing well on machines and records.

The Fath store at 114 Farmer street, now under new ownership, is also under new management. C. E. Johnson, who comes from Chicago, where he managed the retail store of the Brunswick Co. He reports good business on all grades of records. He has been making a feature of the bungalow design of machine with a specified number of records for $79.50, which apparently has been taking well.

The daily recitals at the Edison Shop are being better attended right along, which proves that the people of Detroit are taking more kindly to the Edison than they ever have.

Needless to say, in closing, that the needle shortage is just as bad in Detroit as elsewhere.
THE TALKING MACHINE WORLD

SOME OPINIONS OF THE WORLD

Interesting Extracts From a Few of Many Letters From Advertisers and Subscribers Regarding The Talking Machine World

Were the Talking Machine World to publish all of the letters received at this office praising the publication as an advertising medium of greatest effectiveness, or as a paper of distinct value from the reader's standpoint, they would make a sizable volume in themselves. The following extracts from several letters received within the past week or so form an excellent idea of the tenor of the communications.

Arthur D. Geissler, president of the New York-Chicago Talking Machine Co., writes: "The Talking Machine World as a trade paper is certainly improving and gaining prestige with each issue. As a medium of very valuable information you may be sure the writer appreciates it immensely."

Frank I. Winant, Washington, D. C., a reader of The World, writes: "The Talking Machine World is a work of art and is worth many times the subscription price."

The advertising manager for E. S. Oliver, manufacturer of the Oliver "Anytime Needle," of Newark, N. J., writes: "Mr. Oliver has advertised in the February and March issues of The Talking Machine World and the results he has obtained have far exceeded his fondest expectations. The Canadian rights were disposed of last week through an inquiry received on The Talking Machine World advertising."

Phonetic Toys Co., Inc., has just been incorporated at Albany for the purpose of making phonetic toys, novelties, talking machines; capital, $50,000; G. A. Lynch, A. I. Raisman, J. J. Hogan, 2333 Creston avenue, Bronx.

INCREASING SONORA OUTPUT

Jose Wolff, secretary of the Sonora Phonograph Corp., New York, states recently that the company has started to assemble its phonographs at the factory of the Herzog Art Furniture Co., Saginaw, Mich., and according to present plans from the start talking machines will be engaged in this work during the next year. This move was taken in order to increase the Sonora output and enable the company to more fully meet the great demand for its product. The company is also considering the establishment of another factory in an important city so that it will be able to adequately take care of its fall trade.

With the consummation of these arrangements the Sonora Phonograph Corp. will have three manufacturing plants admirably located from the standpoint of service and economical shipping. This tremendous increase in manufacturing facilities has been made necessary by the fact that the demand for Sonora products has advanced far beyond all expectations.

LONG DELAY IN RECORD DELIVERY

Owing to freight congestion and storms March Victor records reach Butte, Mont., Nearly a Month After the usual Date—Orton Bros. Have Real Difficulties in placating Customers

Butte, Mont., April 2—Freight congestion and the delays in transportation, due to severe storms in the West, caused much trouble for Orton Bros., the Victor distributors of 216 North Main street, this city. Instead of the March records arriving from the factory in time to permit of their being placed on sale by the dealers on the regular date in February, they did not reach this city until March 22, nearly a month overdue. Meanwhile dealers and retail customers kept after Orton Bros. demanding their records, and as the days passed the demand became more insistent, and when the records finally reached the store they could not be delivered fast enough. To inform the public of the arrival of the records, Orton Bros. ran a particularly effective ad in the local newspapers showing in an insert at the top the picture of a lady customer demanding of a worried looking clerk: "Are the March Records In?" Another picture in the top design shows a locomotive forcing its way through heavy snowdrifts over the caption: "Why They Were Late." The full list of March records was also published.

CHAS. F. SIMES IN THE SOUTHWEST

Sales Manager of Veeco Co., Boston, on a Very Successful Trip

Boston, Mass., April 5—Chas. F. Simes, sales manager of the Veeco Co., manufacturers of the Veeco electric motor and "Vitraloid" turntable for talking machines, is at present making a thorough canvass of the Southwestern and Southern States, and before returning to Boston he will also visit the Northwest. He will not be back for several weeks. Mr. Simes reports a broad interest in the products of the company throughout the territory visited and some good orders there.

It is stated at the offices of the company here that figuring on the orders already on hand for delivery during the year the company's production capacity will be reached very shortly.

ATTRACTION Advertising Novelty

The J. L. Roark Estate, which conducts a live talking machine department in its house furnish ing store in Greenville, Ky., has introduced with great success an attractive advertising novelty which takes the form of a large button, representing a reproduction of a Victor Red Seal record. The button has made a decided hit, particularly with the younger element, and is seen on many coat lapels.

Mermod Swiss Motors

ARE THE BEST

15,000 Motors on Hand For Immediate Delivery

They are reliable, made of material that will insure good and long service.

To obtain the best results for Phonographs, it is most essential to have a motor that will run evenly and silently; and the Mermod motors, being built by experts, have obtained these results.

They cost no more than motors of inferior qualities, and it is to your advantage to get the best.

Mermod & Co., 505 Fifth Ave., New York

Sole Agents for Mermod Freres, S. A., St. Croix, Switzerland

A. W. ROOS BECOMES MANAGER

Of the Cleveland Establishment of the Columbia Graphophone Co.—Succeeded by B. L. Brown With Company for Ten Years

Indianapolis, Ind., April 6.—A. W. Roos, manager of the Columbia store here, will leave Monday to become manager of the Columbia store at Cleveland, O. Mr. Roos is succeeded by Ben L. Brown, former manager of the Columbia store in Louisville. Mr. Brown has been with the Columbia Co. for ten years. Mr. Roos was manager of the Indianapolis store for four years. The Columbia business has expanded greatly in Indianapolis and surrounding territory since Mr. Roos took charge of the local branch.

A number of new booths for the demonstration of Victrolas and records have been installed in the store of Easman & Co., Inc., 30 Water street, Newburgh, N. Y.}

The VICSONIA is here to stay

It has proved its ability to reproduce perfectly Edison and other "hill and dale" records to the satisfaction of the most critical music lover.

Convince Yourself That Our Claims are Fully Justified

We will send a sample VICSONIA to any dealer upon receipt of $3.50. Try it and if you are not satisfied, return it within ten days, in good condition, and we will promptly refund your money.
TO BAR APPROVALS IN CLEVELAND

Talking Machine Dealers to Present Resolution
Planned to Kill System at Forthcoming Meet-
ing of the Local Music Trades Association

Cleveland, O., April 3—Cleveland dealers in
pianos and talking machines have decided to
shut down on the practice of allowing talking
machine records to be delivered indiscriminately
to possible patrons with the probable chance
that those records will be returned damaged or
not returned at all. This courtesy extended by
the dealers has been grossly abused.

Accordingly at the next regular meeting of
the Cleveland Music Trades Association, A. L.
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The Ladies, God Bless Them, as a Force in Upbuilding Dealers' Trade :: By Howard Taylor Middleton

"Every man blessed with a normal understanding of the good things of life cannot fail to appreciate the greatest creation of God—woman," began the dealer, and his face shone with the light of his convictions.

"I had not been in business a month before I was made to realize that my success or failure depended upon how I catered to my feminine trade. I had just started my establishment, it was like thousands of others spread broadcast over the country—complete and satisfying in itself, but not sufficiently so to attract the ladies. My wife discovered this state of affairs almost at once.

"Jack," she remarked in that tone of voice I have grown to know so well and used only when great things were at stake, "if you want to make good here in this residential district, you've got to have something more than a mere talk of all about that will have a place that will appeal to the wives and sisters and daughters of your men customers."

"Why, honey," I answered somewhat bewildered, "I've said nothing to anybody about a place, and I have no notion of what the goods are in the store. We have a good stock and the goods are moving nicely."

"How many women customers have you?" she shot me a question, and I met it.

"Well, that's rather a difficult question to answer right now, I told her. "I suppose I may consider the families of my masculine patrons in this class, as well as the families that I have not taken a feminine census as yet."

"If that is sarcasm it is in very poor taste, for I happen to know what men say about the women by my business methods, I suggested, in all humility, that wifey unbosom herself in my behalf. This she did along the following lines, and I will be only too glad to have you use whatever suggestions may be of aid to my fellow dealers.

"First of all she convinced me that the wives and sisters and daughters of my customers should be induced to go into the store, and, when this was accomplished, they should be made to feel so impressed with the general attractiveness of the place, and warmed by the courteous attention paid them that they would be glad to come again and often.

"She gave me to understand that the average business man has very little time to spend in a hearing booth, listens to a talking machine whenever, and that he will be glad to shift the responsibility to the feminine members of his family.

"I explained that when a customer did not have time to listen to records, I allowed him the privilege of taking them home in order that he might be rendered upon his own machine with the interested parties."

"Yes, and a rotten scheme it is too!" she retorted, "I never did like the idea of allowing records to leave the store until sold," she continued, "and I'll tell you why. Every selection that has been played outside the store is second hand, and the sooner you abolish the practice of selling second-hand goods, the better it will be for everybody."

"I am willing to bet you a new gown against I'll have to wait about a month," she ended with her knowing smile.

"I took my wife at her word and made the suggested improvements in the shop, even to the extent of sending out the 'phone invitations for the afternoon tea, and everything worked out splendidly. From that time on my sales have almost doubled, and I have given up entirely the arrangement whereby a customer is allowed to play selections in his home before purchasing.

"Now that the ladies have started to call frequently, they appreciate the fact that the shop is the place to hear records, and as my wife has set aside a certain afternoon for the playing of the new supplements, another for the works of the great composers, and still another for popular music, etc., they come by the dozen to listen, applaud and purchase. It is almost a women's musical club, you see.

"Any dealer who does not realize the importance of catering to the tastes of his women patrons is indulging in a very grave error," the dealer remarked emphatically by way of final. "To what source do you attribute your pronounced prosperity? I want to use your answer as a title for my article in The World," I explained.

He arose from behind his big desk, and raised an imaginary glass. "To the ladies, God bless them!" he said.

Notice to Victor Jobbers and Talking Machine Manufacturers

You will be glad to know that we are in a position to furnish you with the "Best Record Album" containing Famous Heavy Green Bristol Paper Envelopes the same as we have been using for the last ten years.

You will be glad to know that we are in a position to furnish you with the "Best Record Album" containing Famous Heavy Green Bristol Paper Envelopes the same as we have been using for the last ten years.

Despite the shortage of dyes, green paper and silk cloth you can make your patent album made of the highest grade materials. It is cheaper.

Why buy an Album of inferior make when you can buy the best Album on the market for the same price?

THE BOSTON BOOK CO., Inc.

102 Broadway
Brooklyn, N. Y.

PLEased with conditions in west
Otto Heineman finds trade in fine shape on recent trip—tells of improved manufacturing processes which add to efficiency of product—to exhibit at Chicago music show

"The West is in great shape," said Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, motor, tone arm and sound box manufacturers, who returned recently from a fortnight's trip through this territory. "The talking machine manufacturers in this section of the country are enjoying a healthy, substantial trade that seems to be based on a permanent stability.

"While on this trip I spent some time at our factory in Elyria, Ohio, and was greatly pleased with the improvements which have been perfected in a number of our manufacturing processes. These have added considerably to the efficiency of our motor, and several manufacturers who have visited the factory during the past month have expressed their enthusiastic with the features which we are introducing.

"The demand for our new No. 7 motor has far exceeded expectations, and we have booked large orders with prominent manufacturers throughout the country, who predict that this motor will be one of the most popular that has been placed on the market. Orders for the No. 7 motor are now being booked well in advance, as the manufacturers wish to anticipate their fall requirements.

"A noteworthy feature of our business the past six months has been the tremendous growth of our export trade. Last month's foreign shipments were the biggest we ever experienced, and we are well pleased with the reception accorded our products in the leading South American countries and in the Far East."

The Otto Heineman Phonograph Supply Co. will occupy a large double booth at the National Music Show to be held in Chicago the week of May 21. Mr. Heineman has made arrangements with several manufacturers whereby machines equipped throughout with the Heineman products will be displayed in the Heineman territory. There will be in attendance A. S. Ribolla, Western manager; Paul L. Baerwald, Eastern sales manager, and W. C. Strong, head of the factory. Mr. Heineman will also spend considerable time at the show.

Otto Heineman Dictating in His Office in New York

This shows a Victrola equipped with "INDEXO" record holders.

Does it appeal to you as a sensible thing to keep records in an accessible manner?

Dealers that wish to present modern ideas to their patrons please write to us for our selling plan.

INDEXO PHONO RECORD FILE CO.
14-16 WOOSTER STREET NEW YORK

ANNOUNCE INCREASE IN PRICE

The Sonora Phonograph Corp. has sent out a circular to its trade this month announcing an increase in the price of the Sonora "Grand" to $250. This increase was occasioned by the introduction of several improvements in the construction of this model which will make it even more salable than it was in the past.

At the present time the "Grand" is enjoying tremendous popularity and preparations are being made to take care of the expected increase in the demand for this product. The former price of the "Grand" was $225.

BOOKING SOME LARGE ORDERS

New Lover, O., April 6—Reports from the C. E. Ward Co., manufacturers of padded talking machine covers for moving purposes, dust covers and carrying straps, in this city, are pleased with the way orders are daily arriving. Besides enjoying an excellent mail order business, from all sections of the country they have recently booked many orders from the large corporations in Chicago, Detroit and New York. The majority of orders received require the dealer's name and address across the front in silk embroidery, which is an excellent advertising feature.

NEW INCORPORATION

The International Phonograph Corp. has been incorporated under the laws of Delaware with capital stock of $1,500,000 for the purpose of manufacturing all kinds of talking machines. The incorporators are: Paul A. Zexelman, Wm. C. Griffiths and Ernest H. Greenwood, all of New York.

One of the old-time records is new to all who have not heard it. Let the people hear those on your shelves as well as those which have just arrived for May.

MOTROLA WINDS THE SPRING--DOES NOT REVOLVE THE TURNTABLE

That's the reason it makes perfect time and tone for every record sure. You can easily see why: Because the Motrola winds the spring, the speed of playing is never affected by variation in the supply of current.

The Motrola is the only attachment that winds the spring. Its advantages are exclusive.

It is easily and quickly attached in place of the winding handle. Current cost negligible.

If you are not selling Motrolas you are neglecting a profitable line.

Write today for our interesting offer

Jones-Motrola, Inc.
29 W. 35th St. New York City
Heineman Motor No. 7 WINS

Heineman Motor No. 7 Wins by a Length.

No Stamped Gears Used in this Motor, Milled Gears Used Exclusively

Beveled Gear Winding
Accurate Intermediate Gears

High Polished Bearings
Fibre Lined Escutcheon

Plays three 12 or four and one-half 10-inch records with one winding.

President.
DOEHLER
DIE-CASTINGS

have attained their supremacy by the unvarying excellence of their quality and the unflagging reliability of the service behind them.

Of the many instruments produced today, from the most elaborate cabinet machine to the more popular priced “Talker,” the greater number, by far, are equipped with “Doeehler” die-cast parts. A few of the various talking machine parts “Doeehler” die-cast.

The acknowledged prestige of the Doeehler organization guarantees a product correct to the minutest detail.

The enormous output of our three large plants permits of advantages to the users of die-castings as regards prices and deliveries not otherwise possible.

That these facts are generally recognized is evidenced by the prominence and consistency of the extensive users of Doeehler Die-Castings.

DOEHLER DIE-CASTING CO.
BROOKLYN, N.Y.
NE Walsh, N. J.
TOLEDO, OHIO.

INCREASING FACTORY CAPACITY

Century Cabinet Co. Makes Extensive Additions to Plant in Utica, N. Y.—Large Space Devoted Exclusively to Phonograph Cabinets

The Century Cabinet Co., 25 West Forty-fifth Street, New York, has been making extensive additions to its plant at Utica, N. Y., during the past few months in order to give maximum service and co-operation to its patrons. These additions have been made in practically every department, and at the present time the company is in a position to handle the requirements of its clientele promptly and efficiently.

The Century Cabinet Co. occupies one of the most up-to-date and perfectly equipped woodworking plants in the country. The factory was built by the company about three years ago, and in every detail its equipment is the best that can be secured for the required work. Approximately 100,000 square feet are devoted exclusively to the production of phonograph cabinets, with one immense department given over to the assembling of instruments. Transit facilities are ideal, and economical shipping has been an important factor in the steady growth of the company’s business.

Every known method or system which may add to the convenience of the employes has been incorporated in the Century Cabinet Co.’s factory equipment. Every machine has its individual motor, and large sums of money have been spent on the installation of special machinery adapted for phonograph cabinet manufacture. The varnish is applied by compressed air, and a special battery of varnish drying machinery adapted for phonograph cabinet manufacture is one of the many features of the plant.

James T. Lee, president of the company, spends considerable time at the Utica factories, and the enlargement of the plant has been made under his personal supervision. Judging from the extent and growth of the company’s business, additional factory extensions will be needed in a comparatively short space of time.

CLOSED A NUMBER OF NEW ACCOUNTS

The New York Album & Card Co., New York, is calling the attention of its dealers to the fact that cloth hinges are used exclusively in the production of Nyacco albums. It states that these hinges are best adapted to withstand the tremendous weight and strain of the records. Philip A. Ravis, vice-president of the company, returned recently from an extended Western trip, upon which he established a number of important accounts. He closed contracts with several prominent manufacturers who will use Nyacco albums exclusively.

Geo. E. Seavey, Edison Diamond Disc dealer of Newburyport, Mass., conducted a tone test recently with Miss Ida Gardner as artist.

LARGE CANADIAN TRADE

Reported by the President of the Paroquette Record Mfg. Co.—Records Grow in Favor

In a recent chat with The World A. P. O’Brien, president of the Paroquette Record Mfg. Co., New York, commented upon the fact that the company’s Canadian business is increasing by leaps and bounds. This has been one of the noteworthy features of the Par-O-Ket activities the past few months, in view of the fact that little was hoped for in Canada on account of war conditions. The company has been surprised, however, to receive inquiries every day from Canadian dealers who are desirous of handling the company’s line of records.

Mr. O’Brien states that Par-O-Ket records are selling up to the company’s manufacturing capacity, and the management has been concerned over the prospect of becoming oversold. It will take possession of its additional factory space in a few days, and will soon be able to double its present capacity. The factory is working nights to maintain the Par-O-Ket policy of making complete shipments within two days of receiving an order.

The Phonograph & Musical Instrument Co., Brooklyn, N. Y., has been incorporated with a capital stock of $2,000 to make phonographs.

M ASTER 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
“In my opinion,” Mr. Austin said, “international trade after the war will be quite similar to international trade before the war. The great trade currents which have been developed in the century since the steam vessel and railway re- constructed the commerce of the world and mul- tiplied its activities are the result of natural con- ditions which cannot be permanently interrupted by even such a titanic struggle as that which we are now witnessing. Far from being gov- erned by sentiment, international trade is in- fluenced by a question of necessity and of supply and demand.”

As to the industrial power of the belligerents after the war, it will not be seriously impaired, according to the opinion of the speaker. While there has already been an enormous loss in labor through death and disablement the coun- tries at war are constantly increasing their popu- lation, and in all cases, except that of France, there is a large excess of births over deaths. Besides, the loss to these countries by emigra- tion has been suspended and many of their for- mer emigrants have been called home. Also, there have been large additions to the number of women employed in industrial and business pursuits, but more than anything the industrial machinery has been speeded up to a much greater extent than many observers would have expected.

Probably the most serious problems which this country will have to face at the end of the war, in the opinion of Mr. Austin, are the re- turn of normal conditions in cost of production and the necessary reduction of wages. The chief hope of our export trade after the war will be in manufactured articles, Mr. Austin believes. Expecting strenuous competition from Europe, we must strive to retain the gains in our business with South American countries, Asia, Africa and Japan. Our export trade is too important to nations will not have progressed as far as they would have had those nations been at peace their commerce actually will not lose any of its power as a result of the war.

EDISON TONE TESTS IN KANSAS CITY
Series Conducted Under Auspices of Phonograph Co. Brings Excellent Results for the Dealers—Prominent Artists to Appear

KANSAS CITY, Mo., April 9.—The Phonograph Co., of this city, has had very excellent results from its tone tests. It is using this system of helping dealers and exploiting the Edison ma- chines and records even more extensively this spring. Miss Julia Heinrich, celebrated soprano of the Metropolitan Grand Opera Co. of New York, assisted the following dealers in March: Durnilt Dry Goods Co., Monett, Mo.; J. D. Roper, Sarcosie, Mo.; Haladay Drug Co., Miami, Okla.; J. W. Grantham, Baxter Spring, Kan.; Burke Bros., Columbus, Kan.; Dent Hogeboom, Pitts- burgh, Kan. In April, Miss Heinrich appeared in the following towns: Frank Bangs, Salina, Kan.; L. B. Smith, Jr., Minneapolis, Kan.; Rob- ert Clark, Osborne, Kan.; Hy Brandes & Co., Kansas City, Kan.; E. L. Kerin, Concordia, Kan.; Manhattan Furniture Co., Kansas City, Kan.; Crosby Bros., Topeka, Kan.; C. S. Hixon, Jr., Richmond, Mo.


NEW HARDMAN TALKER DEPARTMENT
Main Floor of Hardman, Peck Warerooms Will Contain Talking Machine Display

Hardman, Peck & Co., New York, are making extensive alterations on the main floor at Hard- man House, 433 Fifth avenue, which when com- pleted will provide for a talking machine depart- ment on this floor. At the present time the fourth floor of Hardman House is the home of the talking machine warerooms, but this division of the business has increased so rapidly the past few months that it was found imperative to enlarge the department. There is no doubt but that the establishment of talking machine booths on the main floor will be a most important factor in developing the company's talking machine business, as the main floor at Hardman House is one of the finest floors in the retail trade.

According to present plans the exact booths for the display of phonographs will be erected on the main floor at Hardman House, and archi- tecturally they will conform to the design and decoration of the remainder of the floor. Hard- man, Peck & Co. handle the Columbia, Edison and Pathé lines in their "talker" department.

PAROQUETTE RECORD MFG. CO.
47 West 34th Street, New York
36 South State Street, Chicago

Distributors Wanted in Every City—Write Today

The Why and Whereof of Par-O-Ket Quality Records

They were put on the market because the demand of every phonograph owner for a quality record at a reasonable price was not satisfied.

Par-O-Kets succeed in completely satisfying this universal demand because they have all the quality of the most expensive records and the price is only

30c in West
Retail 25c Each
35c in Canada

They have this quality because they are made with the same skill, in the same way, of the same material, by the same artists as records costing from three to five times as much. Their small size—5%" in diameter—does not affect their playing time. They play as long as the average 10" record.

Par-O-Ket Quality Records are double disc—Hill-and-Dale cut, and play best with a long, tapered, medium tone, steel needle. The few machines not built to play vertical cut records only need a simple attachment to make them Par-O-Ket players.

Par-O-Kets meet every test; they please the most critical. They sell faster and give more complete satisfaction than any other record regardless of price. A trial order will prove this. Get acquainted with Par-O-Kets as soon as possible. Fill out the coupon now; order an assortment. We guarantee every Par-O-Ket.

Get acquainted with Par-O-Kets as soon as possible. Fill out, sign and mail this Coupon—it will help your business.

PAROQUETTE RECORD MFG. CO.

47 West 34th Street, New York
36 South State Street, Chicago

Distributors Wanted in Every City—Write Today

COUPON

Please send the undersigned ........ asorted of the latest Par-O-Ket records on approval. (Quality)

Firm ........
Signed ........
Address ........

W-4-17
THE VALUE OF COST ACCOUNTING TO THE BUSINESS MAN

Edward N. Hurley, Former Chairman of the Federal Trade Commission, Tells of the Advantages Which Accrue to the Merchant and Retailer Who Keeps Informed as to the Cost of Doing Business

THE TALKING MACHINE WORLD

ORIGINALL A PROMINENT FACTOR IN SELLING GOODS

Salesman Who Takes Trouble to Get Out of Beaten Path Will Find That the Effort Will Pay

We classify the following advertisements in the Department of Future Trade—Annot the June Bride

A good part of the salesman's success depends upon his originality, because originality is the only thing that can differentiate one salesman from a million others. If all salesmen dressed alike and left alike and said alike, there would be the same thing, the selling market would drop fifty per cent.

It is the bright, rich hankie necktie here, the shirt, the tie, the reverberant enthusiasm here, and the color and cut there, that sells goods, because in these sorts of things lie the markings of "personality."

Not all of us can win the personal touches into the art of salesmanship is not merely an inherited ability. It can be acquired by conscious conscientious effort.

Among the essentials of efficiency is the output of imagination. This may be true, but, behind imagination one finds the real source of power that builds original personality. Imagination in the psychological analysis consists of any idea that is a reproduction of the spurring the mind upon matters that have been suggested by external stimuli. Put a man in a dark room and his ideas will gradually wane. On the other hand, send a man out on a journey of world investigation and he will return with thousands of ideas, because the external stimuli which his senses have experienced have spurred his imagination and his activity. Then why travelling is the antithesis of "going stale."

The actual process of developing originality is illustrated by specific example. For instance, suppose you want to open a talking machine business this coming June. All right, you now have three external stimuli represented by (1) talking machines, (2) June, and (3) dollars profit you want to secure.

Setting back in the armchair to let the mind work on these stimuli, it immediately comes to mind that June is "The Month of Brides." And right at this juncture is where the dealer, salesman, with originality comes to the fore and is urging some of his friends who might run as follows:

"Dear Mr. and Mrs. Gregson:

The world loves a lover and yet few enchanted couples are wont to stay just lovers. Especially during the month of June are lovers inclined to pass on to matrimony. No doubt some of your dear friends are getting married this bright month of June, and, if they are, it is easy to understand that you would like to make your token include a bundle of pleasure for them as well as suggesting that you send some records "with a charm."

A talking machine to Mr. and Mrs. Newwyed is like a "young addition" to the family. It puts a "third party" interest in the home. And records are the food for its mouth. Perhaps you now realize how you can keep "those dear friends" of your perpetually smiling and ever willing to make your valuable selection. Come in and see us and ask for our "bridal gift salesman," who is..."

Edward N. Hurley, Former Chairman of the Federal Trade Commission, who said:

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"Dear Mr. and Mrs. Gregson:

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"VICTOR"-izing A Big City

Sounds like a man's job, doesn't it? Well, that's just what happened to Pittsburgh during the week of March 19-25, when that big city literally turned itself inside out in the biggest campaign of its kind in the history of the talking machine business.

A $15,000 Caruso Concert
Over-Subscribed in Two Days

Through Standard's Victor Dealers and without opening the box office at that—almost two months previous to the date of the concert. Which you'll say is going some.

This remarkable interest directed straight to Victor Dealers—that was the object Standard Service had in view in contracting for this engagement by the world's most widely known record artist. Moreover, to keep them in the limelight—the sale of seats was handled through Victor Dealers.

Sale of Caruso and other Victor Red Seal Records stimulated—that was the big idea back of it all, of course, and the expenditure of some $2000 in one week's advertising was one of the dealer helps utilized to put it across. NO LIVE DEALER will therefore overlook this great big sales opportunity to develop a run on Caruso and other Red Seal records and to pry loose a good sized piece of brand new Victor record money.

This Big Victor Drive

on Caruso and other Red Sealers will culminate with a big Caruso Week, ending in a final climax Saturday, May 5th, at the great concert itself and a Caruso reception to Victor Dealers.

Caruso will experience an ovation in Pittsburgh the like of which he has found in no other American City—if ever—in his wonderful career. He will discover an out-and-out "Caruso City"—a big city "VICTOR"-ized.
Making the Talking Machine Dealers' Window Prove a Profit Producer

This is the second of a series of articles on window display written by Ellis Hansen, who is recognized as one of the most practical designers of talking machine window displays in the United States, having during his career been connected with Sherman, Clay & Co., San Francisco; the Victor Talking Machine Co., Camden, N. J.; Lyon & Healy, Chicago, and the K. Wurlitzer Co., Chicago. There is no man in the trade so well equipped to tell dealers how they may utilize their windows to the best possible advantage as a business producer. We consider ourselves fortunate to have secured the services of so valuable a man, and we feel sure that his suggestions will prove a distinct aid to the dealers in utilizing their window space to the best advantage.-Editor.

I have received a goodly number of letters with suggestions in regard to last month's article on Easter display. Most of the writers criticise the size of display illustrated—it seems as if the majority of dealers who have shown interest enough to write me, have only small show, window space—seven by eight feet and information and advice about increased sales if such can be traced.

The display described and illustrated in this page was designed for a small window—about seven feet wide by eight feet high. The photo shows only the decorative features, but if the size of your window allows it I would suggest two large size instruments to right and left of display. Most of the material needed can be obtained in almost any town in the United States, and the specially designed national emblems can be obtained from me through the office of The Talking Machine World, and practically at cost.

The patriotic wave of enthusiasm that is sweeping the country at the present day makes this display particularly appropriate and should be taken advantage of by every up-to-date talking machine dealer. I have tried to keep the cost down below $5—and you may take my word for it—you will get your money's worth in publicity if you take the trouble to make up this effective and timely display. There is, however, also a sentimental reason for this display that should not be overlooked. In these serious times it occurs to me that it is the talking machine dealer's duty to do his "bit" to stir up real patriotism. By

The layout for the Patriotic Display is eight by ten feet—and appears to be the most ordinary sizes. While the Easter display illustrated in the last issue of The World undoubtedly was a very large window, and measuring over twenty feet in length I explained how the size could be reduced to half of that and even less than ten feet in length. Some dealers complain that they were unable to get the oval frames at the price mentioned and suggest that in future articles I give the name and address of concerns supplying display material. While I am unable to answer all of such letters I am very glad and thankful to receive them and shall give due consideration to all suggestions that seem reasonable. I shall try to make these articles as helpful and practical to dealers in the small towns as to the stores in the larger cities. If my articles will help dealers to make attractive window displays and the result will justify the expense of photographs, I shall be very glad to have you mail me the same, preferably with a short descrip-
Discriminate!

The B & H Fibre Needle is absolutely distinctive. It is not in competition with any other needle, because it is in a class of its own.

It is the only needle that cannot injure the record.

B & H FIBRE MFG. CO.
33-35 W. Kinzie St. CHICAGO
All the way from DEMAND TO DEALERS' DISCOUNTS the Columbia line is Decidedly Desirable.

(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

MAKING THE WINDOW PROVE A PROFIT PRODUCER
(Continued from page 63)

Drill one-quarter inch hole in center of cross-piece. Use thin wire nails and make all the frames rigid and secure. If you want to make display larger than indicated on photo you can make top frame up to ten feet long, but be sure to get ten feet additional strips. That is, buy seventy-five feet of strips instead of sixty-five. Obtain from nearest stationery store two rolls of base wood strips and two folds of Dennison's crepe paper. The made of heavy cardboard, carefully cut out, painted and airbrushed in the natural colors. The large American coat of arms in center of display is likewise made on cardboard and painted in brilliant colors and is an exact reproduction of the U. S. A. coat of arms.

By referring to photo you will notice the eagles extending over tops of upright frames. They are held in place by a few tacks. To find

Attractive Galli-Curci Display, Talking two rolls should be white and the two folds Stars and Stripes No. P. 25. Also buy one dozen little U. S. shields for use on record rings (also made by Dennison). Before covering your crepe paper as follows: The plain white lengths should be seven feet six inches, so as to overlap the frames on top and bottom three inches. The folds P. 25 contain eight inches of white stars on blue ground and six stripes alternately white and red. Cut two lengths, seven feet six inches of the white and red strips of each fold, for the sides of your upright frames. Cover your upright frame with white crepe paper and place your red and white stripes on either side; tack the paper on the back of the frame, but use a narrow strip of cardboard before tacking, to protect the crepe paper from

Machine Shop, Chicago, by Ellis Hansen correct position, bolt ten-inch record to cross-piece A; the ten-inch record will then overlap the wreath one-fourth inch all around. After the record is bolted on, place torch as per photograph and fasten with tacks in middle cross-piece (B). Now for the circle in the center, made of the eight ten-inch records. Buy four common coat hangers such as tailors use. The name of selection and name of performer should go on each record ring and you can fasten the rings to records with a nail office clips.

Put two screw

SHOW CARDS

Show Card Work—Suggestions for Center Card

THE UNIVERSAL APPEAL OF PATRIOTIC MUSIC

was never more apparent than in this critical time of our beloved country. Our fine selection of national American records will awake a responsive thrill in the heart of every real American.


Record rings should be made one-half inch smaller than the records, so the outer edge shows. Have your show card writer make you six square pieces of cardboard twelve by twelve inches and ask him to embellish the edges with red and blue lines. Place these on your record stands diamond shaped and fasten small American shields with office clips to get the same effect as in photo. Tack one of these to center top frame and bolt on record.

COST OF MATERIAL USED IN DISPLAY

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sixty-five feet 10 x 1/2 x 1/4-in. base wood strips</td>
<td>.35</td>
</tr>
<tr>
<td>Four coat hangers</td>
<td>.10</td>
</tr>
<tr>
<td>Two rolls of white crepe paper</td>
<td>.10</td>
</tr>
<tr>
<td>Two rolls white crepe paper</td>
<td>.00</td>
</tr>
<tr>
<td>One dozen small American shields</td>
<td>.10</td>
</tr>
<tr>
<td>One dozen 15/16 x 3/16-in. stove bolts</td>
<td>.10</td>
</tr>
<tr>
<td>One small iron wire, No. 24</td>
<td>.10</td>
</tr>
<tr>
<td>Two hand-painted cut-out medaillons, 49/16-in. long, 50c. each (furnished by Ellis Hansen)</td>
<td>1.00</td>
</tr>
<tr>
<td>Two American wreaths, size 16 x 22, hand-painted, 75c. each (furnished by Ellis Hansen)</td>
<td>1.50</td>
</tr>
<tr>
<td>One American coat of arms, 21 x 21 (furnished by Ellis Hansen)</td>
<td>.75</td>
</tr>
</tbody>
</table>

Showcard writing not included. $4.50

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

GLOBE DECALCOMANIE CO.

GLOBE DECALCOMANIE CO.
JERSEY CITY, N. J.

"Sold By" names can be applied on Talking Machines, Pianos, Furniture, Printing Gongs, etc. Printed in three lines, size not to exceed half inch, prices starting at 25c. each for transferring to included in order. Prompt delivery.

Mail us your copy and check to-day.

We Manufacture
Stay Arms—Modifying Rods—Brakes and Needle Caps
VILLINGER MANUFACTURING CO.
Williamsport, Pa.
This AD

Is to attract attention to our claims for "INDIANA" DIE CASTINGS.

To prove these claims our castings have had to bear every conceivable test that a die casting could receive—and—

"INDIANA" DIE CASTINGS

Have withstood the tests

WHY

Is conclusively proven in our booklet.

FREE TO YOU
ANENT A REAL HOME-MADE ARTICLE

Delpheon Co. Manufacture Entire Cabinets and Several Patented Features of Their Phonographs in Big Factories in Bay City, Mich.—Two Views of the Company's Plant

BAY CITY, MICH., April 5.—A "home-made" article in every sense of the word is the term that may well be applied to the line of Delpheon phonographs manufactured by the Delpheon Co., located here. Although this company has only been established a short while it has already placed its products with representative dealers throughout the country, and factory expansion is becoming almost a matter of monthly occurrence.

With the exception of the motor, tone arm and sound box every part of this phonograph is manufactured in the company's own plant, two divisions of which are shown in the accompanying illustrations. The cabinet is made in its entirety at this plant, as well as the filing cabinet, "Modunome," or expression control, automatic stop, automatic cover support, cover hinges and, in fact, practically every minor part. The expression control, automatic stop, etc., are all exclusive patented features, and being made in the company's plant insures their remaining their sole property.

One of the photographs shown presents the veneer mill, and the other the cabinet finishing, and assembling plant and executive offices are being made especially for the company in accordance with its specifications.

One of these songs depicts the experiences of Mr. Medoff while serving in the armies of Russia in the present European war. He was injured and escaped, finally working his way to this country, where his splendid tenor voice won instant recognition.

TAKES CHARGE IN NEW ENGLAND

The Paroquette Record Mfg. Co., New York, manufacturer of Par-O-Ket records, has announced the appointment of A. P. Pettit as manager of its New England business. Mr. Pettit is an experienced record merchandising man and thoroughly understands the requirements of the field.

J. R. Rose, well-known in the talking machine and record wholesale and retail fields, has also become associated with the Par-O-Ket record, and will be in charge of the company's Philadelphia office.

REMODEL QUARTERS

The Von Fossen & Co. music store on Fourth street, Boardtown, Ill., has recently been improved and remodeled, a large plate glass window, a new entrance, and a new demonstration room for Victor Victrolas being among the improvements.

SUMMER

Will soon be here, then you will want to take your Talking Machine out-doors or move it about. HERE Are the ideal cabinets. Machine and records can be moved in a jiffy without trouble. Your stock is not complete without them.

BE SURE TO ORDER TODAY IMMEDIATE DELIVERY Construction and Finish Guaranteed You Need Our Catalog at Once SCHLOSS BROS. 637-645 West 55th Street New York Telephone Columbus 7947 MATCHES NEW VICTROLA IX.
Jobbers and Dealers in the Famous Creations Will Be Pleased To Learn

That Crescent Phonographs, "The Standard Universal Talking Machines" are now being equipped with THE MOTOR OF OUR OWN MANUFACTURE, which is the culmination of long experience and many months of expert development, incorporating many new features.

We Guarantee these Motors in every Particular

Models Retailing from $35.00 upward are equipped with this MOTOR

Ask for our "Exclusive Agency" Proposition

For the Manufacturer:
- TONE-ARMS,
- SOUND-BOXES,
- AUTOMATIC STOPS,
- PATENT SIDE-STAYS,
- NEEDLE-CUPS,
- TONE-ARM RESTS, Etc.

ACCESSORIES and EQUIPMENT DEPT.

For the Dealer:

"Playsall" Permanent Universal Attachment, Type "V" and Type "C."

"Playsall" - Stylus plays any Record.

89 Chambers Str. CRESCENT TALKING MACHINE CO., Inc. New York City

CHICAGO OFFICE: CRESCENT SALES CO., 23 E. JACKSON BLVD.

NEW ENGLAND DISTRIBUTORS: CRESCENT SALES CO., PROVIDENCE, R. I.
If you have missed the Columbia profits during the last season you must have done it unwillingly. If you miss them this season the amount of them will make a long column on your debit page. But why should you? It's your move.

TWO DOOR-BELL RINGING SYSTEMS THAT GET RESULTS

Some Excellent Hints for the Outside Man, the Prospect Chaser for the Talking Machine House, That Are Offered in the Columbia Record—Experience That Helps

To salesmen in any line of business, and including the talking machine trade, one of the jobs most generally detested is that of 'good ringing,' the work of going from house to house in search of prospects for machine and record sales. It frequently happens that rebuffs are many and results few except in such cases where a salesman has given unusual attention to the work and worked out a system that produces, for there are such systems if trouble is taken to find them.

"Two Door-Bell Systems That Work" is the title of a thoroughly interesting article in the current number of the Columbia Record, the live house organ of the Columbia Graphophone Co. and they are outlined as follows:

"Has your Grafonola been a success in your home?"

"'No, sir, I have not.'

"'Do you own a Grafonola for your home?'

"'Oh, yes, sir, it plays Columbia records perfectly,' is the usual rejoinder.

In storming the lady's domicile he asks the interrogation before she realizes what she is saying. Even if she shuts up like a clam the caller has valuable data to go by in making his daily report at the dealer's store.

"'Yes, sir, we have a Grafonola in our house and we like it very much!' Or, we just have a 'talking machine, sir,' would be the customary retort to a question that is 'baked so fast' that it takes the human target off her feet before she has time to collect her thoughts. She Answers 'Yes' or 'No.'

"One Columbia dealer doing a money making business in central Ohio sends his outside salesman forth to ring every door bell in the block. In storming the lady's domicile he asks the 'question direct' before she knows the object of his intrusion. As she says 'yes' or 'no' he jot down the information in the notebook in his hand and passes along to the next door bell in the block. Beyond a 'thank you' or a 'good morning, madam' for her courtesy the salesman doesn't tarry to talk at this first interview.

"Of course, the salesman makes his get-away as gracefully as possible and pursues his way until he has paid his respects to every house-block. If he rejects the operation until he has rung every door bell in his territory. By this means a large list of prospects can be gathered, which by the law of percentages, will, if persistently followed up with sales literature, telephone calls and personal solicitations, yield a large increase of business for your store."

"Screw-Driver System"

"Or here is another scheme, called the 'oil can and screw-driver' system, used by several successful dealers to accomplish the same result. Send out the handy man of your store armed with an oil can and a screw-driver and instruct him to push every door bell in your district. "'Is your Grafonola in good running order, madam,' is his usual salutation. "'Oh, yes, sir, it plays Columbia records perfectly,' is the usual rejoinder.

RETURN FROM WESTERNtrip

James L. Frazee, head of the Phonograph Appliance Co., New Brighton, N. Y., manufacturer of the Crystal Edge mica diaphragm, returned this week from a visit to the trade in Chicago. He states that conditions in the West are excellent and that the manufacturers are enjoying an era of prosperity which does not seem to be affected by any political or industrial developments.

The company has received large shipments of mica recently and is making every effort to co-operate with its patrons in giving them efficient service. During the past few weeks a number of new accounts have been opened with prominent manufacturers in different sections of the country.

Applicant for Position— I have here a letter of recommendation from my minister. I am James L. Frazee, Phonograph Appliance Co.

Head of Firm— That's very good so far as it goes, but we won't need your services exactly on Sundays. Have you any references from anybody who knows you the other six days of the week?

Why You Should Handle the Pathe Line

THE PATHE LINE IS COMPLETE
Machines and Records of Every Class

The Pathe products are backed by a real national advertising campaign.

The Pathe organization is equipped to co-operate with its dealers thoroughly and efficiently.

Let Us Tell You More About the Pathe Proposition

ARMSTRONG FURNITURE COMPANY
P. O. Box 117

PATHE DISTRIBUTORS
59 North Main Street, Memphis, Tenn.

DEICALCOMANIC
Domestic Transfers of Guaranteed Quality

We own and operate the largest, most complete and best equipped Decalcomanie factory in the United States. —

OUR ART DEPARTMENT CREATES

genuine designs.

Write us for samples and prices.

PALM, FECHTELER & CO.
67 FIFTH AVENUE.
New York.
OPEN OFFICES IN CHICAGO, ILL.

Boston Book Co., Inc., Provides for Direct Representation in the West

The Boston Book Co., Inc., manufacturer of record albums, whose main office is at 103 Broadway, Brooklyn, N. Y., recently announced that owing to the ever-increasing volume of Western business it has been compelled to open up a Chicago headquarters. During the past few months the need for a representative in the Western metropolis has grown more and more apparent which resulted in the above announcement. The Chicago office will be located at 1470 South Michigan avenue.

FIRST MEETING OF CREDITORS

The first meeting of the creditors of the Franz Brockner Mfg. Co., recently adjudged bankrupt, will be held at the offices of Seaman Miller, referee in bankruptcy, 2 Rector street, New York, on April 19 at 11.30, for the purpose of proving claims, appointing a trustee, etc.

Western metropolis has grown more and more months the need for

ATTRACTION PATHE ADVERTISING

The Pathé Frères Phonograph Co., Brooklyn, N. Y., carried an attractive full-page advertisement in the Saturday Evening Post of April 7, featuring the new Pathé records for April, and the distinctive qualities of Pathé disc recording. The Pathé records for April contain selections by Muratore, the famous tenor, Grace Hoffman, American soprano, instrumental novelties, Hawaiian novelties, and in fact every type of record now in popular demand.

The descriptive text called attention to the Pathé sapphire ball, and the many arguments which the Pathé dealer can advance in his behalf. At the bottom of the page, a border of Pathé artists was presented, including portraits of Muratore, Muzio, Didor, Ober, Thibaud, De Clarios, Biezak and Cavaliert.

A SIX-TIME LOSS

A sale made but not recorded is a six-time loss.

1. The cost of goods is lost.

2. The profit that should have been made on the sale is lost.

3. The time taken to make the same is lost, which could have been spent profitably in other work.

4. The labor of handling the goods, that is, while making the sale, is lost.

5. The development of carelessness, which develops disloyalty, which develops questionable practices, which develops actual thieving, while making the sale, is lost.

6. And, then there is the loss from tracing the loss.

There are your six—think of them.

TO EXPLOIT BAND RECORDS

The Victor Talking Machine Co. in a recent circular called attention of dealers to the advisability of featuring band records within the next six weeks and states that a special advertising campaign regarding such records will be featured toward the end of May, at a time when the majority of the outdoor amusement parks will be ready for opening. With the public listening to band concerts it is only natural that they should desire records of band music.
M. E. Taylor Features the Victor-Victrola and Victor Records Exclusively in Jackson, Miss.—Enjoy Four Years of Progress

Jackson, Miss, April 3.—One of the particularly successful talking machine stores in this section is that of M. E. Taylor, who handles Victrolas and Victor records exclusively in his store in the Century Building, on East Capitol street.

Mr. Taylor, who has spent about fifteen years in the talking machine business, having been connected with some of the leading concerns in the South, opened his own store about four years ago when the E. E. Forbes Piano Co., with which Mr. Taylor was connected as manager of the Victrola department, decided to close their local branch.

Mr. Taylor emphasizes the fact that he handles Victrolas and records exclusively, for he declares that one of the secrets of success in business is to specialize, particularly under modern conditions. "Every dollar we make in profits is placed in more records," he declares, "so that we can give service to the people want. We carry a complete catalog of Victor records and no customer leaves our store because we cannot give him the record he wants. We have a system whereby each night we know just what records have been sold during the day, and can, therefore, mail an order for fresh records of that number the same night."

The Taylor store is attractively fitted up, and equipped with sound-proof demonstrating booths. The accompanying photograph shows the interior of the store, with Mr. Taylor seated, and his assistant, Thos. Frieszel, standing.

WHY IT DIDN'T BOTHER HIM

"Is the house very quiet?" he asked as he inspected the room that had been advertised as to let.

"No," said the landlady, wearily. "I can't truthfully say that it is. The four babies don't make so much noise, for they never all cry at once; and the three pianos and the talking machine one gets used to, and the parrot is quiet sometimes; but the man with the clarionet and the boy that's learning to play the flute do make it noisier than I wish it was."

"That's all right," said the man cheerfully, "live and let live is my motto. I'll take the room and move in to-morrow, and the little things you mention will never disturb me a particle. Good day."

And it was not until he was moved in and was settled that they learned his occupation. He played the trombone in an orchestra.

THE TALKING MACHINE WORLD
BUSINESS COURSE IN N. Y. U.

Prominent University Will Confer Degree of M. B. A. After Two Years' Study

The degree of M. B. A., or master of business administration, heretofore granted only by Harvard University, is hereafter to be conferred by New York University. The University Council announced last week the establishment of a graduate division of business administration. The degree will be offered for two years' graduate work, one of which must be at New York University.

The course, which will be under Professor Willard C. Fisher, was established because the university authorities discovered that the demand for $4,000, $5,000 and $6,000 a year men far exceeds the supply.

THE IMPOSSIBLE

"I have found him!"
The great scientist burst into the room where the Academy of Big Brains was hard at work. As one man the members rose to their feet.

"Who?" they demanded in chorus, like a well trained Ziegfeld show.

The great scientist sank into the chair nearest him.

"Out in the park—sitting on a bench—not realizing his uniqueness—most marvelous find on record!"

"Impossible!" began the chorus, as if the stage manager had pressed a button.

"But it is true! He acknowledged it himself! And he has written reams and reams of stories. Some of which have been published!"

The members of the Academy stared in astonishment, awaiting the denouement.

"And he has just printed a story," continued the great scientist, rapidly, "in which the cub reporter doesn't put it all over the old hands in the office, but falls down on the important story just like an ordinary star reporter does occasionally?"

The members of the Academy turned sadly away.

"Too bad," said one, "our confere must have eaten Welsh rabbit last night. This can only be a dream."

For they had all been constant readers of the magazine-newspaper story, and knew that such a thing couldn't happen.

INCREASE ITS FACILITIES

Presto Phono Parts Corp. Steadily Increasing Its Output to Meet Demands

During the past few months the Presto Phono Parts Corp., Brooklyn, N. Y., has greatly increased its facilities in order to cope with the orders it is receiving from manufacturers throughout the country. This company manufactures a complete line of phonograph parts, and it has been particularly successful in placing its sound boxes and tone arms with prominent concerns who are using these products exclusively.

A considerable portion of this company's success may be attributed to the indefatigable efforts of its president, Otto Paschkes, who has worked day and night in order to render maximum service to the Presto clients. Mr. Paschkes, who has been associated with the phonograph industry for a number of years, is in charge of the executive and sales divisions, and under his direction the company's business had increased steadily.

The Presto Phone Parts Corp. occupies a modern and well-equipped plant in the Sperry Building at the Manhattan Bridge Plaza. This factory is up-to-date in every detail, and special machinery adds to the efficiency of the manufacturing. The company recently placed on the market a new tone arm, designated as No. 4, which, it is declared, is meeting with signal success.

APPROPRIATED THE "COUSTICS"

The advance agents of travelling exhibitions are usually careful to ascertain the peculiarities, the merits and demerits of the halls they are to exhibit in, for the benefit of the performers when they arrive. One of these agents, having hired a hall in a Kentucky town, asked the proprietor of the building:

"How are the acoustics of your hall?"

"The which?" said the Kentuckian.

"The acoustics."

"Well, I'll tell you," said the proprietor, looking a little puzzled at first and then indignant.

"Ye see, filar was a minstrel compn'y 'long here 'bout two weeks ago, in my place, an' they stole 'bout everything they could lay their han's on. I ain't seen any coustics 'round sence they was here, an' it wouldn't s'prise me a grain of them minstreles had gone an' tuck 'em."

Otto Paschkes

PICKERING'S

PITTSBURGH, PA.

for

PATHEPHONES

AND RECORDS

THE KIND OF SERVICE IT PAYS TO TIE TO
CONGRATULATIONS ON ANNIVERSARY

The Stern Talking Machine Co. Have Built Up a Strong Organization Within a Year—Expansion the Keynote of This Establishment

SAN FRANCISCO, CAL., April 6.—Frederick Stern, president and general manager of the Stern Talking Machine Co., 1085 Market street, is receiving the congratulations of his many friends upon the company's first anniversary. With his customary progressiveness Mr. Stern is also using good-sized newspaper space to let the general public know that the Stern Section of Stern Store Showing Reception Room Talking Machine Corp. has passed the first milestone in its career.

One year ago to-day Mr. Stern opened an establishment for the wholesale and retail distribution of Rex machines and records. His advertising appropriation was insignificant and his store was correspondingly small. In twelve months his business has increased so rapidly that he is buying machines in carload lots, his advertising contracts call for large space in all of the leading newspapers, and he is occupying ten times the original amount of store space. According to its present plans the Stern Talking Machine Corp. will expand considerably during the coming year from a wholesale standpoint. Co-operation along practical lines will be extended to the dealers, and every effort will be made to have the company's representatives achieve the same measure of success as the Stern Talking Machine Co. attained in its first year.

THE OPTIMIST IS THE WINNER

Sure, this world is full of trouble—
I ain't said it ain't.
Lord! I've had enough an' double
Reason for complaint.
Rain an' storm have come to fret me,
Sions were often gray.
Thorns an' brambles have beset me,
On the road—but say,
Ain't it fine to-day?

What's the use of always weepin';
What's the use of always keepin' Th' thinkin' of the past?
Each must have his tribulation,
What's the use of always keepin';
NNTater with his wine,
Life, it ain't no celebration.
Trouble? I've had mine—
But today is fine.

It's to-day that I am livin',
As time wills it so.
Yesterday a cloud of sorrow
Fell across the way;
It may rain again to-morrow,
What's the use of always weepin';
Thorn or thorn a cloud of sorrow
Fell across the way;
It may rain again to-morrow,
It may rain—but say,
Ain't it fine to-day?

TAKES CHARGE IN FITCHBURG


David W. Gronquist, a talking machine salesman, died last week at New Haven, Conn., aged twenty-seven.

The Victor Company

Greatest among all American manufacturers from the standpoint of "Dealer Service", cannot consider each Dealer's distinctively individual needs.

It is impossible.

This we consider to be our function as a progressive Victor Jobber.

It is our ambition to be of service to each individual dealer, whom we supply, in an intimate, personal way.

Schmeizer Arms Co.
The Oldest Victor Distributors in the South West
KANSAS CITY, MO.
LOCATED IN ITS NEW HOME

Rishell Phonograph Co. Have Handsomely Equipped and Centrally Located New York Office at Thirty-eighth street and Madison Avenue—Also Lease Boston Quarters

The Rishell Phonograph Co. is now located in its new New York warerooms in the Heckscher building at the southwest corner of Thirty-eighth street and Madison avenue. This building is one of the finest in its district and the Rishell Co. was the first tenant to move in, having negotiated a lease for the entire third floor while the building was in course of construction.

Eighteen months ago the J. K. Rishell Furniture Co. opened showrooms in New York for the exclusive use of the trade, a showroom on the first floor while the building was in course of construction. The showroom was located at Forty-fifth street, and the company leased two floors to display its complete line of furniture which some time ago was increased by the addition of the Rishell phonographs. It outgrew this space several months ago when it leased its present quarters.

The Rishell line of phonographs has been successful since the first month it was placed on the market, and they are now being handled by representative dealers who are enthusiastic in their praises of their constructional qualities and artistic appearance. A complete line of phonographs is prominently displayed in the new New York warerooms, and many dealers have visited the company's headquarters recently and placed large orders for their fall trade.

The Rishell Phonograph Co. was formerly leased quarters at 69 Canal street, Boston, in order to co-operate with its clientele in New England.

COVERS FOR "TALKERS" IN THE HOME

New Specialty That Will Appeal to a Wide Constituency of Talking Machine Buyers

Almost every day brings forth some new article salable in the talking machine trade. It was left to the Aladdin Phonocover Co. at 80 Fifth avenue, New York, a new concern in the field, to bring out a cover for the talking machine in the home and also equally suitable for the store of the dealer. There is every reason to believe that there will be a demand for this accessory, particularly during the summer months ahead. It is the custom in many households throughout the country to purchase their furniture dealers slip covers for their furniture and in a great many homes the talking machine is found to be among the finest pieces of furniture in the home. It is planned to produce these covers in stock sizes to fit the various models of the standard machines. They will be made up in various designs and in the usual slip cover cloths, cretonnes, leatherettes and khaki. This new concern plans to market their product on the first of May.

WATKIN CO. FEATURING COLUMBIA

Dallas Concern Using Attractive Publicity Regarding Grafonola—Issues Booklet on the Cortinaphone Language Method

Dallas, Tex., March 31.—The Will A. Watkin Co. of Chicago, has been featuring the Columbia Grafonola in some very attractive advertisements which have appeared recently in the local press. The present wave of patriotism which is steadily mounting throughout the country was the subject of one of these ads, in which patriotic marches and songs were listed. Another advertisement contains the endorsement of the Grafonola written by Pavlows.

The Cortinaphone Language Records are also being featured by the Watkin Co. through the medium of a little folder which has been sent to its customers. The folder calls attention to the desirability of learning a foreign language, and the easy and logical method of acquiring a familiarity with a foreign tongue through the use of the Cortinaphone method. Demonstrations of the Cortinaphone language records are being made every week at the Watkin store in this city.

WILL SELL 5-CENT ENVELOPES

P. O. Department Plans to End Short Postage Nuisance

In order to eliminate the short postage nuisance, especially on letters to foreign countries, an envelope bearing a 5-cent stamp will be issued shortly by the post office authorities.

Many plans to overcome this evil have been put forward from time to time, ranging from separate letter boxes for foreign mail to the use of distinctive style and colors of stationery, all designed to fix the attention of the clerk having the stamping of the mail under his charge. The use of an envelope already stamped with the proper postage proved the most effective check when tried out in Cleveland.

The envelopes will be furnished either plain or with return card printed in the corner. The plain envelopes will cost $2.28 a thousand and may be obtained in any quantity; printed envelopes will cost 44 cents extra.

RECENT COLUMBIA VISITORS

Among the recent visitors at the executive offices of the Columbia Graphophone Co., New York, were S. H. Nichols, Walter Eckhardt and H. A. Yerkes, district managers respectively, in Pittsburgh, Philadelphia and Chicago. They spent some time in conference with U. S. Manager Pahri, going over current matters of affairs in their individual territories. Incidentally, they all reported the closing of a March business that topped by a large margin any previous March sales record, and told of bright prospects for future trade.

Thomas Conboy has made a number of improvements in his music store on First avenue, Morrison, Ill. He has divided the store giving the front half over to player-pianos, and the rear section to Victrolas.
Changes a Small Portable Talking Machine Into a Beautiful Cabinet Type Instantly

A Proved and Decided Success

The Lundstrom "Converto" Cabinet was hardly announced when orders exceeded capacity. In fact for four months we have been forced to withhold selling effort to enable us to catch up with orders. Almost immediately after receiving their first shipments, dealers have come back with orders for more Cabinets. With materially increased facilities, we are now caught up and so again call your attention to this remarkable and thoroughly practical Talking Machine Cabinet.

By setting a $15 or $25 Victrola into this cabinet, you convert it into an enclosed cabinet-type machine—in a jiffy.

Think of the hundreds perhaps thousands of small Victrolas in use in every community—to whose owners you can easily sell a "Converto." Here's a big, ready market waiting for you!

Then think of the many combinations you can sell—a small Victrola and a "Converto" cabinet at a combined price much less than the lowest priced cabinet type. Many people want cabinet types but can't afford the higher price. You can sell them this combination—and increase your record business.

With the Lundstrom Convert Cabinets, a Victor dealer can successfully meet the competition of the numerous cheap, inferior talking machines now flooding the market.

Enclosed Type Phonograph Cabinet

No. 1 for $15 and No. 2 for $25 Victrola. The machine itself remains portable. The doors of the cabinet and doors of machine open in such a way as to form a sound amplifying chamber that increases and improves the sound. Record compartment will hold about 70 records of any size. Handle of machine passes through cabinet (with extension which we provide) so that it can be wound from the outside like any cabinet talking machine.

Retail Prices

No. 1 Converto Cabinet for Victor "IV" . . . $20
No. 2 Converto Cabinet for Victor "VI" . . . $25

Made in Quartered Oak to match machine. We allow liberal discount—a good profit on every cabinet sold.

Write at once for full particulars and dealers' discount

The C. J. Lundstrom Mfg. Co.
LITTLE FALLS, N. Y.
A STUDY IN VALUES

By W. J. Dawson, Superintendent of Record Production in the Factory of the American Graphophone Co., Bridgeport, Conn.

One of the most highly appreciated of my earthly possessions is a little card upon which is printed a list of "Twelve Things to Remember," these having been taken from the experience of the late Marshall Field.

The first is "The Value of Time." This always brings to mind the story, which we all remember, of the "golden hour, set with sixty diamond minutes," etc., which was "lost somewhere between sunrise and sunset," and for which no reward was offered as it could not be recovered.

How many of us lose a fortune each day by the loss of these golden hours? And many times the fortune belongs to the "other fellow"—our employer. Would it not be well for us to put a little higher valuation on our time, since it is a possession which we can dissipate, and doubtless eventually regret, or use judiciously, for the benefit of employer and employee. It is human nature to regret that of our possessions which is lost, even though there is a chance of recovering it; then how much more should we regret, and try to prevent, the loss of a thing that can never be recovered.

The second "Thing to Remember" is called "The Success of Perseverance." This calls to memory the story of the old Scotch hero, Robert Bruce, who, about to be defeated by his enemies, was hiding in a cave when he observed a spider spinning its web. Time after time Bruce tore the web down, but each time he did so the spider began another, until finally Bruce could not help being struck by the spider's perseverance.

We all remember reading how he took a lesson from it and immediately set out again to the scene of warfare and completely vanquished his enemies. This little tale might end with those oft repeated lines. "If at first you don't succeed, try, try, again." So much for perseverance.

The accompanying illustration gives an idea of the substantial construction of the Globe-Wernicke sectional disc record cabinet. This interior is placed within a Globe-Wernicke bookcase section, which results in a solid, "Built-to-Endure" cabinet.

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 than to set a poor one, or perhaps none at all?

It is apparent that by using our energies in the proper directions we can attain that perfection of production which "Columbia" represents, thereby setting the standard instead of following it.—The Tonicarm.

FEWER BUSINESS FAILURES

R. P. Bolton, district manager of the Columbia Graphophone Co., New York, announced this week the appointment of R. R. Wilson as a member of the company's wholesale traveling staff. He will visit the dealers in the upper part of New York City and north as far as the border line of Connecticut.

Mr. Wilson, who was previously associated with the Pittsburgh division of the Columbia Graphophone Co., succeeds A. H. Landay, who resigned from the Columbia wholesale staff this week.

With business continuing remarkably active and profitable, the country's commercial mortality remains relatively moderate, insolvencies reported to R. G. Dun & Co., during the first quarter of 1917, exclusive of banks and other fiduciary suspensions, numbering 3,937 and supplying liabilities of $32,309,099. This is the best numerical exhibit for the period since 1907, when there were 3,523 failures, and the sum of money involved is smaller than in all years back to 1909, which disclosed an indebtedness for the first three months of about $44,500,000.

The present figures contrast with 5,387 defaults for $61,492,746 last year; 7,216 for $105,703,335 in the opening quarter of 1915—the maximum point on record—and 4,826 reverses in 1914 for $83,221,826. Compared with 1916, trading insolvencies make the most satisfactory showing with a 27 per cent. reduction in number, from 4,800 to 2,281, and a 32 per cent. contraction in amount, $20,938,655 against $31,348,161, while among manufacturers failures were fewer by 25 per cent., 937 in comparison with 1,243, and the liabilities fell from $33,807,210 to $20,082,297, or 16 per cent.

G. T. WILLIAMS CO.
Victor Wholesale Exclusively
217 Duffield Street BROOKLYN, N. Y.

Co-operation Service Efficiency Knowledge

This organization aims to Co-operate with Victor dealers along practical lines.

Our Service means all that the word implies—thorough and painstaking.

Efficiency in every department of our business is one of our hobbies.

A Knowledge of the Victor industry as a whole makes

G. T. Williams Co. Victor Service
"A Standard for Comparison"

THE GLOBE-WERNICKE SECTIONAL DISC RECORD CABINET

The Columbia Music Co., 608-10 Ludington street, Escanaba, Mich., on April 1 removed to new and more commodious quarters in the Jepson Building. The present Columbia store is to be rebuilt into a garage.
The ALETHETONE
For Immediate Profits and Increasing Business
(Pronounced Alee-thet-oh-nee)

To meet the demands of high grade dealers for a reproducing instrument surpassing all others in purity and volume of tone we have perfected the ALETHETONE. Built like a violin, the tone chamber gives forth tones of brilliant purity and a degree of resonance and strength that is absolutely astonishing.

The ALETHETONE is built in a complete line of styles and sizes and at prices to meet the requirements of the market. The cabinet work and finish are of the highest refinement; the motor is powerful, multiple spring, even speed and non-vibrating; universal tone arm—plays any and all records.

Dealers will find our proposition unusually attractive. Write for literature and details.

THE STEVENS ORGAN & PIANO CO.
(35 years in organ building and piano construction)
MARIETTA, OHIO

Universal Tone-Arm No. 4
NOW Ready for Delivery

This new tone-arm has a number of exclusive features that make it a splendid proposition for manufacturers of high-grade machines.

Write today for prices and samples

PRESTO PHONO PARTS are made in the best plant in the east devoted to the manufacture of phono parts. We are manufacturing all phonograph parts. Prompt deliveries and guaranteed products.

Let Us Estimate On Your 1917 Orders

PRESTO PHONO PARTS CORPORATION
Factory and Executive Office: Sperry Building, Manhattan Bridge Plaza, Brooklyn, N. Y.
SUGGEST PATRIOTIC DISPLAYS

VITAL EVENT

SPEAKING OF MISTAKES

What other Phonograph can give you these features at this price?

It has a beautiful mahogany finish.

It stands 40 inches high, 15 inches wide.

It has a double spring motor, absolutely perfect.

It has universal tone arm so that any make of record can be played.

It has a tone modifier.

It has a full, rich tone unsurpassed in quality.

It is a full cabinet machine, finely finished in mahogany, with ample room for storing records.

It is amazingly low in price—$35; it is guaranteed.

It is the ideal Phonograph for every home, and—

Every home can afford an OPEROLLO.

OPEROLLO "The Perfect Tone Machine"

It's the newest and truest phonograph manufactured today—has all the features that a phonograph needs—beautiful to hear, beautiful to see—and is

Will bring a world of business to you $35.00

Mr. Dealer, at its RETAIL PRICE of

Think of every home being able to have a high class mechanically perfect phonograph at such a price—a machine that will do anything any other machine will do at a price of a third to a quarter as much. That's what the OPEROLLO will do—and they are selling like the oft mentioned "hot cakes" right now in a good many localities.

We are going to get

ONE LIVE DEALER IN EVERY LOCALITY

—a dealer that knows a good thing when he sees it. Whoever does get the agency is right in line for a great big business, with a great big profit. We are receiving applications for agencies by the score, but before we sign up with any man we must be convinced he has the "pep," the energy, the foresight to grasp and hold and push the best thing that phonograph dealers have had up to them in years.

If YOU are the LIVE dealer in your locality rush in an order for a sample machine and start things humming in your store. Don't let a competitor slip in ahead of you—so write us today.

OPEROLLO PHONOGRAPH CO.

420 Lightner Bldg.
DETROIT, MICH.
CHICAGO, ILL., April 12.—Quite a number of Western jobbers, including the Chicago houses, have been in touch with regarding business conditions within the last week or so by the several members of the staff of the Chicago branch of The World. The net result of these interviews shows that the demand for goods, both machines and records, during March showed very little dropping off as compared with the showing of February, in spite of the railroad strike threatened at one time and the seriousness of the war situation. Whatever diminution in orders occurred was not greater than usually experienced. Practically the same thing may be predicated for April so far. Retail business in Chicago can be characterized as very fair for the season. It can hardly be said that it was as good, relatively speaking, as the country trade. It is to be generally spoken of as about an even break with a year ago when it was very good.

One very interesting tendency is to be noted at the present time. There are new manufacturers coming into the talking machine trade continually, but these are, as a rule, concerns which are strongly backed with well organized plants already in existence or being created because of ample capital. Of course, there may be exceptions, but the contrast between the tendency to-day to the fact of a year ago, when anyone who had enough money to hire a $5 desk room and pay one month in advance was likely to hang out his shingle as a talking machine manufacturer, is very marked.

People are beginning to realize that it is impossible to make a success in the manufacturing of talking machines without something tangible behind the intention. Furthermore, as has been previously stated, it has become pretty thorough-ly understood that the man who simply copies previously stated, it has become pretty thorough-

What makes this matter of interest to the talking machine trade is that a large number of the letters make special reference to the success of the fixed one-price system adopted by the older talking machine manufacturers. Here are excerpts from a few of the letters referred to bearing on this topic: “We wish to say that is our sentiment.” We believe that’s the only legitimate way of selling pianos. Now then, if you would sell your pianos like the Victrola people sell their product to the dealers—not have restricted territory—we believe you would have your system ahead of any piano company’s. There is no question but what the Victrola people made a hit with their system.”

“Allow us to congratulate you upon this forward move of yours. The ‘one-price’ system, in our mind, is the only perfectly correct method of selling any line of standardized merchandise, player-pianos included. It is just another good part in ‘system,’ which is bound to make sales to a class of responsible buyers who know what they want, and where to buy it. We know from our experience in handling Victrolas (nationallv advertised) what your success will be with player- pianos. We also know from experience that the ‘one-price’ plan in piano selling is best; and while we do not handle your line, we wish to express our appreciation of the move (to put the piano business upon the dignified basis where it belongs) on your part, and we are sure that some other manufacturers, at least, will follow your good example.”

“This one-price campaign you are going to inaugurate is going to be the biggest stride forward ever taken by piano or player manufacturer, at any one time since I have been associated with the said piano business, and which covers a period of a quarter of a century. The benefits will be mutual and too numerous to de-scribe, yet any observing person that has watched the automobile industry, and has handled one of the older talking machine lines, can readily grasp what this will mean to the piano business. Personally, I am delighted with the plan, and expect to co-operate with your own good selves; and like other splendid lines I have, I will feel that I am fortunate for being able to represent the same, and which I shall count at all times as a valuable acquisition to my business.”

Flexible and Automatic Progress

F. M. Reed, of the FlexiFile Sales Co. of this city, and inventor and owner of the Automatic Record Container, has just returned from New York, where he has succeeded in interesting several of the largest manufacturers in the two devices. The number of concerns using the FlexiFile devices in other machine cabinets, double cabinets, and in upright cabinets with drawers promises to be greatly augmented. Already quite a number are adopting the automatic container for use in upright cabinets. These filing devices are adapted both for ma-

A Recent Visitor

Hugh O'Donnell, manager of the talking machine department of the Williams-Keith Co., Rockford, Ill., was a recent visitor. The company recently put in the Pathe line and are doing a very fine business. They have two large booths, one for machines and one for reference, with a nice reception-room located on the first floor of the large store.

Manufacture New Record Rack

Carl W. Pierson, formerly sales manager of the Peerless Furniture Co. Rockford, Ill., and prior to that secretary of the Rockford Light Furniture Co., this city, has invented and is about ready to place on the market, a record rack for incorporation by talking machine manufacturers in their machine cabinets. The rack is a new idea in conception, the principle being a spring wire frame over which is held a fabric covering, doing away with the gluing of fabric into wood slat racks. This, the inventor claims, affords a resiliency that the wood rack lacks.

Among the notable features of the Rockford Record Rack, as the new product is to be called, are the perfect alignment, maximum filling capacity, and its universal nature. It accommodates every make and size. Mr. Pierson also claims that the rack even now with the disproportionate prices of metal and wood is cheaper than wood and that when metal prices

WE WHOLESALE EXCLUSIVELY

Dealers—get your order in at once to your jobber. The early order gets the goods.

WADE & WADE 3807 Lake Park Ave. CHICAGO, ILL.
SERVICE COUNTS in the Victor Record business. The retail buyer wants his Records when he asks for them.

Here is a stock of more than a half million records awaiting your orders.

There are more than 5,500 selections.

Become the biggest Victor Record retailer in your community by making prompt deliveries. You can be positive of prompt deliveries by ordering from our large and well sorted stocks. Immediate shipments are almost certain.

One order received for approximately 5,000 Records, consisting of 1,500 different selections, was filled promptly and shipped practically 99% complete.

LYON & HEALY
VICTOR DISTRIBUTORS
CHICAGO
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 79)

"OROTUND" means

Rich, Clear, Full and Musical

and the combination of the "Orotund" sound reproduces and universal tone-arm with our suggestion of a tone-chamber will make the most high grade, perfect equipment for talking machine manufacturers.

The "Orotund" sound reproducer does its work greatly eliminating softer scratching needle noise, and that "caused music tone" and produces a mellow, sweet, pleasant, musical tone, that inventors and talking machine experts have been trying for more than twenty years.

Let us demonstrate facts to you. We have standard attachments for the most popular machines to play all records.

Genuine Diamond and Sapphire points.

Write for particulars.

EMPIRE IN YOUR COMMUNITY
WHY YOU SHOULD HANDLE THE EMPIRE IN YOUR COMMUNITY

The Machine That Plays Any Record

WHY YOU SHOULD HANDLE THE EMPIRE IN YOUR COMMUNITY

No other machine made excels the Empire. It has all the good points of the best but none of the drawbacks eliminated. And—we give you selling helps out of the ordinary.

THE TALKING MACHINE WORLD

The Machine That Plays Any Record

WHY YOU SHOULD HANDLE THE EMPIRE IN YOUR COMMUNITY

No other machine made excels the Empire. It has all the good points of the best but the drawbacks eliminated. And— we give you selling helps out of the ordinary.

THE TALKING MACHINE WORLD

Every day brings prestige

The splendid success of the Empire is attributable in largest measure to one thing—quality. Hardly a day passes without our hearing of sales landed by Empire dealers, in the face of stiff competition, because of Empire superiorities.

You'll Reap the Harvest

In good round profits and highly pleased patrons by arranging now for the exclusive Empire representation in your city. Spring time is Empire time. Why to-day for our big, new catalog and unusually liberal offer to dealers.

EMPIRE TALKING MACHINE CO.

524 Republic Building
State and Adams Streets
Chicago, Ill.

Model B
Price $100

Mahogany or Oak

Empire

Rich, Clear, Full and Musical

and the combination of the "Orotund" sound reproducer and universal tone-arm with our suggestion of a tone-chamber will make the most high grade, perfect equipment for talking machine manufacturers.

The "Orotund" sound reproducer does its work greatly eliminating softer scratching needle noise, and that "caused music tone" and produces a mellow, sweet, pleasant, musical tone, that inventors and talking machine experts have been trying for more than twenty years.

Let us demonstrate facts to you. We have standard attachments for the most popular machines to play all records.

Genuine Diamond and Sapphire points.

Write for particulars.

EMPIRE IN YOUR COMMUNITY
WHY YOU SHOULD HANDLE THE EMPIRE IN YOUR COMMUNITY

The Machine That Plays Any Record

WHY YOU SHOULD HANDLE THE EMPIRE IN YOUR COMMUNITY

No other machine made excels the Empire. It has all the good points of the best but none of the drawbacks eliminated. And— we give you selling helps out of the ordinary.

THE TALKING MACHINE WORLD

The Machine That Plays Any Record

WHY YOU SHOULD HANDLE THE EMPIRE IN YOUR COMMUNITY

No other machine made excels the Empire. It has all the good points of the best but the drawbacks eliminated. And— we give you selling helps out of the ordinary.

THE TALKING MACHINE WORLD

Every day brings prestige

The splendid success of the Empire is attributable in largest measure to one thing—quality. Hardly a day passes without our hearing of sales landed by Empire dealers, in the face of stiff competition, because of Empire superiorities.

You'll Reap the Harvest

In good round profits and highly pleased patrons by arranging now for the exclusive Empire representation in your city. Spring time is Empire time. Why to-day for our big, new catalog and unusually liberal offer to dealers.

EMPIRE TALKING MACHINE CO.

524 Republic Building
State and Adams Streets
Chicago, Ill.

Model B
Price $100

Mahogany or Oak
Winning Its Place In the Homes of Our Country

By virtue of its intrinsic merit the Mandel Phonograph is being sold through more than two thousand dealers.

It is the embodiment of all that represents real talking machine value. Cabinets of supreme elegance, motors of wonderful efficiency, tone arms and reproducers that are scientifically correct—these are the fundamental reasons for the success of the Mandel Phonograph.

The Mandel cabinets typify the highest developments of the cabinet workers' skill. They harmonize with the furniture to be found in the homes of cultured people and discriminating furniture buyers. All sections are dowelled and glued—perfectly joined—and hand finished on all sides to permit the cabinet to stand in the center of the room.

Many refinements have been put into the artistic Mandel cabinets that will delight lovers of what is beautiful in home furnishings.

The motor, which is concealed in the cabinet of the Mandel, is a wonderful, worm-driven, double-spring power plant which operates smoothly and quietly. It is made of the finest grade selected steel and brass and located between the motor board and sound chamber, where no dust can reach any of its parts to cause wear and interfere with its quiet operation.

The combination reproducer or sound box of the Mandel Phonograph is specially worthy the consideration of those familiar with the mechanism of phonographs. It is so readily adapted to the playing of the records from the leading producers that its versatility entitles the Mandel to be designated as the "All Around" Phonograph. In a moment the reproducer can be changed to play any disc record, Victor, Columbia, Edison, Pathé—or any other make—and you have, therefore, the entire range of record production of the leading producers from which to select your record library for the truly versatile Mandel Phonograph.

The tone arm, or sound conductor, is scientifically constructed by means of a series of graduating sections, perfectly joined and smoothed as if one piece, to permit the even and perfect flow of sound waves which gradually increase in volume after leaving the reproducer until the sound chamber is entered. The designers of the Mandel have succeeded in blending the tone arm with the sound chamber so perfectly that the softest note, or the whispered convention, is clearly carried to the listener in its recorded tone volume.

The tone graduator is one of the many excellent features of the Mandel. This permits the playing of any instrumental or vocal selection with loud or soft tone to suit the wishes of the listener or the acoustics of the room. This feature makes the Mandel readily adaptable for use in public entertainments, churches, schools or the home.

Every part of the Mandel Phonograph is as carefully and scientifically constructed as human ingenuity can accomplish.

Supreme satisfaction and lasting enjoyment are assured to the purchasers of MANDEL Phonographs.

Write for full description and our liberal free trial offer

MANDEL MANUFACTURING CO., Inc.
501-511 Laflin Street, Chicago, Illinois
NEW YORK DISPLAY ROOM: 41 UNION SQUARE
The VIRTUOSO

is the culmination of months of painstaking effort on the part of Henry T. Schiff, pioneer phonograph manufacturer, to produce an instrument that would stand without a rival for richness, power and fidelity of tone, convenience of operation and beauty of design, yet priced to yield an unequalled margin of profit to dealers.

Those who have seen and heard the Virtuoso say that Mr. Schiff has realized his ambition in every particular. They are especially enthusiastic over the Virtuoso's powerful tone qualities, which—no matter how great the volume of sound—are developed without the slightest disturbing element or "metallic" noise. In short, it is easy for a manufacturer to grow enthusiastic over his own product, however. The proof of what the Virtuoso means to you lies in a practical test of the instrument in your own salesroom.

Hence, we invite you to avail yourself of our no-risk trial offer, the conditions of which will be made known on request.

REPUBLIC PHONOGRAPH CO.

HENRY T. SCHIFF, President and General Manager

320 S. Wabash Avenue

CHICAGO

Not a single element of quality has been sacrificed to price.
Profit and Prestige

Go Hand in Hand With The Brunswick Agency

Not only profit on the sale of phonographs you make, but on the continuous profit you make on the sale of Pathe Records, for we grant the Pathe franchise with every Brunswick agency.

Prestige goes with The Brunswick agency. The prestige you gain by being associated with the most progressive phonograph makers. It pays to buy on a rising market and it pays to connect with the phonograph that is progressing, the one that is going forward to the top.

Why The Brunswick is Winning

It is built and backed by a house of international reputation, with a standing of 76 years in progress. It has ample capital to advance rapidly—the House of Brunswick has never been associated with failure and all its resources are back of The Brunswick Phonograph.

The Brunswick Phonograph embraces all the good points of all other phonographs with exclusive features in advance of the times. It is not an experiment—we have been building phonograph cabinets for others for years. Now we make the complete phonograph. It has been perfected to the point where we can give it our name.

Here are some of the added features of The Brunswick—all without extra charge: Two sounding boxes—permitting the playing of all records, including the world famous Pathe—the wooden-walled tone chamber, the greatest of all improvements. This chamber is constructed of wood (no metal), giving tonal values heretofore considered impossible.

The super-motor—extra long playing. The last word in motor construction, permitting the playing of several 14-inch Pathe Records without rewinding. The cabinet work represents 76 years in wood-working experience, unquestionably the finest examples of cabinet-making ever shown.

Our Dealer Proposition

is attractive. Our helps are many; thousands of dollars are spent monthly in advertising The Brunswick. Big page advertisements telling of its superiority. And how this advertising is paying. We don’t say write today. Live dealers will (maybe your competitor); those who wait are likely to be disappointed. You are under no obligation if you simply say, “What is The Brunswick Dealer Proposition?”

The Brunswick-Balke-Collender Co.
Dept. 219, 623-633 S. Wabash Ave. Chicago

The Brunswick Pictured Here
Retail at $175. Others $70 to $175
The Perfect Automatic Brake
For Talking Machine Manufacturers and Dealers


Write for sample and attractive quantity prices

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

this city and will remove from their present quarters at 130-132 East Sixth street to larger ones at Seventh and Main streets. The Brunswick phonograph will be shown in an elaborate exhibit at the Music Show in Chicago next May. Mr. Kendrick wishes to extend invitations to all interested to visit the local ware-rooms.

New Brunswick Shop Ready May 1
The present first floor ware-rooms of the John Church Piano Co. are being remodeled and will be ready for the occupancy of the Brunswick Shop by May 1. The manager of the new store was selected only recently. He is Harry B. Bib and was formerly connected with the Schmelzer Arms Co. of Kansas City, Mo., where he had charge of the retail Victor department. Mr. Bib comes to the Brunswick people excellently equipped to handle the retail business of their main Chicago retail store. Previous to his con-nection with the Schmelzer Arms Co. he was with the Field-Lippman Piano Co. and the Colum-bia Graphophone Co.

Lyon & Healy Concerts
L. C. Wiswell, manager of the talking ma-chine department of Lyon & Healy, tells of a series of more than ordinarily interesting Victrola concerts which have been held in the large concert hall on the main floor. The April pro-gram arouses a desire to attend at least some of the concerts by the very attractiveness of its make-up. There are sixteen pages of artistic deckle-edged paper, each finished with a hand-drawn green wreathed border. There are eight separate programs of twelve selections each, listing well-known and popular Victor artists. During April Miss Clara Louise Thurston, harpist of the Lyon & Healy harp department, will be heard each day from 12:00 to 1:00 o'clock. In certain numbers she will be accompanied by the Victrola. Mr. Harold Yates, Pianist, and Miss Clover, danseuse, will follow the harp concert. During April Miss Clara Louise Thurston, harpist of the Lyon & Healy harp department, will be heard each day from 12:00 to 1:00 o'clock. In certain numbers she will be accompanied by the Victrola. Mr. Harold Yates, Pianist, and Miss Clover, danseuse, will follow the harp concert with a Pianola program for interpretive dancing daily.

Six Best Sellers
The six best Victor records for the past month have been "Havana Fox-trot" Waltz from Drigo's "Serenade"; "Where the Black-Eyed Susans Grow"; "I'm Not the First to Call You Sweetheart Please Let Me Be the Last"; "Baltimore Centennial March"; "Patrol of the Scouts"; "Romeo and Juliet," Mad Scene from "Lucia" and "Home, Sweet Home" (Galli-Curci).

The six best Columbia records were Lucy Gate's "Nightingale Song," "Marche Slave," "My Hawaiian Sunshine," "Pick Up Your Troubles in Your Old Kit-Bag and Smile, Smile, Smile," "Keep Your Eye on the Girle You Love" and "Canto's Lament," from "Pagliacci."

The six best Edison records have been "O'Brien Is Tryin' to Learn to Talk Hawaiian" - "O'Brien Is Tryin' to Learn to Talk Hawaiian" - "The Soldier Boy" and "Pack Up Your Troubles in Your Old Kit-Bag and Smile, Smile, Smile," "Naughty! Naughty! Naughty!"

The six best selling Pathé records have been "Carmen," "Hatтя-La" and "Tu Ne Savra Jamais," by Luciea Moratore; "Lakome," Bell Song, and Chanson "Provencal;" "Watermelon Moon," "Waiting at the Old Church Door" and "Wedding of the Rose."

The six best Emerson records were "American Fantasia;" "What Do You Want to Make Those Eyes at Me For?" - "Love Is a Wonderful Thing;" "Naughty! Naughty! Naughty!"

The six best Columbia records were "Havana Fox-trot" Waltz from Drigo's "Serenade"; "Where the Black-Eyed Susans Grow"; "I'm Not the First to Call You Sweetheart Please Let Me Be the Last"; "Baltimore Centennial March"; "Patrol of the Scouts"; "Romeo and Juliet," Mad Scene from "Lucia" and "Home, Sweet Home" (Galli-Curci).

We opened 1917 with the greatest volume of advance orders ever on our books at one time. More dealers than ever are ordering Vitanolas because it enables them to realize the legitimate profit they should and must have. Vitanolas have the greatest number of original quick selling points to choose from. Combining in a Remarkable Degree

SUPREME QUALITY
AND LOW PRICES

We earnestly solicit your careful investigation of our claims. More than that, we invite you to put our machines to the actual test—to convince yourself that the "Vita-nola" is all that we claim for it.

VITANOLA TALKING MACHINE CO.
208-212 So. Wabash Ave.
CHICAGO, ILLINOIS

NEW ENGLAND VITANOLA TALKING MACHINE COMPANY
52 Chauncy Street, Boston, Mass.

Distributors for South West
STANDARD PHONOGRAPH COMPANY, Oriental Hotel Building, DALLAS, TEXAS
We have some statements to make about the ASHLAND PHONOGRAPH—we KNOW they are facts—but we are helpless to do more than state them and ask you to take them as such.

**THESE FOUR FACTS** will convince you that the ASHLAND PHONOGRAPH is the quickest and easiest seller on the market.

1. Our sales on the ASHLAND PHONOGRAPH this year have already amounted to nearly ten times the amount they did last year.
2. The tone quality of this instrument together with the extremely low price makes them sell on sight. That has been proven.
3. The ASHLAND PHONOGRAPH is nationally advertised to assist our jobbers and dealers in marketing them.
4. All inquiries are turned over promptly to our dealers.

---

**Model 50—Retail Price, $50.00**

Equipped with Record Albums, $1.00 extra for each Album  
Finishes—Mahogany, Golden Oak, Fumed Oak  
Motor—Double Spring  
Equipment—Plays all makes of Disc Records  
Trimmings—Nickel Plated  
Dimensions—Height 22 in.  
Width 18 in.

---

**Model 35—Retail Price, $35.00**

Equipped with Record Albums, $1.00 extra for each Album  
Finishes—Mahogany, Golden Oak, Fumed Oak  
Motor—Single Spring  
Equipment—Plays all makes of Disc Records  
Trimmings—Nickel Plated  
Dimensions—Height 39 in.  
Width 15½ in.

---

**THOS. E. WILSON & COMPANY**  
**CHICAGO, U. S. A.**
Refinement

Women constitute the majority of talking machine purchasers. They appreciate, and their decision is often swayed by, the little refinements of construction.

The machine equipped with our Cover Support is branded with quality. Now, when competition is keener than ever before, you cannot afford to do without the CHICAGO COVER BALANCE.

Chicago Hinged Cover Support & Balance Co.

144 S. Wabash Avenue

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 85)

the hesitancy of a great number of buyers is overcome when they become convinced of a machine’s durability. The “testing nameplate” is a transfer containing the dealer’s name and advising the purchaser that the machine has been thoroughly tested before leaving the store. Like the regular Meyercord nameplates these are furnished in gold or black, either in open lettering or upon backgrounds.

Mr. Crampton states that the Decalcomania process of nameplates is attracting greater and greater interest in the talking machine trade. A number of large department stores have been converted to the use of Meyercord plates.

Changes Name to Queenola

The Humanola Talking Machine Co., of Galesburg, Ill., has moved to Monmouth, Ill., and has changed the name to the Queenola Talking Machine Co. This was caused by the discovery that the name Humanola had been trade-marked by the Humanola Talking Machine Co., of Meyersville, Pa. W. E. Stevenson is general manager, and Nathan Nelson sales manager of the Queenola Talking Machine Co. Mr. Nelson has been in Chicago for several days exhibiting the Queenola at his room in the Great Northern Hotel, and a number of people of the trade have expressed their appreciation of the distinctive features incorporated in it. The company has adopted the clever slogan, “Every Home Should Have a Queen.”

State Street Phonograph Shop Adds Men

Harry K. O’Neill, of the State Street Phonograph Shop, has added a few new men to travel in Chicago for the purpose of following up prospects who have visited the store, and also to seek out new buyers. A. J. Mathews, George Neil and Albert Hill are doing considerable of this work. It is the aim of Mr. O’Neill to maintain business as it has been during the past two months by such measures as this. The State Street Shop has been doing increased advertising in the Chicago papers recently, and has also given much attention to the March and April window displays. Evidence of the success of the Shop’s increased “digging” is shown in Mr. O’Neill’s remarkable statement that his March business exceeded that of January and February, and almost equaled that of December—one of the big months.

Salesmen Off to War

The Talking Machine Shop, located at 234 South Wabash avenue, has the right to term itself one of the most patriotic talking machine retailers in Chicago. On April 6, when Congress voted for the Flood measure this concern lost two of its salesmen. Clarence Britton has been a member of the Hospital Corps and R. L. Orwig has joined the cavalry.

New Agencies for Pathé in West

R. O. Allmiller, manager of the Chicago Pathé office, tells of a very satisfactory March business transacted by this concern’s Western representatives. The towns throughout the Middle West are indicating a greater appreciation of this famous instrument. The most recent agencies to be established in this territory include among others the following houses: A. G. Wilson, Canton, Ill.; M. B. Kerr, of Winfield, Kan.; W. C. Palmer, of Kewanee, Ill.; Vanderline Furniture Co., Muskegon, Mich.

Declares First Dividend on Majestic

In the bankruptcy case of the Majestic Phonograph Co., Referee Eastman has declared a first dividend of 5 per cent. to creditors. The petitioning creditors have been allowed attorneys’ fees of $100, and the bankrupt’s attorney allowed fee of $200. A trustee’s report, which was recently filed, shows receipts of $11,785.70, disbursements of $2,551.26, and cash on hand amounting to $9,235.44.

Arthur J. O’Neill Co. Moves

Arthur J. O’Neill Co. has moved its offices from 337 West Madison street to 328 West Madison street. This concern is manufacturer of the Aretino talking machines. The firm also handles Pathé, Emerson and Par-O-Ket records. Business is reported as active.

PLAN CONCERTOLA SALES

World Phonograph Co. Will Restrict Representation to One Dealer in Each Town

CHICAGO, Ill., April 9.—The debut of the Concertola, the new phonograph which is being put on the market by the World Phonograph Co., 218 South Wabash avenue, this city, is attracting the attention of dealers throughout the country. This concern has produced the Concertola in answer to the insistent public demand for elegance as well as service in the phonograph. The dealer who wants his customers to come back with the satisfied expression on their faces, must sell them the best they can buy. The Concertola was designed with this fundamental object in view. Rich in musical quality and highly artistic in design, the Concertola is an addition to the correct furnishing of the home.

The World Phonograph Co. will absolutely restrict the sale of the Concertola to but one dealer in each town, and with the generous margin of profit available, the fortunate dealer who gets the Concertola agency is assured of a brisk and paying business in supplying the local demand for this new and epoch making departure in phonograph making.

The machine is made in two styles known as Concertola “A” and Concertola “B.” Concertola “A” is of selected solid art mahogany, forty-nine inches in height, twenty-four inches wide, and twenty-two inches deep. The doors are twenty-five inches long. This gives ample space in the cabinet for fifty-five individual albums.

The cabinet and its doors are exquisitely

(Continued on page 88)
Panels of rich inlay wood, and the tone chamber is covered with a fine finish of polished hard wood. All visible metal parts of the Concertola are heavily gold plated which serves to give the instrument a richness of appearance that can be secured in no other way. The retail value of the Concertola "A" is $300.

The Concertola "B" is like the Concertola "A" in every particular. Its size, exquisite cabinet work, improved motor, violin tone chamber, all are like Concertola "A." The only difference being that the mahogany cabinet is artistically carved, instead of inlaid. The metal parts are all finished in burnished nickel. The retail value of the Concertola "B" is $250.

The wholesale price of these instruments is so low as to make the agency unusually interesting.

BUILD NEW FACTORY

Automatic Machine & Tool Co. Changes Name to Gabel's Entertainer Co., and Prepares for Expansion—Selling Concern Organized

CHICAGO, ILL., April 9.—The Automatic Machine & Tool Co., at 210 North Ann street, has changed its name to Gabel's Entertainer Co. The reason for the step is that the company has given up the manufacture of everything except the Gabel-ola, and Gabel's Automatic Entertainer, the commercial machine, will be on exhibition at all times for the inspection of visiting dealers. Mr. Gabel is a very experienced talking machine man, who was formerly connected with the Kansas City branch of the Columbia Graphophone Co., but for the past three years has traveled for Mr. Gabel.

The company has recently purchased a site at Lincoln and Walnut streets on the West Side, and is already breaking ground for a factory covering the entire lot. The plans contemplate a five-story and basement brick structure of mill construction, but for the present the building will consist of two stories and basement, so built as to permit the adding of additional stories later. It is to be completed July 1 of this year.

URIES SHIPMENTS BY EXPRESS

Mandel Mfg. Co. Points Out Advantages of This System to Talking Machine Dealers Under Existing Conditions on the Railroads

CHICAGO, ILL., April 9.—The Mandel Mfg. Co., of this city, whose dealers as well as themselves have been seriously handicapped in handling shipments of talking machines as a result of the freight embargoes and congestions, has been strongly urging the retailers to arrange for shipments by express wherever possible, and points out very truly that there is a substantial difference between freight and express rates, the saving in carriage through the local express service bringing the goods direct to the door, offsetting in some measure the difference in rates. The Mandel Co. has, therefore, sent out the following important information to its dealers:

"Our customers are undoubtedly aware of the alarming situation regarding freight shipments. Practically all lines east-bound from Chicago have declared an embargo and will not accept freight to points east of Detroit. This condition is serious, and the only safe remedy is to order shipments to come forward by express. There are many advantages of express service. The chief one, of course, is prompt delivery. The second is that the goods are delivered to your very door, thus saving you the cartage charges. We have compiled below a comparative list of freight and express rates to principal eastern points. When comparing these rates, consider that you save cartage charges on express shipments. The comparative list follows:

<table>
<thead>
<tr>
<th>City</th>
<th>Express Rate Per 100 lbs.</th>
<th>Freight Rate Per 100 lbs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toledo, O.</td>
<td>1.60</td>
<td>1.45</td>
</tr>
<tr>
<td>Youngstown, O.</td>
<td>1.50</td>
<td>1.45</td>
</tr>
<tr>
<td>Cleveland, O.</td>
<td>1.40</td>
<td>1.43</td>
</tr>
<tr>
<td>Cincinnati, O.</td>
<td>1.25</td>
<td>1.42</td>
</tr>
<tr>
<td>Dayton, O.</td>
<td>1.25</td>
<td>1.42</td>
</tr>
<tr>
<td>Columbus, O.</td>
<td>1.50</td>
<td>1.43</td>
</tr>
<tr>
<td>Jamestown, O.</td>
<td>1.40</td>
<td>1.46</td>
</tr>
<tr>
<td>Newark, O.</td>
<td>1.40</td>
<td>1.42</td>
</tr>
<tr>
<td>Youngstown, O.</td>
<td>1.15</td>
<td>1.44</td>
</tr>
<tr>
<td>Springfield, O.</td>
<td>1.40</td>
<td>1.42</td>
</tr>
</tbody>
</table>

The approved Filing System. The crowning feature in Talking Machine construction.

The handling of clumsy heavy albums eliminated.

The minimum space required to hold a maximum capacity of records.

Opinions may differ as to style, design, tone or finish.

But all agree that the FlexiFile way for filing records is the only convenient, simple, efficient way.

We are prepared to make arrangements with talking machine manufacturers looking to the installation of the FlexiFile system in the cabinets of their machines.

We do not make talking machines.
EVERY LETTER A GOODWILL LETTER

An Edited Copy of a Bulletin Issued for the Correspondents of a Large National Advertiser-Promotional Letter to Those Who Make or Mar the Goodwill of a Concern with Individual Customers—Value of Correspondence

Goodwill is an important asset of every successful business. This goodwill is the acquaintance, association and regard that a business concern builds up among its patrons by careful, efficient dealings, which makes it easier for the concern to do business with such patrons, enables it to spread its business through them, and builds up a bulwark against competition.

Goodwill is a particularly strong asset of any business because it is obvious that unless we can maintain the goodwill of the greater number of customers and others who influence general trade, it will be impossible to secure a very large amount of business.

It is conceded by all who have given the matter much thought that the correspondence of business institution plays a large part in the building of goodwill. This is especially true when the business concern does its work largely through the mails as we do. The great mail order houses pay the most careful attention to their correspondence in every branch, from the handling of inquiries that may sometimes appear to be the placating of complaints. They have learned by long experience that a slight inattention or a little impatience or bad judgment may mean the loss of hundreds of dollars.

It is not likely that those who have to do with the correspondence of this company are unmindful of these truths. We have in our employ a number of excellent correspondents—men and women whose work has been worth a great deal to us. But from time to time the attention of the customer has been called to correspondence that is below the standard that we ought to maintain. We have never given to this big subject the attention it deserves; we have never undertaken an organized effort to improve the correspondence of the institution as a whole.

It isn't unlikely that in the near future some effort will be made to introduce a general system looking toward improvement of all our letter writing. In the meantime there are some points that merit the attention of everyone who has the handling of any of this company's correspondence, whether it be the answering of inquiries, writing explanatory letters about the use of our products, or simple letters about the shipment of supplies.

Maintain Goodwill.—First of all, no matter what the letter is about, remember the importance of building up goodwill. Some concerns have adopted the slogan, "Every Letter a Sales Letter." I wish that everyone of our correspondents might live up to the spirit of "Every Letter a Goodwill Letter."

It may be possible to make a single letter worth $10 or $100 to the company. This means that you must be courteous. Many things that sound well when spoken by one of pleasant manner seem cold or indifferent in written language. Therefore, to make a letter pleasing, you must search for the little touches that make it so. Courtesy is one of the cheapest things in existence, and yet it is not half as common as it ought to be. No matter if your correspondent is unreasonable or sarcastic, you should be reasonable, dignified and courteous, and your attitude will be a more effective rebuke than an ill-tempered reply. We ought to say that we are sorry for delays and misunderstandings even if they are not our fault. When we say: "We do not know just where the trouble lies, but this matter will have our prompt, careful attention," the customer cannot fail to be impressed favorably.

Don't forget that you are representing the institution as a whole, though your letter may be entirely about a trivial matter. The customer should be made to feel that everyone here has a friendly interest in him. Just a word or two is often enough to give this agreeable effect; you do not have to be gushy or write long letters.

Addressing the customer by his name, "Dear Mr. Brown" instead of "Dear Sir," or a single word form is better than "Dear Sir."" "Our answer to all these questions is "Yes.""" "Pays well" is better than "It pays well."" "Not to have to do business with such patrons, en-

Simple Practical Accessible Attractive

AUTOMATIC Because—

When the container is withdrawn the weight of the records automatically returns the side rods outward, thus giving the compact container the desired expansion.

When a record has been taken from the Automatic Container, the place from which it is taken remains open.

Gives increased filing capacity of 50% to 100%.

MR. MANUFACTURER, Automatic containers are cheaper than albums, you can make them in your own factory. Write for my proposition.

(continued on page 91)

THE TALKING MACHINE WORLD

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 88)

THE TALKING MACHINE WORLD

WE MAKE IT TURN TABLES FOR TALKING MACHINES THE FINEST EQUIPMENT OF ITS KIND QUOTE YEAR ATTRACTIVE PRICES SELECT EXCLUSIVE EDIFICATIONS FOR ULTIMATE BARNHART BROTHERS & SPINDLE STREETS CHICAGO

FRANK P. READ Phone Franklin 5925
27 S. Fifth Ave. CHICAGO, ILL.
Now We Announce the Artistic Concertola “B”

In every way identical to the epoch-making Concertola “A” except that the cabinet is carved instead of inlaid.

Size 45 inches high, 24 inches wide, 18 inches deep. Improved miniature motor, plays all records. A quality instrument that is establishing a new standard in exquisitely refined tone-reproduction.

For the one merchant in each city who enters to the very best class of trade, we have a most attractive opportunity.


Send for circular “Music’s Renaissance.” Address Dept. D.

WORLD PHONOGRAPH COMPANY, 218 So. Wabash Avenue, CHICAGO
THE TALKING MACHINE WORLD

FROM CHICAGO HEADQUARTERS
(Continued from page 89)

theses are suggestions for better phrasing. Your favor of recent date (Your letter of the 10th); in reply to same would say (usually this ungraceful expression can be omitted entirely, or we can substitute, if necessary, something like, "Replying, we are pleased to say"); years of the 11th received and contents noted (We have considered what you say in your request of the 11th). Such expressions as the following have long ago been put on the retired list by the better class of correspondents: Replying thereto, with reference to the same, we would say.

There is no reason why every one who handles correspondence should not weed the faults out of his language. Poor punctuation and improper use of connectives mars much correspondence that would otherwise be good.

INCREASE CAPITAL TO $125,000

Fulton-Alden Co., of Waukegan, Ill., Take This Step to Meet Business Demand

Waukegan, Ill., April 7 — The Fulton-Alden Co., of this city, has increased its capital stock from $40,000 to $125,000, and has engaged in the manufacture of talking machines. The company will market a line that is distinguished by its unique construction, the sound chamber being made of spun brass in one piece and enlarging from the tone arm base in a series of concentric circles. The tone arm itself is also of the graduated type. A factory has been acquired upon the west side of the city, and the first units measuring sixty by sixty feet will be completed before long. The first models will be priced at $100, $200 and $300.

The officers and directors are: R. C. Fulton, president; E. G. Alden, vice-president; H. L. Hov, treasurer; E. E. Burge, secretary; and J. H. Kirby, director. The machine is equipped with a silken roller shade which may be drawn behind the grille or not as the owner pleases.

A Dealer Who Does Not Stock The RECORD-LITE

—Is neglecting the opportunity to handle a specialty that carries a good margin of profit.

—An instrument that really does sell on sight.

—A brand-new invention that is absolutely practical, and that has no competition.

THE light touch of a finger throws a flood of light on the instrument equipped with the Record-Lite. It does away with the difficulties of operating in dark corners—eliminates the scratching of records—makes easy the adjustment of the automatic stop.

THE RECORD-LITE It sells on sight

A Pathé Dealer's Store in Rochester

The accompanying illustration shows an interior view of one of the largest talking ma-

THE RECORD-LITE COMPANY

INCORPORATED

Sole Manufacturers and Patentees

MILWAUKEE, WIS.

135 Second Street

CASE AGAINST CHENEY WITHDRAWN

Chicago, Ill., April 9 — Considerable interest has been displayed in the trade circles recently, following the action of counsel for the Victor Talking Machine Co., in asking the dismissal of the case filed by it against the Cheney Talk-

AFTER PRIVATE HOUSE SALES

Many Complaints in St. Louis Regarding "Good as New" Work in Saintly City

St. Louis, Mo., April 12 — A new form of complaint is reaching downtown talking machine men. It comes from people who have been attracted to residence district piano stores to buy second-hand talking machines, advertised in the classified columns of the newspapers as "good as new," often some reason being given for the owner having given up this machine. Usually it is a large machine. When the prospective purchaser reaches the store, he is told that the special machine has been sold but is shown another, this one being a large stencil, and one notable example is held at $250. What it could be bought for is not known, as no successful purchasers have reported. One man has reported to a downtown dealer that he has heard the same report three times at one store and each time he has seen a second-hand machine in the wareroom that he is convinced is the same machine. These large, high-priced stencils are considered a real menace by the dealers in the standard lines, who have been inclined to ignore the numerous homeless cheaper machines.

THE Record-Lite is sold exclusively through Victor jobbers and dealers. The retail price in nickel finish is $3.50; Gold finish $4.00. Send us $5.00, together with the name of your jobber, and we will send you a sample of both nickel and gold finish.

ST. LOUIS, Mo., April 12 — H. A. Verkis, Western representative of the Columbia Co., was here last week looking at quarters for the Columbia wholesale department. It has been admitted for a long time that the Columbia Co. was greatly cramped in the present quarters, at 1008 Olive Street. The plan is for the wholesale department to move elsewhere and leave the retail department in charge of the premises and then the retail department will not have any waste space. As it is, the wholesale department consists of offices with warehouses elsewhere. The new location will be announced at an early date.

Case Against Cheney Withdrawn

Chicago, Ill., April 9 — Considerable interest has been displayed in the trade circles recently, following the action of counsel for the Victor Talking Machine Co., in asking the dismissal of the case filed by it against the Cheney Talking Machine Co., which charged infringement of patents upon the tapering tone arm. On March 12 George W. Wilkinson, counsel of the Cheney Co., appeared before Federal Judge Anderson and asked that the case be set down for immediate trial. Thereupon Fenton & Blount, of Philadelphia, attorneys for the prosecution, entered the motion that the case be dismissed. Judge Anderson acted favorably upon the defendant's petition and decided that the costs up to the date of dismissal should be paid for by the plaintiff.

PATHÉ DEALER IN ROCHESTER

The accompanying illustration shows an interior view of one of the largest talking ma-

A Pathé Dealer's Store in Rochester, N. Y., showing several of the most popular Pathphone models. This concern handles Pathphones and Pathé records exclusively, and reports an increasingly large business on this well-known line. This store is one of the most progressive on the large list of Pathé dealers.

IN every city where it has been introduced dealers have unhesitatingly ordered big stocks, but the public has "caught on" even quicker than the dealer. The Record-Lite sells on sight.
**TALKING MACHINE MEN TO DINE**

Excellent List of Speakers Announced for Annual Banquet of Local Association—Dinner Program an Unusually Elaborate One

Plans are now practically complete for the annual dinner of The Talking Machine Men, Inc., which will be held at the Hotel McAlpin, New York, on April 17, and from present prospects the affair will be the most elaborate in the history of the Association. The committee plans to start the dinner promptly at 7 p.m., the assemblage singing "The Star-Spangled Banner" before taking their seats. A splendid menu has been arranged and every detail looked after that will tend to increase the enjoyment of the guests.

Immediately after the dinner the speakers will be introduced. They will include Henry C. Brown, assistant to the general manager of the Victor Talking Machine Co.; L. C. Wisswell, manager of the talking machine department of Lyon & Healy, Chicago; Marion Doran, treasurer of the Columbia Graphophone Co.; J. P. Coughlin, vice-president of The Talking Machine Men, Inc., who will speak on "Organization and Co-operation," and Max Landay, who will offer the closing address on the subject of "Membership."

A feature of the entertainment will be several songs by C. Raymond Hutchings, formerly with the Victor Talking Machine Co. and for the past few months manager of the talking machine department of Hunt's Leading Music House, Inc., White Plains, New York. At the conclusion of the speaking it is planned to have the guests join in the singing of "My Country 'Tis of Thee." The dinner will be followed by dancing.

Cramer's Palace of Music, North Market street, Frederick, Md., have established a new show and sample room for their piano department opposite their present store. A new line of Pathé Pathophones is also on display there.

---

**Owens & Beers Selected Van Veen Booths**

This Prominent Victor Dealer Recognized the Merits of the Van Veen System

Morris W. Owens, associated with the New York Talking Machine Co., Victor distributor, for the past year, has become a member of the company's traveling staff and will visit the trade in New England. He succeeds O. P. Killbourn, who resigned a few weeks ago. Mr. Owens is thoroughly competent to co-operate with the Victor dealers in his territory, as he has had detailed experience in all phases of Victor merchandising, having been connected for several years with Owens & Beers, one of the leading local Victor dealers. He is meeting with pleasing success on his first trip and is winning the high regard of the dealers throughout New England.

The Smith-Clark Co., of Goshen, Ind., has opened music parlors on the second floor of its South Main street establishment, where the Pathé and Columbia lines of machines and records will be featured.

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**THOS. CHALMERS IN LOS ANGELES**

Prominent Edison Artist Calls on Southern California Music Co.—Enthusiastic Over the New Period Cabinets—Signs Contract With Metropolitan Opera Co. for French Opera

**LOS ANGELES, CAL., APRIL 7**—A recent visitor to this city was Thos. Chalmers, the prominent baritone, who has been touring the country with the Boston Grand Opera Co. While in this city Mr. Chalmers, who records exclusively for the Edison, called on the Southern California Music Co. and there saw for the first time illustrations of the new Edison in period cabinets, regarding which he was most enthusiastic. An announcement of interest to Edison dealers throughout the country is to the effect that Mr. Chalmers has signed a contract with the Metropolitan Opera Co., New York, for a season of light French opera, to begin at the termination of the present Boston Opera Co. tour.

---

**We carry 8 styles of MOTORS**

**We manufacture 4 styles of TONE-ARMS**

**We fit any of our sound boxes to your tone-arms or vice versa.**

---

**MAIN SPRINGS**—(Subject to Prior Sale)

<table>
<thead>
<tr>
<th>No.</th>
<th>Length</th>
<th>Material</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>3 1/2 in.</td>
<td>.025 gauge, 8 1/4 ft. long, usable to any double-spring motor of three 10-in. record capacity</td>
<td>Hundred lots</td>
<td>28c.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Five hundred</td>
<td>29c.</td>
</tr>
<tr>
<td>3</td>
<td>1 in.</td>
<td>.021 gauge, 10 1/2 ft. long, usable for Heineken No. 3 motor and similar motors of 1 in. width</td>
<td>Hundred lots</td>
<td>35c.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Five hundred</td>
<td>33c.</td>
</tr>
</tbody>
</table>

These two springs are of the finest tempered steel of American Steel & Wire Co.'s product.

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**WE DESIGN and BUILD COMPLETE INTERIORS**

**INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.**

54-56 Bleecker Street, New York City
Our Special Proposition
We will send you this machine on receipt of $45.90. It comes in either oak or mahogany and will play 5 ten-inch records on one winding. You may try it out for two days, and if you don’t feel that it is the best tone-machine that you ever handled, heard or saw, return it at our expense and we will cheerfully refund your money.

Hoffay
The Machine Supreme

One has only to listen to, and see the Hoffay, to appreciate that the supremacy claimed is that supremacy accomplished.

Three of the most important features which deserve your close attention are the Hoffay Reproducer, Hoffay Adapter and Hoffay Air-tight Tone Arm.

The Hoffay Two-prong Reproducer
is made of metal parts scientifically and hermetically sealed. This great reproducer brings out of the record all that was put into it without a nasal twang; gives you on the talking machine that perfection and realism of tone and timbre for which the laboratory experts have been seeking these many years.

Your scientists will tell you that the thing which distinguishes violin tone from that of the cornet is merely the kind and quality of vibrations. The fluttering violin vibrations in their infinitesimal circles have naturally been the first to escape through the loop-holes of reproducers heretofore, and that is why the violin tone is the most difficult to attain. That is why in the Hoffay machine you recognize it absolutely.

The Hoffay Automatic Adapter
Makes the machine play any kind of record. It is fool-proof. for unless you’ve snapped the adapter in position, it won’t play at all. More sales are lost and records are ruined to-day by people trying to play them with the needle at the wrong angle.

The Hoffay Air-Tight Tone Arm
As the name implies is that which permits of the clear flow of vibrations from the reproducer to the outer edge of the cabinet-horn. There is absolutely no crevice in the tone arm and no way for the vibrations to lose their force and naturalness.

This line is for far-sighted merchants who realize the worth of an exclusive agency. Those who have grasped such opportunities in the past have cashed in on the future—you know for yourself what exclusive agencies mean with other successful concerns.

Our proposition has the merit—the sales possibilities are there—let us get together.

Hoffay Talking Machine Co., Inc.
500 Fifth Ave. New York City

Hoffay Phonograph Export Co.
500 Fifth Ave. New York City
The wonderful thing about Operophone Records, is that every desirable feature credited to the higher priced records will be found in all truth to apply to the Operophone.

Here is an infinitely varied range of quality selections —vocal, instrumental and novelty numbers.

Operophone Records play at least as long as high priced 10-inch records.

If you want to handle records that make pleased customers and that give you a good profit besides—you are certainly looking for the Operophone proposition.

Mail this coupon today.

Operophone,
Dept. 9,
200 Fifth Ave.,
New York City.

Gentlemen:
Send me the details of the Opera-
phone proposition.

Name
Address

EDUCATIONAL RECORDS IN SCHOOLS

A Recent Convention of the Music Supervisors' Association in Kansas City demonstrate the Importance Anew of the Talking Machine

GRAND RAPIDS, Mich., April 6.—Practical teaching of the structural forms of school music, by means of talking machine records, was the most successful and modern feature of the recent convention of the Music Supervisors' Association of the United States at the Hotel Pantlind.

This association is composed of the music supervisors of the various cities, who convene once a year to discuss the best methods of teaching public school music.

Under the method which has been in vogue in the public schools, the teacher plays a note on a pitch-pipe, or a piano, and from this the child sings the scale, a simple exercise, or a school song. All this is being gradually and rapidly changed by the use of a set of records originated by Robert Foresman, one of the leading exponents of school music in the United States.

These records are manufactured by the Columbia Graphophone Co. for the Foresman Educational Record Corporation, who retail the disc records.

Under the Foresman plan, the child hears a simple problem example, perfectly rendered by the record, of a scale, exercise or song; and then from this perfect pattern the child sings, accompanied by the talking machine playing the melody with the child. This gives the pupil an absolutely correct pattern to follow.

The various exercises on these records are designed to parallel the work outlined in the various music textbooks on public school music which are used in the daily school work.

The records give all the structural forms of music, leading through the scales, triads, rhythmic and time contrasts, chromatic tones, intervals, major and tonic minor comparisons, modulations, two-part singing, and three-part singing, including the use of the bass clef, each exercise exemplifying the problem, which, being mastered, is instantly applied in the sight interpretation of a school song.

On the closing day of the conference, after an explanation had been given of the Foresman method of teaching music by means of talking machine records, a practical demonstration was given of the same by Miss Margaret Streeter, formerly one of the supervisors of music in the Los Angeles schools California.

Miss Streeter brought before the entire assembly a group of children from one of the Grand Rapids schools. Miss Streeter had worked with the children who were demonstrating only four regular school periods previous to the public test. The children sang with marvelous accuracy, illustrating the simplicity of this method of teaching school music.

Frank Birch and Francis Gilkey, of Cedar Falls, Ia., have been appointed State agents for the Ashland Phonograph Co., of Chicago. The Bancroft Sporting Goods Store will be the local agents for Birch and Gilkey in Cedar Falls.

ANNUAL MEETING POSTPONED

Executive Committee of Talking Machine Men, Inc., Decides to Hold Annual Meeting on Wednesday, April 25, Instead of April 18

At a meeting of the executive committee of The Talking Machine Men, Inc., held at the Cafe Lafayette on Monday, April 9, it was resolved to postpone the regular annual meeting of the organization from April 18 to April 25, at which time the election of officers for the ensuing year will take place. The meeting will be held in the rooms of the Merchants' Association in the Woolworth building, Broadway at Park Place, and will be called to order promptly at 2 p.m. The present executive committee of The Talking Machine Men, Inc., includes John E. Hunt, president; J. T. Coughlin, vice-president for New York; A. Galuchie, treasurer; Sol. Lazarus, secretary, and M. Gornanksy.

Keep the one-price flag flying—it is the banner of business success.

CABINETS for MANUFACTURERS

Nanes Art Furniture Co.
Grand Street and East River, New York

One of Our Standard Designs:

We are equipped to handle contracts for cabinets of any description. Prompt delivery guaranteed.

We have a number of standard designs or will manufacture according to your specifications.

Let us figure now on your 1917 contracts.

Favoritc Talking Machine Co.
438 Broadway
NEW YORK
The Stephenson Precision-Made Motor

It Happened at Mrs. Elwell's

just before an informal dance. The guests were arriving when someone tried a new dance record on the phonograph—a big, beautiful machine. Suddenly the spring in the motor broke. Mrs. Elwell telephoned the dealer. He said that it was a big job to put in a new spring—said that he would call for the machine in the morning and fix it.

Had it been a Stephenson Motor he could have run up to the house and quickly slipped in a new spring drum—a three-minute job. Springs will break, suddenly and without warning; in phonograph motors as in watches. In the Stephenson Motor, the Precision-Made Motor, the spring drums are interchangeable. Each is a self-contained unit, furnished the manufacturer, and by him to the dealer in this way. A talking point for the manufacturer and the dealer.

The Stephenson Motor is a Precision-Made Motor. It is manufactured by De Camp & Sloan, Inc., of Newark. Manufactured, assembled and tested under one roof by people who have a reputation for Precision Work. The Stephenson Motor has interchangeable, lubricant-tight spring drums. A tapered bearing and ball thrust on the turntable shaft. All swiftly moving gears are spiral. It is compact, the cast-iron encases it; no overhanging parts. It has a noiseless winding device. It has a definite-reading speed regulator, easily adjusted. Bulletin No. 10 describes it fully. Are you on the Stephenson mailing list?

STEPHENSON, Inc.
One West 34th St.
New York
THE TRADE IN NEW YORK CITY AND VICINITY

The local talking machine trade enjoyed a very satisfactory March business, and was one of the few industries which, to all appearances, did not suffer from the uncertainty in the political and national situation during the latter part of the month. Here and there a dealer stated that his sales had fallen off in the last two weeks of March, but this was invariably due to local conditions, and since the first of the month, business in these localities has shown a decided improvement.

One of the noteworthy features of the talking machine business in local circles during the past few weeks has been the tremendous demand for patriotic records. Many of the dealers have recognized the timeliness of window displays using patriotism as a theme, and these windows have been powerful incentives in the development of record trade.

Machine Shortage Disappearing

The machine shortage, which has been one of the most important problems during the past year, has abated since the middle of March, and large shipments are being received from the leading factories. At the present time there are signs of a scarcity of records, which, however, may disappear during the summer months. Quite a number of the dealers are taking chances on the probable record supply, and are placing their orders well in advance of their actual requirements.

Increase Shipping Facilities

The New York Talking Machine Co., Victor distributor, has greatly improved its stock room and shipping facilities in order to render maximum service to its dealers in their record requirements. The company's entire record stock is now concentrated on one floor, enabling the shipping department to work under ideal conditions. A new lighting system has also been installed.

During the past few weeks there were quite a number of callers at the offices of C. Bruno & Son, Inc., including P. A. Starck, president of the P. A. Starck Piano Co., Chicago, who recently returned from a stay in the South. Mr. Starck is planning to enlarge his own business, and is gathering ideas for the establishment of one of the finest Victor departments in Chicago.

A. B. Clinton, head of the A. B. Clinton Co., a Victor dealer with stores in New Haven and Hartford, Conn, accompanied by Ned Strauss, manager of his Hartford store, was also among the callers at the New York Talking Machine Co.'s warerooms during the week.

Record Business Far Above Normal

"Our March business was considerably ahead of last year," said R. F. Bolton, district manager of the Columbia Graphophone Co., New York, in a chat with The World. "The month's sales totals showed a good-sized gain over February, and notwithstanding the uncertainty of the international situation, our dealers reported the closing of a healthy and substantial business. One of the interesting features of the month's activities was the phenomenal demand for the Columbia records made by Lucy Gates, the prominent soprano. Her new record, "The Mocking Bird," is meeting with unusual success, and our dealers are featuring it extensively. "Saxophone week" has produced a very large call for the records made by the Saxo Sextet, and there is no doubt but that these records will be well received throughout the country." Fred E. Mann, manager of the Boston headquarters of the Columbia Graphophone Co., which is included in Mr. Bolton's territory, was a visitor to New York this week with optimistic reports of the situation in New England.

March Sales Ahead of Last Year

George L. Babson, general manager of the Phonograph Corp., of Manhattan, Edison Diamond Disc jobber, stated this week that the company's March business had been well ahead of expectations, showing a good sized gain over last year. This applied particularly to the higher-priced models of Edison Diamond Disc phonographs which are steadily increasing in popularity. Hardy Williamson, a well-known tenor, gave a re-creation recital at the Edison Shop recently, which attracted a capacity audience, and which demonstrated the musical qualities of the Edison Diamond Disc phonograph.

Featuring Oscar Saenger Course

C. Bruno & Son, Inc., Victor distributor, has been co-operating with its dealers in the development of the possibilities for the Oscar Saenger Vocal Course, which was introduced recently by the Victor Co. Many Victor dealers have been featuring this course extensively, and as a result the course is becoming very popular locally.

Cash Sales Predominate

"Collections for March were considerably above normal," said L. S. McCormick, manager of the retail interests of the Sonora Phonograph Corp. "Considering the general national situation this feature of our business is especially gratifying, and many of our customers have been taking advantage of our discount for cash sales, in preference to paying interest on deferred payment purchases. Since the first of April there has been a decided improvement in the business closed by all of our stores. During the latter half of March the uncertainty regarding the future seemed to affect the sale of the higher-priced models, but there has been a noticeable change for the better in the last ten days." Among the recent sales closed at the Sonora warerooms at 279 Broadway was that of a Sonora "Invincible" retailing at $350 to Justice.

(Continued on page 98)
WHOLESALING EXCLUSIVELY

from the

Two Biggest Cities in the U.S.A.

the 2

Largest Distributors

New York
Talking Machine Co.
119 W. 40th. Street,
NEW YORK

Chicago
Talking Machine Co.
12 No. Michigan Ave.
CHICAGO
Looking back one year at the Columbia progress ought to make it easy for you to look ahead one year and make a pretty shrewd guess.

(The 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

TRADING IN NEW YORK CITY
(Continued from page 96)

John W. Goff, one of the country’s foremost jurists. Judge Goff exchanged a machine which he had purchased recently for a Sonora, and is so well pleased with the latter that he is recommending it to many of his friends.

Notes of the Dealers

The Abelowitz Phonograph Co., 1453 St. Nicholas avenue, exclusive Victor dealer, has enlarged its warerooms in order to adequately handle its fall business which, from all indications, will far outdistance any previous year.

The Secord Piano Co., 3493 Broadway, New York, is closing a splendid Columbia business, due to the company’s aggressive methods and attractive window displays which Mr. Secord has prepared to feature the Columbia line.

Robert Lent, White Plains, N. Y., who recently closed arrangements to handle a complete line of Edison Diamond Disc phonographs and records, is building up a profitable clientele for these products. Mr. Lent makes a specialty of rendering maximum service to his patrons.

Edward Dingley and Elmer Walls, of the order of the Department of the Victor Co., and Howard Skeete, of the Service Department, were callers this week at the offices of the New York Talking Machine Co., Victor distributor.

M. H. Plager & Sons, Hackensack, N. J., who recently opened an exclusive Columbia department, have been successful far beyond anticipations. The company’s advertising has been an important factor in its development of an extensive Columbia following in its territory.

NEW PLANT NEAR COMPLETION

WAUKESHA, ILL., April 7.—The new addition to the factory of the Chicago Recording & Scale Co. is rapidly nearing completion, and the manager, Mr. Cherrington, expects to have the entire plant in complete operation before much more time has passed.

Phonograph Parts Co.’s New Motor

a number of special improvements, particularly in connection with the governor, which have won approval from manufacturers who have visited the company’s showrooms. The regulator is constructed so that it may be placed in any part of the motor board for use.

A new talking machine department has been opened on the second floor of the department store of John S. Hale & Co., Peru, Ind. Brunswick phonographs and Pathe records are handled in the department.

R. H. Macy & Co., Take Quick Advantage of Decision of United States Supreme Court

Following the decision of the United States Supreme Court, which reversed the decision of the circuit court of appeals in the Victor-Macy case, R. H. Macy & Co. carried advertisements in New York papers notifying their customers that a 10 per cent. refund would be made on all amounts paid for Victor machines or records at the Macy store since February 1, 1916, at which time the injunction issued by the Circuit Court of Appeals went into effect. The promise of the refund was printed on the reverse of all sales checks for talking machines and records issued by Macy & Co. while the injunction was in force. These sales checks are now being redeemed.

MAKING NEW SPRING MOTOR

The Phonograph Parts Co., New York, is manufacturing a new spring motor which is made with a straight gear and will play five ten-inch records with one winding. This motor has

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(Continued from page 96)

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NEW ASSOCIATION IN WASHINGTON

Retail Talking Machine Dealers Form Organization

WASHINGTON, D. C., April 9.—The retail talking machine dealers of this city have just perfected a new local association known as the Association of Talking Machine & Retail Dealers of the District of Columbia, and have elected the following officers: Percy S. Foster, head of the Percy S. Foster Piano Co., president; O. J. DeMoll, president of O. J. DeMoll & Co., vice-president; Hugo Worch, treasurer, and Harry C. Grove, secretary. Mr. Foster has long been secretary of the National Association of Piano Merchants, and is intimately acquainted with music trade affairs. Mr. DeMoll is also prominent in association work, and is secretary of the Piano Trade Golf Association. The other officers are also prominent in trade circles, Mr. Grove being president of H. G. Grove, Inc., who recently took over the retail store of the Columbia Graphophone Co. here.

The new association is the direct result of a campaign carried on by French Nestor while he was here as manager for Cohen & Hughes, Victor distributors. Mr. Nestor then made a connection with the Standard Talking Machine Co., Pittsburgh, but before leaving for his new post gave a luncheon to his friends in the Washington trade at which the association matter was discussed and brought to a head.


He—The Joneses certainly are modern. She—Modern? Well, I should say so; they even call their dog with the phonograph.

BASIS OF COLUMBIA CO. CONTRACT

President F. S. Whitten, of Columbia Graphophone Co., States That Decision in Victor-Macy Case Does Not Affect Direct Contract Between Columbia Co. and Dealers

Francis S. Whitten, president of the American Graphophone Co. and Columbia Graphophone Co., has issued the following statement to Columbia dealers:

“You are hereby notified that the decision just rendered by the Supreme Court in the Victor-Straus (Macy & Co.) case, does not in any way affect your price-maintenance contractual relations with the Columbia Co., which are based on a direct contract between you and the Columbia Co., which has been upheld in American Graphophone Co. and Columbia Graphophone Co. vs. Boston Store, 325 F. R., 785.”

“In the Victor-Straus suit the Victor Co. sought to enforce its price system by a mere ‘notice’ against a concern which was not a party to any contract with the Victor Co. In your case you have entered into a direct contract with the Columbia Co., which is valid and binding upon you.

“Upon receipt of a complete copy of the Supreme Court’s opinion our counsel will be in a position to formulate a detailed report which will be at the service of any dealer desiring further information.”

BILLY SUNDAY IN NEW YORK

Well-Known Evangelist Now Carrying on a Three-Months’ Campaign in the Metropolis

In view of the experience of talking machine dealers in other cities where William A. (Billy) Sunday, the evangelist, has conducted campaigns, members of the local talking machine trade for the most part are prepared to take full advantage of the opportunity of selling records of the Billy Sunday hymns and songs, especially those made by Mr. Rodeheaver, such as “Brighten the Corner Where You Are” and others not so well known. During the three months that the campaign will be carried on in this city it is estimated that Mr. Sunday will preach to over 2,000,000 people at least, and a portion of these will want records of his music.

NEW BILL TO FIX RETAIL PRICES

Measure Introduced in Present Congress by Representative Stephens of Nebraska

WASHINGTON, D. C., April 10.—That the fight for a Federal law that will provide for the maintenance of prices on trade-marked patented goods has not yet been given up has been manifested through the introduction in the present Congress, by Representative D. B. Stephens of Nebraska, of a bill that apparently has for its ultimate object the legalizing of contracts between manufacturer and retailer to fix and maintain resale prices. The bill has been presented as being designed "to protect the public against dishonest advertising and false pretenses in merchandising." The bill itself, however, does not apparently work directly or indirectly against fraudulent advertising, but does provide that, under certain conditions, the manufacturers may determine the price at which their products may be offered to the public by the retail dealer. The measure is considered by many of those interested in price maintenance to be rather ambiguous in that it does not provide penalties for the failure of the retailer to observe a fixed price in selling goods.

MARKETING A WOODEN TONE ARM

The Manhattan Phonograph Parts Co., New York, has placed on the market a wooden tone arm which is different from any tone arm now being used by phonograph manufacturers. It is stated that this tone arm has many distinctive qualities which are particularly noticeable in the playing of high-class records.

EXTRA!!-

Watch the next issue for

the most revolutionary announcement of the century!

Leonard Markels

"The Motor Master"

165 William St., New York.
WALL KANE NEEDLES
Have Taken the Market by Storm

Each needle is guaranteed to play 10 records; the 10th record playing just as clearly as the first.

Package of 50 needles, far greater value than 500 ordinary steel needles,

Package of 50 needles retails for 10 cents

This is our Silent Salesman for Dealers.

Handsome metal enameled display stand, holding 60 packages (each package containing 50 needles); also attractive window sign. Sold to the Dealer complete for $3.90

Wall Kane Needles are scientifically prepared, and by reason of their special composition are beneficial to the grooves of the record, adding to its life.

Wall Kane Needles minimize the usual "scratching" noise of the record.

Send $3.90 for Sample Stand to-day

PROGRESSIVE PHONOGRAPHIC SUPPLY CO.
SOLE DISTRIBUTORS OF WALL KANE NEEDLES
145 West 45th Street, New York
ARE YOU THE MAN I WANT?

I want a recorder who is an expert recorder (hill-and-dale-cutt.)
A man who can take entire charge of and build up a recording department.
I want the best. I will pay for the best—and give the opportunity of a lifetime.
What is your record?

Charles Johnson Post, President.
TALKING PICTURES, Inc.

- 833 South Olive Street
- Los Angeles, California

P. S. I do not want a theoretical executive. Nor do I care if he has never been a chief before—
I want the ability. I want an expert recorder who has capacity and can demonstrate it with what
he has done and by what he can prove he will do.

AN EXCELLENT PATRIOTIC DISPLAY
Columbia Graphophone Co., Branch in Portland, Ore., Arranges Most Attractive Window
Among the branch stores of the Columbia Graphophone Co. which took particular interest in
arranging a patriotic window and thereby entering into competition for window displays
conducted by the Columbia Co. during February was the Columbia store at 429 Washington
street, Portland, Ore. The Portland store ar-
anged a thoroughly attractive window with the
figure of a young lady draped in the Stars and
Stripes and labeled "America" as the center-
piece. Several of the most popular patriotic
records were featured with the machines in this
display.

MARKELS PRODUCTS READY SOON
During the past few weeks, Leonard Markels,
motor, tone arm and sound box manufacturer,
has been spending considerable time in his lab-
oratories, perfecting several new products which
will be announced in the near future. Mr. Markels
stated that he has almost completed his
laboratory work, and will soon place on the
market a number of new products that will be
of unusual interest to talking machine manu-
facturers.
The "Butterfly" motor will be featured in a
consistent campaign started within the next fort-
night, and judging from the enthusiasm of the
marketers, the line will be an immediate
success.

NEW EDISON POSTERS ISSUED
Thus, A. Edison, Inc., has just issued a most
attractive series of posters featuring both Edi-
sion phonographs and records. The posters are
headed both for use in the dealer's store and
for outdoor display and should prove most effec-
tive in stimulating interest in the Edison product
wherever they may be used.
The Crescent Talking Machine Co. recently
leased the building at 109 Reade street, New
York, for use as a warehouse.

CONVENTION OF EDISON DEALERS
National Gathering to Be Held at Waldorf-
Astoria, New York, on July 12 and 13
A national convention of Edison phonograph
dealers will be held at the Waldorf-Astoria, New
York, on July 12 and 13. Details of the conven-
tion and the official program will be announced
at a later date. Those in charge of the conven-
tion report that dealers from all sections of the
country have promised to attend the meeting.

NEW VICTOR ADVERTISING MANAGER
S. Roland Hall, One of the Best-Known Men
in the Country, Assumes This Post May 1
S. Roland Hall, formerly advertising manager
for the Alpha Portland Cement Co., and be-
fore that connected with the International Cor-
respondence Schools in an important capacity,
has been appointed advertising manager of the
Victor Co. to succeed Henry C. Brown, who
was recently appointed assistant to General
Manager Geissler. Mr. Hall, who is recognized
as one of the leading advertising men of the
country, assumes his new duties with the Victor
Talking Machine Co. on May 1.

FEATURING "ORIOLA" PHONOGRAPH
The Metropolis Sales Co., New York, has
been meeting with very pleasing success with
its line of "Oriola" phonographs which are
manufactured in a number of styles and finishes.
This phonograph is equipped to play all makes
of records, and particular attention has been
directed toward the production of an attractive
cabinet.
This company is also equipped to furnish the
trade with motors, sound boxes, tone arms, etc.,
and has organized a plant for the assembling of
complete machines.

President Whitten, of the American Grapho-
phone Co., announces that all of the 25,000
shares of new common stock which were offered
to stockholders at $100 per share have been
fully subscribed, leaving none for the under-
writing syndicate.

"STANDARD" "SIMPLEX" RECORD CLEANERS
"STANDARD" CLEANER
Price 50 cents, list
"SIMPLEX" CLEANER
Price 15 cents, list
Send 10 cents in stamps for a sample cleaner. Write on your busi-
ness letter head only. Place regular orders through your jobber.

KIRKMAN ENGINEERING CORPORATION
Successors to the Standard Gramophone Appliance Co.
237 LAFAYETTE STREET
NEW YORK

"IF"
Some of the big-
gest Victor mer-
chants can't afford
to pass up the new

READY-FILE
THINK CAN YOU?
It is now accepted as
the most practical filing
system for Victrolas
Tens and Elevens ever
offered at the PRICE.

ASK YOUR JOBBER
or write
THE READY-FILE CO., Inc.
556 Farmers Trust Bldg.
INDIANAPOLIS, U. S. A.
SUPREME COURT DECIDES AGAINST VICTOR CO. LICENSE

Long Awaited Decision in Victor-Macy Case Handled Down on April 9, Disappointing in Some Particulars—Considered Not to Affect Contractual Relations Between Manufacturer, Jobber and Dealer—Attitude of Court as Set Forth in Its Findings—Progress of Case

WASHINGTON, D. C., April 10—Yesterday the United States Supreme Court handed down a decision for which the members of the talking machine trade and those engaged in other lines have been waiting for months. That is the decision in the case of R. H. Macy & Co. vs. The Victor Talking Machine Co., and to the disappointment of many, the findings of the highest court in the land were against the Victor Co., although the decision is not generally construed to affect purely contractual relations between a manufacturer or jobber and dealer.

The decision in short holds to be invalid the so-called license system which the Victor Talking Machine Co. has employed since August 1, 1913, and under which the company licenses machines and records of its manufacture for use, thereby retaining an interest therein as patent owner.

The case which has now gone against the Victor Talking Machine Co. was carried to the Supreme Court by Jesse I. Straus, Percy S. Straus, Herbert N. Straus, trading as R. H. Macy & Co. The suit was originally brought to the United States District Court by the Victor Co. against R. H. Macy & Co., et al., asking for an injunction restraining the defendant from selling machines then in its possession or otherwise violating the patent rights of the Victor Co. The petition also asked for an accounting and damages. The District Court held that despite the license notice the sale exhausted the interests of the plaintiff in the machine, except as where such interest might force to be used records and needles covered by the company's patents, and which question was not brought forth in the complaint.

The case next went to the Circuit Court of Appeals, which affirmed the judgment of the District Court and remanded the case with instructions to allow the plaintiff to maintain its bill if it be so advised. The District Court again found against the Victor Co. and agreed to the motion to dismiss the bill of complaint. The Circuit Court of Appeals thereupon reversed the decision of the District Court and the case was then brought before the United States Supreme Court on a writ of certiorari, resulting in the decision of that court on April 9.

The attitude of the Supreme Court in this case is well indicated by an expression in the early part of the opinion just delivered wherein the court says: "It is apparent that we are called upon to determine whether the system adopted by the plaintiff (the Victor Co.) was selected as a means of securing to the owner that exclusive right to use its invention which is granted through the patent law, or whether, under color of such a purpose it is a device unlawfully resorted to in an effort to profitably extend the scope of its patent at the expense of the general public. Is it the fact, as is claimed, that this License Notice of the plaintiff is a means or agency designed in candor and good faith to enable the plaintiff to make out only that full, reasonable and exclusive use of its invention which is contemplated by the patent law or is it a disguised attempt to control the prices of its machines after they have been sold and paid for?"

It is declared in so many words that the Victor plan of marketing its product is in substance the same as that dealt with by the United States Supreme Court in the famous Dr. Miles Medical Co. case, and in the controversy of Bauer v. O'Donnell, otherwise known as the Sanatogen case, the outcome of which was that the so-called License Notice of the plaintiff is supposed to have impelled the Victor Co. to seek relief via its present license system. The Supreme Court intimates that the Victor Co. was trying to "enforce" certain supposed effects of these earlier decisions, but commented that the Court would "look through the words and forms to the substance and realities."

The Victor system, which is referred to as "elaborate to the extent of confusion," is held to be rather weak, for one thing, because there is no requirement of reports from users or licensees of the machines who may remove from one place to another taking their machines with them. The court evidently attaches considerable significance to the fact that wholesale and retail Victor agents covertly sold machines to Macy, the court going so far as to say that this "is persuasive evidence that the transaction is not what it purports on its face to be." It is intimated that a prompt and sufficient remedy for an invasion of rights such as was claimed in this case would be founded in the Victor's sales department or rather in its license department.

So far as the court can discover the only function of the license notice is the fixing and maintaining of the prices of the machines to the Victor agents and the public, the observation being that "this we cannot doubt is the purpose for which it really was designed."

Summing up, the opinion is skeptical of the reputed object of the Victor license system, inclining rather to the belief that "its real and poorly concealed purpose is to restrict the price of them (the machines) after the plaintiff has been paid for them, and after they have passed into the possession of the dealers and the general public." It was this view that led to the conclusion that the principle involved was parallel to that in the Sanatogen case.

The opinion, which was delivered by Justice Clarke, with Justices McReynolds, Holmes and Van Devanter dissenting, follows in part:

"While the notice permits the use of the machines, which have been fully paid for, by the unlicensed members of the general public, significantly called in the bill 'the ultimate users, until the expiration of the patent having the longest term to run' (which under the copy of the notice set out in the bill would be July 22, 1930) it provides that if the licensee shall not have failed to observe the conditions of the license, and the Victor Co. shall not have previously taken possession of the machine, as in the notice provided, then, perhaps sixteen

HERZOG ART FURNITURE CO.
Saginaw, W. S., Michigan
years or more after he has paid for it and in all prob-
ability long after it has been worn out or become obso-
lete and worthless 'it shall become the property of the
licensee.'

'It thus becomes clear that this 'license notice' is not
intended as a security for any further payment upon the
machine, for the full price, called a 'royalty,' was paid
before the plaintiff parted with the possession of it; that
it is not to be used as a basis for tracing and keeping
the plaintiff informed as to the condition or use of the
machine, for no respect of any character is required from
the 'ultimate user' after he has paid the stipulated price;
that, notwithstanding its apparently studied avoidance of
the use of the word 'sale' and its frequent reference to
the word 'fee' the most obvious requirements for se-
curing a bona fide enforcement of the restrictions of the
notice as to 'use' are omitted; and that, even by its
own terms, the title to the machines ultimately vests in
the 'ultimate users,' without further payment or action
on their part, except patiently waiting for patents to
expire or inventions, which, so far as this notice shows,
amy or may not be incorporated in the machine. There
remains for this 'license notice' so far as we can dis-
cover, the function only of fixing and maintaining the
price of plaintiff's machines to its agents and to the
public, and this we cannot doubt is the purpose for
which it really was designed.'

'Courts would be powerless blind if they failed to
look through such an attempt, as this license notice
thus plainly is to sell property for a full price and yet
to place restraints upon its further alienation, such as
have been hateful to the law from Lord Coke's day to
to, because oblivious to the public interest. The
scheme of distribution is not a system designed to secure
to the plaintiff and to the public a reasonable use of
its product, within the grant of the patent laws, but in
substance and in fact a mere price fixing enterprise,
which, if given effect, would work great and widespread
injustice to innocent purchasers, for it must be recog-
nized that not one purchaser in many would read such
notices, understand its limited and intricate pheno-
menology, which bears many evidences of being formed
for marketing only of fixing and maintaining the
price of plaintiff's machines to its agents and to the
public, and this we cannot doubt is the purpose for
which it really was designed.'

'Since as we are that the purpose and
use of this license notice, plaintiff, considered as a part of
its scheme for marketing its product, is not to secure to
the public any use of its machines, as is contem-
plated by the patent statutes, but that its real and poorly-
concealed purpose is to restrict the price of them, after
the plaintiff had been paid for them and after they had
already passed into the possession of dealers and of the
public, we are not impressed with the argument that
'since the District Court properly held that the bill must fail
want of equity.'

'It results that the decree of the Circuit Court of
Appeals will be reversed, and that of the District Court
affirmed.'

SONORA AGENCY FOR LONG BEACH

The Patrick Music Co., of Long Beach, Cal.,
takes the agency for that city for the Sonora
talking machine, and will carry a complete
line of the instruments. The company, for-
tunately the Carlton Music Co., is managed by
E. M. Bonsell, who for a time controlled the
Sonora agency for this city, until it was taken
gently recently by the Broadway Department
Store.

Messrs. Adams, sales manager, and Bauer,
special representative, of the Domestic Talking
Machine Corp., Philadelphia, Pa., were in New
York this week.

HAVE YOU TRIED A WOODEN TONE-ARM?

This wooden tone-arm has been
perfected after years of exper-
imenting. It eliminates all harsh,
metallic, nasal sounds and
reproduces the record in its
natural full tone.

Furnished with or without
sound-box. Equipped to
fit all types of reproducers.

A Bigger Better Business

Wake Up Man
Make More Sales
File Your Records

The Ogden Way

Is Unconditionally Guaranteed by
Your Jobber

Sells
More Records

IN THE SHORTEST TIME-
IN THE SMALLEST SPACE

Order Direct Naming Your Jobber
Rush Orders Shipped From Stock
Will pay for itself during the rush
1000's of satisfied Dealers our reference
ORDER NOW—SAME LOW PRICE
Patented—Patented—Patented

A Ogden Sectional Cabinet Co.

Lyngburg, Va.

ONE PRICE POLICY MUST PREVAIL
Its Value Demonstrated Through the Growth
and Prosperity of the Talking Machine Indus-
try—General View of Recent Victor-Macy
Decision Held by Members of the Trade

The recent decision handed down by the Su-
preme Court of the United States in the Victor-
Macy case has naturally created quite consid-
erable comment in all branches of the industry
throughout the country. The general opinion
prevails, however, that while the license system
is assailed, as far as it concerns the independent
dealer and the public, the contractual relations
between manufacturer or jobber and dealer are
not affected. This line of demarcation is also
pointed out very clearly by President F. S.
Whitten of the Columbia Graphophone Co. in
his statement which appears elsewhere.

The present high standing of the talking ma-
chine trade; its tremendous development in a
comparatively few years; the opportunities that
have been, and are, offered equally to the small
dealer, as to the large retailer, are all the out-
growth of the policy of price maintenance. It
has been a policy that has not only given pro-
tection to the trade, but has won the confidence of
the public.

A fixed price has enabled all branches of the
trade to get rid of the question of bargaining,
and devote all energies to the production of
proper and widespread exploitation of talking
machines and records.

The Talking Machine World has always, since
its establishment, been a strong advocate of
price maintenance in the trade, not as an ex-
pensive, but as a proven policy, a policy that
has protected and permitted the proper growth
and expansion of the industry. It is the firm
belief of the better element of the trade that
the Supreme Court decision will not have a
widespread effect on the policy of price main-
tenance generally; that the retailers who have
seen the benefits of the policy will continue to
adhere to it regardless of contract or agree-
ment or line of goods handled for their own pro-
tection.

MANHATTAN PHONO PARTS CO.
32 Union Square, New York
THE BUSINESS SITUATION ANALYZED IN FACE OF WAR

Problems Faced by Business Interests of Country—Time When Talking Machine Men Must Display Courage in Business—Things Must Be Kept Going at Normal or a Little Better

Within the past fortnight the United States has ceased being a neutral and has become an active factor in the great world-war, the ravages of which we have witnessed from afar for the past three years, and the declaration of war has brought with it new problems not only for the administration, but for the business interests of the country.

From a study of the war-time conditions in European countries, it would seem that from the cold business viewpoint the situation is not so alarming as it might seem at first glance. Talking machine manufacturers have become used, although perhaps not resigned, to a serious shortage in various kinds of supplies during the last year or two. Metal parts, particularly springs, have taken on an added value through scarcity. Cabinet woods and finishes have become more expensive. Shellac for the making of records has not only advanced several hundred per cent. in price, but is almost unobtainable. Even the humble, but very necessary needle, has taken on a new value through scarcity.

Although the war will not serve to improve this condition and provide a larger supply of materials, it is doubtful if it will make the situation any more serious. It is true that millions of tons of metals will go into the making of munition and the equipment for troops, but it must be remembered that since the European war started factories in the United States have been turning out munitions for the Allies in ever-increasing quantities and thereby withdrawing metal supplies from ordinary industrial channels.

The increased demand for war materials for the United States forces will be offset in a large measure by the fact that many contracts placed by the Allies have run out and their place will be taken by contracts of this government.

To the business man this is the time for earnest thought, intelligent preparation and a determined confidence in the future of the country and its business. This should be so if only as a matter of patriotism, because there is a war on hand. The talking machine trade, in its strength, should be one of the first of the industries to present a united front in face of the war conditions. Every man in it should not only be willing but anxious to do his "bit" in keeping things going at a normal pace, or even a little better than normal.

ADVERTISING NEEDLE BOX

Interesting Example of Japanese Workmanship Exploited in The World This Month by the Eastern Agency, of Kobe, Japan

The value of The Talking Machine World as an advertising medium is recognized throughout the entire world, and it is significant in this connection that there appears in this issue of The World an advertisement from The Eastern Agency, of Kobe, Japan, in which they are calling attention to a most artistically conceived needle box called the "Na-Ra." It is an admirable example of Japanese straw-mosaic work and will make a wide appeal to purchasers, as it can be sold at a most reasonable price which will afford a good profit.

OPEN OFFICES IN CHICAGO

CHICAGO, ILL., April 10.—The Ottawa Piano-phone Co., of Ottawa, Ill., makers of the "Hiawatha" line of talking machines, has opened offices in the Republic Building, 209 South State street. Charles H. Bartholomew is president.

The Emerson Phonograph Co. has leased 20,000 square feet of floor space in the Little & Ives Building, 425-435 East Twenty-fourth street, New York.

New Special Double Spring Motor

at $2.90 in quantities

Complete with 12-inch Turntable

Will play five 10-inch lateral cut records

This is our No. 3 Motor, made with straight gear, 4½ in. high, 6 in. deep, 1½ in. wide. GUARANTEED to be free from manufacturers' imperfections. Samples Complete $3.25

Phonograph Parts Company 7 West 22nd Street New York

All orders for samples must be accompanied by check or money order. Terms, net cash, f.o.b. New York.
Dealers Should Be Impressed With the Importance of Accuracy in Preparation of Credit Statements and Cautioned to Take the Master of Credits Seriously for Their Own Protection—The Work of the Credit Man

The successful credit man can best serve the interests of his house by impressing upon the dealers the real importance of the credit statement, and the absolute necessity for its being accurate. The National Association of Credit Men is emphasizing this point strongly, and in a recent letter to members had the following to say on the subject:

"If we are to give the financial statement its proper standing as a credit instrument, it must be taken seriously by the credit department. The small merchant in rendering a statement must be made to understand that the preparation of the statement for submission over his signature cannot be simply a guessing exhibit. It is the credit man's part to see that the idea does not become current that guesses are ever justified as to inventory, accounts and notes receivable and payable. Failing in this duty, the credit grantor is to have, in the signed financial statement, a document less and less useful.

" Merchants must be brought to appreciate their solemn business duty in preparing and rendering a statement to which they can take oath as representing truly the condition of their affairs and that the statement is not a 'hit or miss' guess. That too prevalent idea, that a majority of financial statements are undependable or that on a 'show-down' assets will shrink and liabilities increase unconscionably, must be destroyed. The proper attitude is to expect a statement to be representative of the maker's real condition, and when this expectation is impressed upon the minds of the makers and that misrepresentations are dangerous, more care will be exercised and better order brought about.

"Of course, this does not mean accepting figures at face value. Analysis always provides for depreciation in assets, at least, but to estimate the average statement as totally undependable is doing antediluvian harm to what ought to be a basic credit instrument."

WHEN TALKING MACHINE MEN DINE

Max Landay, chairman of the entertainment committee of the Talking Machine Men, Inc., announced on Wednesday that the date of the association's annual banquet and dance had been changed from April 12 to April 17. The banquet will be held at the Hotel McAlpin, New York. Mr. Landay suggests that the members of the trade place their reservations as soon as possible, as the number of guests has been limited to 500, and there is every indication that more than this number are desirous of attending.

A Quick-Selling Novelty from Japan

The "Na-Ra" Needle Box

Made of the famous Japanese White Wood and Straw Moulded and Mosaic-Work; the "Na-Ra" Needle Box has Grooved Sections for Loud Tone, Soft Tone and Fibre Needles, and a Neat little Waste-Box for Used Needles which can be removed and emptied as desired. A profitable Side-Line for the Talking Machine Trade.

Sample post-paid for ten 2-cent stamps

Trade Prices: 1 doz. Boxes, $2.00; 100 Boxes, $16.00; 5,000 Boxes, $150.00. Express Prepaid to any part of U. S. A.
WORLD'S CLASSIFIED ADVERTISING

FOR SALE—Disc recording and shaving machine, both guaranteed to do perfect work. Address "Box 417," care The Talking Machine World, 373 Fourth Ave., New York.

BARGAIN ON SOUND BOXES AND TONE ARMS—A limited quantity at a low price to close stock. H. D. Williams, 739 Frankfort Ave., Cleveland, Ohio.


POSITION WANTED—In a central state, city of 100,000, a man to take charge of a good paying and growing department in a department store. Applicant must be an "Edison" enthusiast as we will not handle "talking". Department now consists of saleswoman, two salesmen, equipped with cars, repairman, record rooms, beautiful concert room and all facilities for getting results. Only a live, wide awake man need apply. Salary and commissions will be arranged to fit the right man. Address "SCGP," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE—Sacrifice below cost. Large quantity, splendid machines—all sizes; also record and playing jewelry, 45th Fifth Avenue, New York.


POSITION WANTED—Seven years experience as sales engineer, selling machines and records. Can produce business. Address "M. A. 11.4," care The Talking Machine World, 220 South State St., Chicago, Ill.

POSITION WANTED—By young man and wife, both thoroughly familiar with Victor, Columbia and Edison lines. Would like positions as manager and assistant. Has experienced as department manager, advertising man, repairman, also bookkeeper and credit man. Wife—experienced as assistant to manager; selling, handling detail work, accounts, machine and record stock, etc. If a new department will install up-to-date system now meeting with success. We are now employed but not in the same city. Address "Family," care The Talking Machine World, 373 Fourth Ave., New York.


PRACTICAL CABINET SUPERINTENDENT and designer is seeking to make a change. Many years experience in phonograph cabinet manufacturing. Thoroughly competent and knows how to produce highest references. Young man. Knows all the latest methods. Address "Box 423," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By young lady. Pleasing personality. Exceptional knowledge of Columbia line, wishes to connect with wholesaler. Well informed on musical topics. Understands musical rhythm, etc. Address "Box 424," care The Talking Machine World, 373 Fourth Ave., New York.


WANTED POSITION as State Manager. Any one who has had special experience in localities in the East wishes to give it up and try the West. Address "Box 427," care The Talking Machine World, 373 Fourth Ave., New York.


POSITION WANTED—By experienced man, seven years in the talking machine business, thoroughly schooled in salesmanship and with experience as display man, desires position as manager of Victor dealer. Highest references. Address "Box 424," care The Talking Machine World, 373 Fourth Ave., New York.


POSITION WANTED—Competent tuner, player and phonograph repairman would like to locate with good firm in one of the central cities. Address "Box 421," care The Talking Machine World, 373 Fourth Ave., New York.


POSITION WANTED—Young, married man, of good appearance, with long experience in piano and some musical ability, desiring position with talking machine house, Greater New York or New Jersey. Address Will E. Haskins, 932 Gates Ave., Brooklyn, New York.

WANTED—Job lots of talking machines and records. Spot cash paid for them. Denninger Cycle Co., Rochester, N. Y.

NEW QUARTERS IN HOUSTON, TEX.

J. W. Carter Music Co., Give Music Space in New Store at 819 Main Street to Victrolas

Houston, Tex., April 9—The J. W. Carter Music Co., piano and talking machine dealers in this city, is now located in its new home at 819 Main street, where the main floor and basement and a section of the second floor is occupied by the company. A modern and handsome sound-proof demonstrating booths, attractively furnished and equipped with special lighting system, occupy one side of the main floor, the balance of the space is given to pianos.

Finch & Hahn, Schenectady, N. Y., have installed a number of new Victrola demonstrating booths.

SHELTON ELECTRIC PHONOGRAPH MOTOR IMMEDIATE DELIVERIES

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

Write for our Special Agency Proposal

Shelton Electric Co.
30 East 42nd Street, NEW YORK

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

We Can Supply Record Envelopes Bearing New Lists of Patriotic Airs and Songs

Record Delivery Envelopes
Long Cabinets
Catalog Supplement Envelopes

Record Stock Envelopes
Bagshaw Needles
Perfection Record Holders
Peerless Locking Plates

Write for samples and prices

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA
every phonograph is

$3.50

from a talking machine
to an automatic and the
most convenient musical
instrument.

Over 3 million phonograph owners—
every one of them a live prospect for

NOSET

Automatic
START and STOP

installed in 5 minutes by anyone who can use a screw driver.
No trouble, No bother, No cost for display, large discounts—
large net profits. Tone arm attachments fifty cents extra.
When writing state the makes of machines you carry and advise
whom you job thru.

Mr. Manufacturer—
Is your machine simply another talking machine,
or an automatic instrument—NOSET starts the motor
automatically and stops it automatically at the end of
the record, regardless of the extent of the grooves—
without any setting or adjustment. Let us tell you more
about it.

Condon Autostop Company
47 West 42nd Street—New York

Guaranteed for Life
We have increased our factory facilities and are now in a position to handle any sized contracts for the Paddock Diaphragm.

We will be glad to have you visit our plant and we will show you that the Paddock Diaphragm is "Better than Mica" because it has a sweeter tone, is guaranteed for the life of the sound-box and requires no testing. There are no seconds in Paddock diaphragms, production is uniform.

May we send samples and prices?

PADDACK DIAPHRAGM, Inc., 451 Hudson Ave., Brooklyn, N. Y.

CLOSE MANY IMPORTANT DEALS

For Van Veen Booths—Some Houses With Which Contracts Have Been Made Recently

Arthur L. Van Veen & Co., manufacturers of demonstration booths and store interiors have closed a number of important deals the past few weeks whereby the Van Veen booths will be installed by well-known talking machine dealers. The company is arranging to enlarge its factory in order to handle this increased business, and is also planning to add several designs to its line in the near future.

Among the dealers who contracted for Van Veen booths during the past few weeks are the following: Owens & Beers, 1216 Flatbush avenue, Brooklyn, N. Y.; Chas. E. Gorham, Inc., 60 Flatbush avenue, Brooklyn, N. Y.; Stulz & Bauer, 65 Flatbush avenue, Brooklyn, N. Y.; Hardman, Fich & Co., 45 Flatbush avenue, Brooklyn; Pease Piano Co., 44 Flatbush avenue, Brooklyn; Crescent Hill Music Co., 7810 Third avenue, Brooklyn; Whitehill Music Co., Jamaica, L. I., and additional booths for Mrs. M. B. Kaplan, Jamaica, L. I.

DISPLAYED IN KNABE WINDOW

The Indexo phonograph file is being displayed by a number of local dealers, William Knabe & Co., New York, featuring this record file in attractive fashion in their window display at the corner of Thirty-ninth street and Fifth avenue, which attracts considerable attention from passersby.

Henry Rosenberg, president of the Indexo Phonograph File Co., states that this file is gradually gaining favor in different sections of the country, as is evidenced by the increasing demand from the trade.

The Heine-man motor No. 7 is featured on an attractive mailing card that the Otto Heine-man Phonograph Supply Co. is sending out to the trade. This motor is achieving phenomenal success, and judging from all indications will soon be one of the best selling motors on the market.

A. G. Cassutt, of Tacoma, Wash., recently obtained the agency for the Brunswick phonograph, which he will feature, together with Pathé records, in his store at 1307 Broadway.

CABINETS

One Model

Maximum Efficiency

Three Sizes—Floor Cabinets: 17” x 19” x 40”

—19” x 20” x 41”. Table Cabinet: 20” x 22” x 14.


Stock on hand.

SAMUEL WEINSTEIN

124 Duane St. Established 1899 New York

Watch for Our Announcement

COVERING

Improved Motor in Our Table Machines

AND

Our New Line of Floor Machines

WONDER TALKING MACHINE CO.

113-119 Fourth Avenue at 12th Street

New York

STAMPING, SPINNING and WHITE METAL CASTINGS

TOOLS, DIES, JIGS and experimental machine work of every description, ELECTROPLATING

Satisfaction Guaranteed

PHONOGRAPH SPECIALTIES MANUFACTURING CO., Inc.

120-126 WALKER STREET, NEW YORK CITY
NEW MOTOR READY FOR MARKET

Stephenson Precision-Made Motor Now Offered to Trade in Perfected Form—Some Interesting Structural Features—Frank T. Nutze, General Manager of Stephenson, Inc.

Announcement was made this month to the effect that Stephenson, Inc., 1 West Thirty-fourth street, New York, had perfected and were now ready to deliver the new Stephenson Precision-Made Motor for talking machines, for which much has been claimed and in which much has been accomplished. In demonstration the winding mechanism of the Stephenson motor operates quietly and the motor itself runs without noise.

A feature of the motor that is particularly interesting is a new form of drum construction and spring operation which is designed to reduce to a minimum the breakage of springs. These spring drums are made unusually large to prevent crowding of springs and the springs wind and unwind together constantly, thereby equalizing the strain. The two spring drums are identical and interchangeable. Each drum with its spring is always a complete unit, and is furnished to the manufacturer. The motor is manufactured by DeCamp & Sloan, Newark, N. J., well-known makers of high-class dies and precision tools.

One of the active factors in Stephenson, Inc., is Frank T. Nutze, who is vice-president and general manager of the company. Mr. Nutze has been connected with the piano trade for 20 years, and is still actively interested in that field as sales manager for Florey Bros., piano manufacturers of Washington, N. J. Before producing the motor, Mr. Nutze made an extensive tour of the country and interviewed many talking machine manufacturers and dealers, to find out what was most desirable in a talking machine motor and to design ways and means for its production before the actual work was started. The Stephenson Precision-Made Motor is the result of this work.

NEW INCORPORATIONS

A certificate of incorporation was issued last week by the Secretary of State at Dover, Del., to the Majorana Graphophone Co. for the purpose of manufacturing and dealing in talking machines and other musical instruments. The capitalization of the concern is $3,000,000, the incorporators being Filippo and Guiseppe Majorana and Michael Montisana, all of Brooklyn, N. Y.

The Jolley Record Co., Inc., was incorporated last week by the Secretary of State at Albany, N. Y., for the purpose of manufacturing talking machine records. The capitalization of the concern is $100,000, the incorporators being J. C. Schleifkraft and D. H. and W. B. Jolley, of Richmond, Va.

The Progressive Phonographic Supply Co., Inc., New York, has been incorporated with a capital stock of $5,000 to manufacture phonograph records, talking machines, etc. The incorporators are T. Smith, Jr., D. Tauber and W. Phillips, of 145 West Forty-fifth street, New York.

CHAS. MUSHLIN'S NEW POST

Chas. Mushlin, formerly connected with the International Magazine and well known in the newspaper field, has become a member of the firm of the Grand Talking Machine Co., Brooklyn, N. Y. He will concentrate on the sales and advertising divisions, allowing B. Abrams, president of the company, an opportunity to devote all his time to the manufacturing end.

JOSEPH C. ROUSH IN FLORIDA

Joseph C. Roush, president of the Standard Talking Machine Co., Pittsburgh, Pa., postcards us from Daytona, Fla., to the effect that he is enjoying a fine rest and digging up business ideas for the balance of the year. Mr. Roush joined his family last week in Florida, where they have been spending several weeks.
ANOTHER DECISION ON "LICENSES"

U. S. Supreme Court Holds That Licensed Motion Picture Film May Be Used With Impunity on Licensed Projecting Machines

On the same day that the Supreme Court handed down its decision in the Victor-Macy case, in which the license agreement of the Victor Co. was declared to be invalid, the Court also handed down an important and interesting decision regarding the license notice on the motion picture projecting machines manufactured under rights granted by the Motion Picture Patents Co.

The Motion Picture Patents Co. licensed the machines to be built but alleged that the defendants made use of the machines which was contrary to certain restrictions placed on the notice contained on a plate attached to the apparatus. The Universal Film Manufacturing Co. contended that the transaction was a sale, and not a license of the use of the machines and that under former decisions of the United States Supreme Court no conditions could be attached to the property after title to the machines had passed from the Motion Picture Patents Co.

The decision of the Court makes legal the use of unlicensed film on "licensed" motion picture projecting machines, and thereby sets an important precedent which may, perhaps, be made to apply to certain phases of the talking machine trade.

FEES FOR MOTOR TRUCK TRAILERS

Bill Now Before the Legislature Provides Annual License for Automobile Tractors Used for Transportation of Goods

A bill is at present before the New York Legislature to amend the highway law by providing for the annual registration with the Secretary of State of "trailers," used for the transportation of goods, wares and merchandise and drawn by a motor vehicle. Also an annual fee therefor, based upon the combined weight and carrying capacity of such trailer. The fees are to range from $5 for a trailer having a combined weight and carrying capacity of less than two tons, up to $30 for a weight and carrying capacity of fourteen tons, and $5 for each ton in excess of fourteen. The act also provides that such trailers bear a number plate and also bear the word "trailer" prominently displayed.

TAX MEASURE ASSAILED

State Manufacturers Urge Modifications of the Corporation Measure

ALBANY, N. Y., April 9.—A modification of the Emerson-Judson bill, imposing a tax on the net incomes of corporations, was demanded to-day by State manufacturers at a joint hearing on the measure before the Senate and Assembly Taxation Committees. The manufacturers said that while they did not necessarily oppose the principle of the bill, they did desire to see the tax apply also to co-partnerships and individual manufacturers. This change in the terms of the bill, they argued, would reduce the rate from 3 to 2 per cent.

There will be a conference on Tuesday of the representatives of the manufacturers and the legislators, and the indications are that the bill will be amended to meet the suggestions made to-day. Senator Brown assured the corporation men at the hearing that he did not think the legislators would be prepared to go too far.

Senator Brown explained to the manufacturers that there would surely be a direct tax this year. It would be necessary, he said, to insure the State a fixed income to offset the loss of revenue due to local option.

CLEVELAND MEETING POSTPONED

CLEVELAND, O., April 11.—The meeting of the local talking machine dealers in all lines which was called for to-day in order to take action on the formation of a local retail talking machine dealers' association, has been postponed until next week when, it is hoped, a permanent organization will be formed.

TO PLACE NEW MACHINE ON MARKET

CHICAGO, ILL., April 13.—B. Olshansky, formerly secretary and treasurer of the International Talking Machine Co., has resigned and has leased a factory building at 4035 West Lake street, and will soon place a new talking machine on the market.

FACTORY FOR SALE

Twenty minutes from New York. All machines, tools, dies, patents, for manufacturing tone arms, straight and reversible, horn and hornless reproducers, tone dies, patterns, for manufacturing tone arms, straight and reversible, horn and hornless reproducers, tone dies, patterns, forms, etc. Established business. An "on-the-job" buyer at $5,000 cash. Address "Box 5,900," care The Talking Machine World, 373 Fourth Ave., New York.

SELL VICTOR RECORDS!!

Our Superior Monthly Sign Service
Sells more Victor Records for dealers than any other display

OUR MAY SERVICE FEATURES

America, Here's My Boy
Let's All Be Americans Now
For Me and My Gal
Dance and Grow Thin
Gems from "Have a Heart"
Gems from "Love O'Mike"
War Song Records—Old and New

You're In Love
You Said Something
Even Song Waltz
Get off My Foot—Fox-Trot
The Emperor Quartet
Aloha Oe
Patriotic Band Records
Fife, Drum and Bugle Records

Have a surplus stock of one hundred thousand diaphragm stylus screws at $3.50 per thousand. Can furnish taps. Send for samples.

Write for our new bulletin on phonograph hardware.

LAKESIDE SUPPLY CO., Inc.
(Phone, Harrison 3460)
202 So. Clark St.
CHICAGO, ILL.

50c in stamps will secure the May service if you act quick!!!

S. B. DAVEGA CO.
Victor Distributors

831 Broadway
NEW YORK CITY, N. Y.
HOW TO PLACE TALKING MACHINES IN THE SCHOOLS

Some Live Hints in Handling Growing Volume of School Business Offered in the Booklet "Merchandising Helps for Victor Dealers"—A Subject that Deserves Attention

"Merchandising Helps for Victor Dealers," the publication issued recently by the New York-Chicago Talking Machine Co., Victor distributor, is winning praise from Victor dealers everywhere, and many of the dealers have advised the company that every article is well worth careful consideration.

Under the heading "The Victor in the School," the following article appears:

"Only within the past few years have Victor dealers begun to realize the tremendous field there is for talking machines in connection with educational work. It was the realization of this fact that led the Victor Talking Machine Co. to establish its Educational Department, under the supervision of one of the ablest workers in the public schools. This department is constantly engaged in devising new methods of using the Victor in schools, and the wonderful progress already made in installing Victors in public and private schools is merely an indication of what can be done when every Victor dealer puts himself squarely back of this movement and goes energetically after the school business in his own territory.

"If you have not yet given much thought to this tremendous field write to us, asking for copies of the pamphlets covering the subject of the Victor in educational work. Read carefully, in particular, the 200-page pamphlet entitled: 'A New Graded List of Victor Records for Children in Home and School,' and also the book 'A New Correlation.'

"The time has come when the Victor is as much a necessity in the equipment of a school as are its text books and maps. For teaching music what better aid could the instructor have than by talking about it for a week or weeks. "But it is not only the instructor in music who has use for the Victor. The kindergarten teacher finds it of the utmost assistance in marching games and in teaching nursery songs. In the higher grades the exercises in calisthenics are performed in time to the music of the Victor. The study of history and geography is enlivened by illustrating on the Victor the songs and music typical of various nations. And in the teaching of dancing the Victor is, of course, indispensable."

How to Get School Business

"Compile a list of all the schools—public and private—in your city and go after this business in earnest. Make an attractive easy-payment proposition. The children themselves will help, and help eagerly, to raise the funds to buy a Victor for the school. In many cases Victors have been bought for the school by each pupil getting its parents to promise some small sum each week towards the purchase price. Five cents a week is not much to give, but 5 cents multiplied by fifty pupils, multiplied by forty weeks, amounts to $100.

"A dealer who has been particularly successful in selling Victors to schools has a form of contract providing that the price of the Victor and records shall be paid out of the proceeds of entertainments to be given by the school children. The dealer co-operates with the teacher in arranging the entertainments and reports that with tickets selling at 10 cents each they have often sold as many as $25 or $30 worth of tickets for a single entertainment. Moreover, the interest in the Victor shown by the children has its effect on the parents and this dealer has been able to trace many subsequent sales to the favorable impression created by the Victor at one of these school entertainments.

"There are lots of plans which have been used successfully for the raising of money to install a Victor in the school, details of which we'll be glad to give you. The foregoing are only suggestive of what the enterprising Victor dealer can do in the way of securing business from schools.

"If you have not heretofore given this subject the attention it deserves, do so now and you will be surprised at the amount of business that is waiting for you in this practically virgin field. And always remember—it isn't the immediate profit you make on the sale of the Victor to the school that means so much to you—it's the results that follow each child in your schools becoming imbued with the idea of the Victor and carrying this message into their homes—this means a great deal to you."

The children of to-day will be your customers to-morrow.

"It is your privilege as a Victor dealer to bring to them the greatest single factor that will develop their musical taste—make their lives more worth while—and to help make a musical America."

REMOVE TO LARGER QUARTERS

The Mascot Talking Machine Mfg. Co. has moved from 66 West Thirty-seventh street, New York, to 874 Broadway, where much larger quarters to properly handle the business. The demand for these machines has increased so rapidly the past year that it was found necessary to secure larger quarters to properly handle the business.

SECURE IMPORTANT PATENTS

The Acme Die Casting Corp., Bush Terminal, Brooklyn, have recently secured some important patents relating to the perfect finish of castings of talking machine parts.

The F. C. Kent Co., of Newark, N. J., is now making prompt deliveries on attachments, owing to the fact that they have recently installed a new tube bending machine which enables them to fill orders much faster than heretofore.

THE "MOZART"

The Mozart Line Offers Unusual Values

Seven Models retailing at $15, $25, $35, $45, $55 and $100 are leaders in their respective fields. Equipped with exclusively constructed tone-arm, playing all makes of records perfectly.

MOZART TALKING MACHINE COMPANY

1432 N. 20th Street

J. P. FITZGERALD, President

ST. LOUIS, MO.
WINNERS IN COLUMBIA CO. WINDOW DISPLAY CONTEST
Handsome Patriotic Window Arrangements That Were Selected as Being the Best by the Judges
—How the Decisions Were Made on Point Basis—Great Interest Shown by Dealers

The accompanying photographs of the winning window displays in the patriotic window display contest conducted by the Columbia

Prize Window, Branch Store Section, Graphophone Co. during February will give a fair idea of the attractiveness and artistic conception of the displays prepared by the Columbia representatives.

The contest was divided into two classes; one

Display of Dunn-Taft Furniture Co. including branch Columbia stores and the other Columbia dealers. One prize was awarded in each class, but the judges found it so difficult to determine the winners that they decided to give honorable mention to a number of the displays, which were close "runners up" to the winners.

In the branch store division the first prize, a solid gold Howard watch for the manager, was won by the Boston store, with first honorable mention given to the Kansas City store, and

When this contest was originally announced it was the company’s intention to limit the windows to the displays used during the week of February 4-12, but the country wide interest manifested in the contest made it advisable to extend the time to February 22. The contest was a signal success, and it is likely that similar

Display of Dunn-Taft Furniture Co.

Display of Columbia Co. Store, Kansas City
give honorable mention to a number of the displays, which were close "runners up" to the winners.

In the branch store division the first prize, a

Boston Store

second honorable mention to the New York headquarters.

From the hundreds of photographs submitted by Columbia dealers throughout the country the judges selected the window of the Doyle Furniture Co., Galesburg, Ill., as entitled to first prize, a solid gold Howard watch. First honorable mention was awarded to the Dunn-Taft Furniture Co., Columbus, O.; second mention to the Grunewald Music House, New Orleans, La.; third mention to the D. W. Lerch Co., Canton, O.; fourth mention to Campbell's Department Store, Pittsburgh, Pa., and fifth mention to the Church-Beinkamp Co., Cincinnati, O.

In determining the winners of this contest the judges awarded points on the following

Display of D. W. Lerch Co.

basis: twenty points being the maximum for each division; patriotic display, attractiveness, machine display, record display and linking up the display with the product. This arrangement worked out very satisfactorily, and the winning windows scored very near the maximum in practically every requirement, that of the Doyle Co. being awarded ninety points out of a possible one hundred.

The judges selected by the Columbia Co. were B. Brittain Wilson, of the staff of The Talking Machine World and The Music Trade Review, and Harry Chapin Plummer, of The Music Trades. F. F. Dawson, of the trade promotion

Prize Window, Dealers' Section, Doyle Furniture Co., Galesburg, Ill.

contests will be held from time to time under the auspices of the Columbia Co’s trade promotion department.

The judges selected by the Columbia Co. were B. Brittain Wilson, of the staff of The Talking Machine World and The Music Trade Review, and Harry Chapin Plummer, of The Music Trades. F. F. Dawson, of the trade promotion

Display of Grunewald Music House, New Orleans

department of the Columbia Graphophone Co., represented the company when the judges made their decision, acting, of course, in a strictly neutral capacity.

The H. C. Ehlers Co., of Dunkirk, N. Y., has just completed the erection of several demonstration booths for the Victor Victrolas.

"NICHOLSON"

New Catalog Showing New Styles

RECORD CABINETS

Strictly High-Grade, Resembling at Prices

BELOW COMPETITION

Write for a copy of our catalog and our special free advertising help for dealers.

K. NICHOLSON FURNITURE CO., Chase City, Virginia

Display of Grunewald Music House, New

Orleans

department of the Columbia Graphophone Co., represented the company when the judges made their decision, acting, of course, in a strictly neutral capacity.

The H. C. Ehlers Co., of Dunkirk, N. Y., has just completed the erection of several demonstration booths for the Victor Victrolas.
Baldwin Co. A Live Factor in Indianapolis Trade

Indianapolis, Ind., April 3.—The Baldwin Piano Co. store is losing no time in letting the people of Indianapolis know that it has installed a talking machine department, and is handling the Columbia line exclusively in this city.

Under the direction of C. P. Herdman, manager of the talking machine department, the display windows of the store are being used to advantage. With the appearance of Al Jolson's "Robinson Crusoe, Jr.," Co. here this week, the Stewart Talking Machine Co., jobbers of the Columbia line exclusively, is maintaining its position as one of the leaders in Indianapolis.

When it comes to decorations, the city is set inside and outside, with Easter being the occasion for the most unusual displays. The Norman Furniture Co., a new furniture store, which began business at 229 East Washington street, next week will handle the Columbia line exclusively. Mr. Roos was in Pittsburgh last week on business.

At the piano houses, the talking machine business occupies a peculiar position. Where prospective piano buyers are holding off on account of the war scare and unsettled conditions, it is not difficult to interest people in talking machines. The man hesitating on putting $500 to $1,000 in a piano or player at this time, is buying talking machines, and as a consequence while the piano business is slackening up, the talking machine business continues as good as ever.

Opens Branch in Toronto

The Otto Heineman Phonograph Co. Plans Active Canadian Campaign—C. T. Pott in Charge

The Otto Heineman Phonograph Supply Co., New York, has announced the opening of a branch office in the Canadian Pacific Building, Toronto, Canada, under the management of C. T. Pott. The opening of this office is referred to in detail in the Canadian letter in this issue.

Paul Wood, formerly head of the service department at the Heineman factory in Elyria, O., has joined the Toronto headquarters in a similar capacity, with a much broader scope for development. Mr. Wood will operate with the Canadian manufacturers, rendering them practical assistance in producing their phonographs.

Maurice Jonas, stationer at Dobbs Ferry, N. Y., has secured the agency for Columbia line.

Immediate Deliveries are now being made on

Kent Attachments

Patented March 2, 1915

Kent Attachment No. 1

For The New Edison Disc Phonograph to play lateral cut records.

Ask your JOBBER. He has them.

F. C. KENT & COMPANY

24 Scott Street

Newark, N. J.
The winners of the sweepstakes prizes in Edison display contest announced

The announcement of the names of the winners of the sweepstakes prizes in the 1916 Edison Week Display Contest has just been made. The windows entered in the sweepstakes, or national, contest were those that won the first and second prizes in the dealers' zone contests conducted by all Edison jobbers during Edison Week. Three prizes were awarded in each zone by each Edison jobber and, in the national contest, the prizes offered by Thomas A. Edison, Inc., aggregated $500. The names of the winners in the zone contests were announced some time ago, and the present announcement is confined exclusively to the winners of the sweepstakes awards.

The first prize of $250 in the national contest has been given to the James Hislop Co., of New London, Conn., for the display window shown in the center of the group of pictures.

Under the rules governing the contests, the windows entered were supposed to emphasize above all else the idea of music's re-creation. This is suggested in many ways in the Hislop display. The model, gowned and coiffured to represent Anna Case, and the New Edison instrument beside which she is standing, immediately bring to mind the Edison direct comparison tone test which has been used so effectively in spreading the propaganda of music's re-creation, and which has been so widely advertised. A large number of cut-out music notes, suspended in front of the model and the instrument, and animated and blended by the use of a concealed electric fan suggested in an artistic and original manner the idea that "the voice of an artist, and the New Edison re-creation of that voice cannot be distinguished one from the other by the most critical listener."

A window card indicates that Miss Case is comparing her rendition of the famous bird song, "Charmantoise," with the New Edison re-creation of it, and the stuffed and cut-out birds supply the atmosphere that the song requires. By the clever use of press clippings and artist cut-outs it is shown how many great music critics, singers and instrumentalists have given their unqualified endorsements to the New Edison. There are many other carefully considered details that assist in impressing those who might see the display with the fact that the New Edison is an instrument possessing individual merits which has won a high degree of praise from everyone who has heard it.

The second prize of $150 was awarded to the New England Furniture and Carpet Co., of Minneapolis, Minn., for the display pictured in the left of the group of illustrations shown herewith.

The remaining picture is that of the window display of the Killian Co., of Cedar Rapids, Ia., the concern that won the third prize of $100 in the national Edison window display contest.

Photographs of the Three Prize-Winning Window Displays Made by Edison Diamond Disc Dealers

PRAISE "CRIP-N" DISC RECORD FILE

Rochester, N. Y., April 7.—The Crippen-Rase Co., of this city, manufacturer of the "Crip-N" record filing device, received this week the following interesting letter from C. A. Surdam, of the Lawyers Co-Operative Publishing Co., who purchased this file:

"It may be of interest to you to know what we think of the 'Crip-N' disc record file, as a voluntary testimonial sometimes has a greater value than a solicited one. We would not sell ours, used now about a year, at anything like a reasonable price could we not get another. Some of its features, not found in any other file, are almost invaluable. Each record is independent of all others, instantly get-able, in a compartment by itself; no handling of other records; it takes varying sizes in any compartment. The ease with which a record can be removed or replaced must commend it to any one who will examine it. You should make a great sale of them. (Signed) C. A. Surdam.

ISSUE PAMPHLET ON DECALCOMANIE

The Geo. A. Smith-Schifflin Co., manufacturers of the "Magnet" decalcomanie name plates, recently sent out to the talking machine trade a new six-page pamphlet showing decalcomanie name plates of numerous designs and giving the prices of same in various lots. They especially feature a dealer's name plate 1 inch by 3½ inches in size, which they find very popular at present. The circular also describes the "Magnet" decalcomanie window signs, which prove very attractive.

WE HAVE A NEW ONE TONE-ARMS SOUND BOXES

We are now perfecting a tone-arm which is entirely different from any tone-arm on the market.

Write for particulars

We are in a position to fill orders for all types of tone-arms and sound boxes.

Let us figure on your requirements

MUTUAL TALKING MACHINE CO., 145 W. 45th St., New York

Canadian Representative: WINNIPEG HARDWARE & JOBING CO., Winnipeg, Can.

"MAGNET" DECALCOMANIE NAMEPLATES

For Talking Machine Cabinets Etc.

We can furnish the name or monogram as shown hereon, according to the plate size given below.

| Plate Size | Price
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<td>5½ x 1</td>
<td>$20</td>
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</tbody>
</table>

Gold letters, black edged
Black letters, solid gold backed
Gold letters, black backed, with fancy borders

Sample upon request

Geo. A. Smith-Schifflin Co.
136 Liberty Street, New York, N. Y.
HEAVY DEMAND FOR PATRIOTIC RECORDS IN MILWAUKEE

Gathering of War Clouds Means Big Record Business—Brunswick Phonograph Supplies Martial Music for Recruiting Station—Badger Co. Trying to Arrange Caruso Recital—Other News

Milwaukee, Wis., April 9—If Milwaukee may be taken as a criterion, the talking machine is playing a valuable part in the enlivening of patriotism and the stirring of nationalism throughout the entire country. What is a better tonic than music?

"We can get enough patriotic records to supply the demand," declared Lawrence McGeer, president of the newly incorporated Pathe Talking Machine Corp., remarking on the live and sprightly condition of all factors in the talking machine realm. The sales of records is typical of what is expressed by other dealers. Shaved down to a fine point, the talking machine situation in Wisconsin pierces a way for a definite conclusion. The sales of records are comparatively enormous, and, although the machine proper business is very good, it is the sale of discs that is characterizing the present season as an era of success throughout the talking machine field. "It is apparent," declared a dealer, "that there is no new national success being offered lovers of patriotic music. The standard, established is no new national success being offered lovers of patriotic music. The standard, established other than John McCormack and Fritz Kreisler," said Mr. Goldsmith, sales manager of the Badger Co., "and the Badger Talking Machine Co. is trying to arrange a date for his appearance in Milwaukee before that trip."

Caruso is very reluctant to add to his work, but in event that the Badger Co. is successful, Caruso will sing in the Milwaukee Auditorium. "It is also possible that a concert may be arranged to include on the same program none other than John McCormack and Fritz Kreisler," said Mr. Goldsmith, following his announcement to Milwaukee publications that Caruso may appear here. "These two artists, who are very close friends, have made a number of Victor records together, and an opportunity of enjoying their musical presence would be a rare event.

E. L. Ginsburg, for a time sales manager of the Pathé Talking Machine Corp., 185 Fourth Street, recently resigned. It is reported that he has accepted a sales place with the Pathé Frères Phonograph Co.

Lawrence McGeer, president of the company, announced that for the present he himself would take charge of the sales interests of the Pathé Corp. During the last few weeks the organization has established a Pathé agency with C. F. Edgar, Wausau, Wis., and Saltstad & Payson, Eau Claire and Chippewa Falls, Wis.

George E. Bernecker, founder and general manager of the Record-lite Co., recently spent several days in lower Michigan introducing the Record-lite to Victor dealers in that territory. Mr. Bernecker returned a short time ago from a similar mission to Chicago and St. Louis, and reports success in the expansion of sales territory for his invention.

Some of the Columbia Graphonolas have no competition. All of them can stand any amount of it.

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

The Kesselman-O'Driscoll Co., Victor dealers, 1920 Fond du Lac avenue, are successfully introducing the new Saenger Vocal Training Course in this city. The firm has arranged special recitals for school teachers.

Milwaukee recently heard Galli-Curci at the Pabst Theatre. Since her records have startled America, and the world in fact, followers of music have been excited over the possibility of hearing her live. A crowded house greeted her appearance, and one theatrical critic refers to her engagement as a "Triumph."

The Brunswick is making its way into jewelry stores. A. W. Fuchs, jeweler, 1403 Green Bay avenue, is now advertising Brunswick.

The Sonora is enjoying a new home in this city. C. J. Orrh, the phonograph and piano man, who for several years has promoted the interests of the Sonora at his store, 274 West Water street, recently moved his entire stock and business to the music territory of Grand avenue, following the vacating of the Billings quarters at 594 Grand avenue. Increasing business in both the phonograph and piano fields forced Mr. Orrh to make the change. He retains his salesmen, W. H. Heize, A. C. Schroeter, and A. Roelke, in his new location.

The Musola, made by the Aeolian Co., is being advertised by the Urbanek & Wattawa Co., Manitowoc, Wis.

J. W. Reynolds & Barney, Gay Mills, Wis., have taken the agency for the "Harrold."

S. W. Goldsmith, general manager of the Badger Talking Machine Co., 135 Second street, recently returned from a two months' trip to Florida. He was accompanied by his mother and sister. Mr. Goldsmith visited the Victor factory en route home and reports that plant an extremely busy place. There were a dozen or more Victor jobbers at the Victor factory, all with the sole idea of trying to get more merchandise.

G. F. Ruez, president of the Badger Talking Machine Co., accompanied by Mrs. Ruez, is spending several weeks in French Lick, Ind.

The Planner-Hafsoos Music Co., 417 Broadway, recently sold an Edison Diamond Disc phonograph to Sheriff McManus.

Thomas I. Kidd, manager of the Brunswick-Balke-Collender Co., 275-279 West Water street, announces that the Brunswick phonograph is to be placed more widely in smaller stores from this time on. That does not mean anything affecting the larger agencies. "Up to this time (Continued on page 116)"
BIG RECORD DEMAND IN MILWAUKEE
(Continued from page 115)

we have placed our machine nearly altogether with the larger stores," said Mr. Kidd, "but henceforth it is our policy to extend our sales quarters to every part of every city by placing our machines with more dealers."

PREMIER T. M. CO. INCORPORATED
Chartered With $30,000 Capital Stock in Milwaukee to Retail Premier Machines

MILWAUKEE, Wis., April 3.—The business of the Premier Talking Machine Co., Merchants' and Manufacturers' Bank Building, in this city, wholesale and retail distributor of the Premier, has been incorporated with a capital stock of $30,000 by Thurlow W. Abell, Peter C. Kowinski and A. W. Werba. The business was established several years ago under the management of Park Adams, who later went to Detroit to establish a wholesale branch for the State of Michigan. Mr. Abell at that time came to Milwaukee as manager. The present territory takes in all of Wisconsin, Upper and Lower Michigan, Northern Illinois and Eastern Minnesota.

QUADRAPLES CAPITAL STOCK
Phonograph Co., of Milwaukee, Announces Increase of From $12,000 to $50,000

MILWAUKEE, Wis., April 2.—An amendment to its articles of incorporation was filed recently by the Phonograph Co., of Milwaukee, 211-215 Third street, to increase the capital stock from $12,000 to $50,000. The additional issue will be used merely to cover the natural growth and expansion of the business, according to officers of the company. The company is a large jobber of the Edison for Wisconsin and Upper Michigan. Its retail department is styled The Edison Shop. Quarters of both the jobbing and retail departments recently were enlarged. William A. Schmitt is general manager.

A certificate of incorporation was issued recently to the Mitchell Phonograph Shop, Inc., for the purpose of dealing in talking machines, records, etc. The capitalization of the firm is $10,000, the incorporators being M. Goldsmith, E. Mitchell and J. Goldman, of New York City.

Julius Jonas, General Sales Manager
playing the four models retailing at $65, $75, $100 and $150. The new Arthropoe cabinets are all of seven-eighths ply veneer. The new motor runs seventeen minutes, and a new tone arm which is embodied in all models is also a distinctive talking point. The company now has four factories in St. Louis and one in Ohio. Julius Jonas, general sales manager of the company, recently returned from an extended trip, the object of which was to establish a chain of agencies from Coast to Coast. He succeeded in his mission, and the company's distribution is now nearly 100 per cent. efficient. Well-known jobbers and dealers are handling the Arthropoe machine and are pleased with its sales possibilities.

Mr. Jonas took charge of the company's sales in October, 1916, and under his able guidance the business is showing a healthy growth.

LAURA COMBS TO MAKE RECORDS
For the Emerson Phonograph Co.—Is a Gifted Soprano Known in Concert Field

Laura Combs, a gifted soprano, whose voice has been praised by many well-known critics, will shortly appear on Emerson records. She is the second unknown artist to be released to the public by the Emerson Phonograph Co. The company announced a short while ago that it would issue each month records by one artist hitherto unknown, and the issuance of records by these "discoveries" will continue for a year. Last month, Jim Doherty, a lyric tenor, made his debut, and his records have been very well received.

Miss Laura Combs was born in Joplin, Mo., and studied under various American teachers in the West for a number of years. She sang in a number of the leading Chicago churches, and some time later appeared as soloist with the New York Symphony Orchestra, the Russian Orchestra, the Boston Symphony Orchestra, and finally with the New York Symphony Orchestra. One night Mme. Nordica, the famous soprano, failed to appear and Miss Combs took her place. Since that time she has been appearing on the concert stage until an Emerson scout "discovered" her, with the result that her records will appear shortly.

ATTRACTIVE PATHÉ BOOKLET
A neat and attractive folder featuring all the models of Pathephones in its line has just been issued by the Pathé Frères Phonograph Co., Brooklyn, N. Y. This folder is intended for general distribution, and has been made of a convenient size so that it may be used for envelope enclosure.

In addition to presenting clear-cut illustrations of the different instruments in the Pathéphone line this folder briefly gives some of the exclusive features of the Pathéphone which have been responsible for its international success. A few paragraphs are also devoted to a discussion of the manufacturing principles that form the basis of the Pathé line, and the folder as a whole is valuable publicity matter for every Pathé dealer.

The Pathephones illustrated include Nos. 225, 125, 75 and 50, accompanied by adequate information as to their respective sizes and qualities.

APPOINTED SUPERINTENDENT
Sidney J. Diament, formerly an executive in the factory of the Tri ton Phonograph Co., New York, has been appointed superintendent of the factory of the Fremont Mfg. Co., New York, a position which his past experience well equips him to fill.

The Frank Furniture Co., of Davenport, la., has just installed a complete line of Columbia graphophones and records. Demonstration rooms will also be provided.
Talking Machine Trade Generally in Great Britain in a Surprisingly Healthy State Considering the Situation and Time of Year—Manufacturers Keeping at It Despite Serious Governmental Restrictions—Ban Placed on Imports of Swiss Motors and Parts—New Employment Restrictions—Increase in Record Prices—Disc and Cylinder Records Compared—Distribution of Circulars and Catalogs Restricted—Interesting Import Case Before Court—What the New Record Lists Offer—Pathe Freres Developments—General News.

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

LONDON, E. C. ENGLAND, March 30.—The past few weeks have shown little falling off in the demand for gramophone goods. Ordinarily, this would be the period when slackness sets in at the various factories, with even more depressing times in prospect from the sales viewpoint. In the circumstances, while this might on the surface appear merely an instance of manufacturers distributing difficulties, it is evident that we are by no means at the end of the accumulation of restriction regarding import prohibitions, material, and labor. There will need to be some revision of this, even though credit must be given to the liberal attitude of the various official departments concerned. Were the letter of the law strictly observed, it would be well nigh impossible to ensure a continuation of economic conditions. The total situation is partly the result of manufacturing and distribution activities on the part of the committee formed to protect gramophone and music trade interests generally. There is plenty of scope for good work, and in a quiet way much is being done in warding off the enemy of legislation. In many respects the position is complex. From the patriotic point of view we are justified in raising a protest against regulations which the government think necessary to make in the national interests. Or should the trade take it all lying down? The answer to both questions must be yes and no. If, after proper representations to the Board of Trade, it is impossible to obtain a renewal or modification of legislation which seriously affects the continued welfare of the industry, then it must be swallowed with as good a patriotic grace as possible. On the other hand, there may be an alternative way of achieving the official object in any particular case and to those who know the ins and outs of the trade must be left the task of finding it. On the subject of labor, for instance, the government wants the men. The trades’ alternative in this case is a resort to women labor, and the alternative is proving very successful! This may be taken as an example of how we are grappling with a hundred-and-one difficulties—signs point to a slight falling off in record sales which normally, this time in prospect from the sales viewpoint. Ordinarily, this would be the period when the trade—mark that is recognized throughout the world as the HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktiebolaget, Frihavnen, Copenhagen.
SPAIN: Compania del Gramofono, 56-58 Balceron, Barcelona.


This intensely human picture stands for all that is best in music—It is the “His Master’s Voice” trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world’s greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled “His Master’s Voice” records.

The Gramophone Company, Ltd.
HAYES - MIDDLESEX - ENGLAND
FROM OUR LONDON HEADQUARTERS—(Continued from page 117)

closed down; that is not the desire of the British Government, rather does it wish to preserve all business as far as may be possible with its expressed intentions of securing sufficient male labor for work more directly concerned in the prosecution of the war. Hence, we have the manifesto prohibiting the engagement, without official consent, of males between the ages of eighteen and sixty-one. An employer may retain his present staff, although all are requested to facilitate the transfer of males to war work. A fair chance is being given to the voluntary method, which is in keeping with the cherished ideals of British tradition, but most people anticipate that a departure from this may become necessary within the not too distant future. That is one reason why in these columns I have consistently advocated the training of women for our class of work. It is a strong effort in this direction that has been made by gramophone firms for some time past, and I am in a position to state that the experiment is by no means disastrous in its results.

Increase in Record Prices

The inevitable increase in the price of eighteen penny records has come about. Turning to my October, 1916, report I find that this trade newspaper contained an article reflecting the need of a price-increase on the ground of upward tendency in the cost of production—labor, materials, etc. Although published in far away New York, The World can pride itself on being more up-to-date in its news than any similar journal; a fact which subscribers and advertisers will not fail to appreciate. But that by the way.

The particular information which I am able to impart this month comes in the form of a letter from the Columbia Graphophone Co., Ltd., this city, signed by Managing Director Sterling, announcing an increase in the price of their popular "Regal" double discs. Leaving out all references to trade prices (it should be observed here that the dealer shares with the company the increased profit), I cannot better than let the company's communication to their dealers in part speak for itself, as follows:

REGAL RECORDS—INCREASE IN PRICE

"Dear Sirs—We beg to advise you that in consequence of the heavy increased cost of material and labor, we are compelled to raise the retail price of Regal records to 3/s.

This leaves you a better margin of profit than before, and the increase in price is in material advantage. We would remind you that records are the only commodity that up to the present have not been advanced in price owing to the war."

WIPER ACCORDION RECORDS

"These are now being issued in a special Black Label Series, to be retailed at 2/s each. This is in consequence of the high royalties we pay this artiste, and increased copyright charges. As Peter Wyper stands supreme as Scotland's greatest Accordeon player, we feel convinced that the public will gladly pay 2/s for these wonderful records."

Difficulty in Supplying Supplies

Reliance upon importation of supplies of motors, tone arms and other gramophone parts from Switzerland is becoming more or less impossible. Considerable delays in transit occur with regard to goods which have to pass over the French railway system. This is not altogether an avoidable trouble in these times, and lucky is the firm that receives consignments under a month from the date of dispatch. Apart from the difficulties of transit, there is the French and English customs to deal with.

Some Swiss gramophone goods, I understand, have just recently got through after some two or three months' delay. A very hearty welcome awaited the consignment in question, and I am assured the machine trade enjoyed in consequence a brief period of pleasant activity. Future arrivals from the same source will, I guess, cause quite a sensation, if report be true that most import licenses are now unobtainable. Enquiry of the Board of Trade elicits no satisfactory information. Reticence is uppermost at the moment, but I have reason to believe that there is little if any prospect of permission being given for any further importation of gramophone parts from Switzerland. That, if true, will be a serious blow to the machine side of our business. It means, in fact, that apart from a very small quantity, there will be no gramophones to sell!

MUSICAL QUALITIES OF DISC VS. CYLINDER RECORDS

Not so very long ago we were treated to an interesting controversy anent the respective merits of disc and cylinder records, mainly as judged from a musical standpoint. The disc champions predominated in quantity, while the cylinderites put up a strong and reasonable "Quality" chain. The question merits attention to-day because it seems to have answered itself, if such an expression be permitted. There is now only one firm making up-to-date cylinder records in England, and that is very significant in relation to the foregoing point. This firm—the Clarion Record Co.—is satisfactorily meeting a big demand from thousands of stanch cylinder enthusiasts, whom no amount of persuasive publicity or other argument will rally in favor of the disc. For various reasons not connected with the war and in part on the ground of Edison policy, Edison cylinder sales in this country are now of a negligible quantity. The Edison Bell people have, too, ceased the manufacture of cylinders in favor of the disc, and there is left only the Clarion record to cater to the wants of a big, if diminishing, demand. It
is the considered opinion of many that the call for cylinder records will never quite cease, except it be, as seems the case, that their manufacture will at some future time become unprofitable.

Can't Distribute Circulars

Many people will welcome the new official order as hereunder, which prohibits the wholesale distribution of circulars, etc.: "No person shall on or after March 10th, except to his employer, give or cause to be delivered to any person through the post or otherwise any tradesman's catalog price-list or advertising circular, unless a request has been made by, or on behalf of that person, in writing, for the despatch of the description of goods, on which the price-lists are based, at their request." Price-lists by traders to traders for the purpose of their trade or to persons abroad are permitted.

Interesting Case Before the Courts

An interesting case before the court recently was that in which Hyman Liebowich and John Liebowich, of Old Street, trading as the Regent Fittings Co., were summoned to show cause why they were not to be discharged from the郡 where £4 10/ was found in their possession, the company willingly advanced to them the necessary, the company willingly advanced to them, each £5 subscriber actually was called upon for £4 10/ only!

For every £5 invested the firm put up 5 shillings, with the splendid contributions made by the employes of the Customs in Switzerland, the Customs was maintained neither the Customs's certificate nor the invoices were legal proof.

Sir William Treloar said that according to strict law he must make an order of forfeiture. "But we're by no means beaten. The order for February Zonophones, together with the always huge call for catalog records, are overwhelmingly large. So much so, that if they are to be fulfilled—and we don't propose to discontinue anyone—it is impossible to issue a March Supplement. The April issue, which will be ready towards the end of March, will be styled 'March and April.'"

"There is no more suspicion attached to this particular purchase in Switzerland than to any other, as far as we can see."

War Loan Items

Since my report last month regarding the splendid contributions made by the employers of "His Master's Voice" Co. to the great war loan, news is to hand that Messrs. J. E. Hough, Ltd., also offered generous facilities to their staff. For example, £5 invested in the form put up 5 shillings, which means that, the official terms considered, each £5 subscriber actually was called upon for £4 10/ only!

I am glad to note, too, that the recently incorporated Columbia Graphophone Co., Ltd., has offered its employees excellent advantages in the purchase of war loan by instalments repayable over two years, without interest. Where necessary, the company willingly advanced to their employee-applicants reasonable sums of money for the purpose in question and a very considerable total was reached. It was the finest possible initial step for a newly registered concern, bespeaking a close sympathy with the interests of the government.

Speaking of the war loan reminds me that few persons realize exactly what £700,000,000 means. Its inscription may be grasped to some extent by working out how much it would take to count such a sum in sovereigns. Assuming it possible to count 120 a minute, it would take twelve hours each day just to make the order of forfeiture and refuse an application by the Customs for costs.

"Hard Pressed—But Not Beaten!" The usual Zonophone weekly bulletin, to hand, comments pityfully upon present-day conditions, as follows: "Our old friend, Demand, is beginning to look like an enemy. He has got up against the wall! He's well-nigh impossible to satisfy him, so persistent has he become. We're hard-pressed—very, this. In spite of the largest factory in the world keeping its sleeves rolled up continuously, night and day!"

"But we're by no means beaten. The order for February Zonophones, together with the always huge call for catalog records, are overwhelmingly large. So much so, that if they are to be fulfilled—and we don't propose to discontinue anyone—it is impossible to issue a March Supplement. The April issue, which will be ready towards the end of March, will be styled 'March and April.'"

"It may be interesting here to remark that the output of Zonophone records during wartime 1916 was easily the largest in history. Concrete evidence, indeed, of the ever-growing clout of the 'Quality' record!"

Where They Should Write

"Winner" record dealers overseas who have not received a copy of the complete catalog of "Blightly" songs should write to the Winner Record Co., Ltd., Willowbrook Grove, Cumberwell, London, S. E.

Records of "Blightly" Songs

There is a regular crop of "Blightly" songs now published in record form. So far, they are good, if not brilliant examples of composition.

But the thing is, like "Tipperary," getting overdone. Each is as good as a feast, especially in this matter.

Pathé Frères Developments

It has been known in the trade for some time past that the London branch of this great French house contemplated a complete change of policy that would make reliance upon importing of goods from France a thing of memory. Such a proposal involves a good deal of preparation, and it is still far from being fait accompli. But to that end a big development has recently taken place, and it is the success of the future plans and policy of the company is molded. The initial step is the transference of headquarters from Lamb's Conduit street to the historical building, 81 City road, London, E. C. When I am out to write the history of the talking machine trade it must of necessity be the history of 81 City road, where has been born, married, or killed more record ventures than is associated with any other address in the world."

But that by the way. Plans for the extension and equipment of a suitable factory at West Drayton, which Messrs. Pathé have acquired, are well under way, though of necessity, progress cannot be rapid. Here, it is intended to manufacture as far as may be possible, the many gramophone lines which have made famous the name of Pathé. It is a wise step, and we surmise, will prove very advantageous to the trade within the (peaceful) future!

Queen Anne, Micawber and Lloyd George

Those having knowledge of the interior workings and ways of government offices will best appreciate this little story which is too good to pass unrecorded the wide world over. Sat a gentleman in one department, with three piles of documents in front of him. Usually it is more, but this genius was satisfied with only three. The first he labeled Queen Anne; the second, Micawber; the third, Lloyd George, meaning—dead and done with, waiting for something to turn up, and their attention!

A Priceless Catalog

A war idea in catalogs has been adopted by Messrs. W. H. Reynolds, Ltd., 45 City road, London. Owing to the fluctuation of prices, the firm has decided to omit quotations from its new complete catalog. Every one sent out will, however, carry an inset price list covering the hundred-and-one articles illustrated. The list as revised each month will be duly dispatched to possessors of, and applicants for, the firm's catalog. Gramophone parts and accessories, motors, tone arms, springs, machines, records, etc., all find a place in the list, and oversea traders desirous of a copy must, in accordance with the new regulations, write for it. Messrs. Reynolds will be pleased to forward a copy upon receipt of a postal order. Quotations are based on the lowest current figure, and to post orders is given the firm's usual prompt and careful attention.

"Interesting Issue of 'The Voice'"

The second issue of "The Voice" is, if anything, more interesting than its predecessor. It contains many valuable tips for "His Master's Voice" dealers, as for instance, a list of towns and dates, where the company's artists will appear; notes of interest on new records; informative musical news; practical hints on the value of local advertising; window display suggestions, and many other good selling points. As "The Voice," the editorial remarks, a knowledge of the care expended in manufacturing is far stronger selling talk than the mere assurance that "this or that" is the very best. Accordingly, under the heading of "How We Maintain Supremacy," Mr. Ricklets, the British sales manager, deals with the exhibition sound box and interestingly (Continued on page 130)
Soundboxes

If you are after a genuine offer of soundboxes, you'll do well to consider this immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear $50 per gross, F. O. B. London. Orders for less than gross lots not accepted.

Write "Knotaples, London",
W. H. Reynolds (1915) Ltd.
45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

primes the dealer with the whys and wherefores of each particular part, the material used, its manufacture and its relative value to the whole. After perusal of this article the conclusion is brought down from the exhibition sound box is in itself an instrument requiring a scientific manufacturing experience second only to that required in the manufacture of other parts of "His Master's Voice" gramophone. Having absorbed the knowledge thus imparted, the dealer is undoubtedly in a much better position to esse a prospective customer with the perfection of the instrument as against other manufacturers. "Knowledge is Power" to the salesman, and satisfying to the customer.

Booking Big Orders

Following upon the issue of their big budget list, as was perhaps to be expected, the Sound Recording Co., Ltd., have been simply inundated with home and export orders. Some possibilities of the gramophone as a teaching medium were not unexpected (for the present) neutral countries, and this is not unexpected number of orders will carry over but two days, in view of present circumstances. This decision has been arrived at after full discussion, but we venture to suggest that two days seems scarcely sufficient in which to arrive at a settled plan of campaign in view of the many important matters to be discussed.

Registered

The Columbia Graphophone Co., general, has now been registered under the British Co. Law as the Columbia Graphophone Co., Ltd., with a capital of £200,000 in £1 shares. We are glad of this for more reasons than one; principally on the ground that its British interests are thereby determined for the benefit of those who find enjoyment, if nothing else, in making unpleasant dispensation of neutrals' commercial developments in this country.

BISPHAM TO RECORD FOR PATHE

Famous American Baritone Arranges to Record Exclusively for Pathé Frères Phonograph Co.

The Pathé Frères Phonograph Co., Brooklyn, N. Y., announced this week the addition to its staff of recording artist David Bispham, the famous American baritone. Mr. Bispham will record exclusively for the Pathé library, and his first record is in the May supplement.

David Bispham is one of the leading figures in the American musical world. For fifteen years he stood alone as the one American baritone who had sung in opera with the Metropolitan Opera Co. of New York, and in Covent Garden, London. For some time past he has devoted himself to the concert stage, and has given successful song recitals in practically every large city in the United States. His addition to the Pathé recording staff is a matter of keen interest to every Pathé dealer.
It's not only the great names in the Columbia record list—it's the uniform high average of every record in it that spells Columbia with a big "C".

(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

TALKING MACHINE MEN, INC., MEET
Nominating Committee Appointed—Membership Fee Raised to Ten Dollars—Wm. A. Wilson Talks on Educational Advantages of the Grafonola—Social Affair Next Month

The regular monthly meeting of the Talking Machine Men, Inc., was held on Wednesday, March 21, at Keen's Chop House, 70 West Thirty-sixth street. As this was the last regular meeting of the association's fiscal year it brought out an unusually large and enthusiastic attendance.

President Hunt opened the meeting with the statement that owing to the presence as guest of the organization of William A. Wilson, of the Educational Department of the Columbia Graphophone Co., who addressed the gathering, the usual formalities would be dispensed with.

Mr. Wilson, who had provided himself with a Columbia Grafonola and a blackboard for the purpose of demonstrating his talk, gave one of the most enlightening addresses it has been the pleasure this committee to bring more business to the dealers in talking machines in both military and physical training and Cold of the splendid results to be obtained with a little salesmanship on the part of the dealer. At the close of his address Mr. Wilson was given a rising vote of thanks and was roundly applauded for his excellent address.

Max Landay was appointed chairman of both the membership and the entertainment committee and to show he was thorough in his efforts the Columbia Graphophone Co. were willing to make music a factor in the selection of nominees for office for the coming year, selections to be made in conferences in the near future.

A report by Chairman Landay of the entertainment committee was then heard on the program for the annual dinner, and at the chairman's suggestion it was voted that this year's affair should include a dance. The selection of Thursday, April 17, and the McAlpin Hotel was quickly decided without discussion as the place of this year's gathering.

It was voted that the constitution of the organization should be changed to provide for a raise in dues, which was done, making the membership fee $10 a year instead of the present $3.

At the close of his address Mr. Wilson announced the following winners, each one of whom received a solid gold watch chain: L. C. Ackley, Los Angeles; F. B. Cook, Chicago; John A. Johnson, New York; J. F. J. Kelly, Pittsburgh; T. N. Mason, Boston; P. W. Peck, Baltimore; B. G. Powell, Atlanta; R. R. Sparrow, Atlanta; A. Thalbayer, Philadelphia; E. O. Zerkle, Chicago.

Hold concerts to display your line of talking machines and records. Many who listen buy.

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.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 6—Talking Machine.

One object of the invention is to provide such a machine which will produce a fuller and better tone, and in which the scraping, metallic, and discordant sounds heretofore always produced by talking machines are practically eliminated, and in which the sound waves produced by the diaphragm will not be checked or dampened in any way, but will be sustained, thus reproducing the original sounds with great accuracy.

Further objects are to provide such a machine which will produce a sound wave having a substantially constant speed, by electricity, and in which therefore rewinding is not required.

In the accompanying drawing, Fig. 1 is a broken vertical section of a cabinet, showing in side elevation, improved talking machine therein; Fig. 2 is a broken horizontal section of the cabinet above the disc carrier; Fig. 3 is a broken bottom plan view of the table of the cabinet; Fig. 4 is a section thereof on the line 4-4 of Fig. 3; Fig. 5 is an enlarged cross-section of a shaft; Fig. 6 is an enlarged vertical section of a bearing; Fig. 7 is an enlarged side view of the sound box; Fig. 3 is a transverse section of the same in a different position, showing also a section of the end of the sound-conveying tube; Fig. 8 is a sectional elevation illustrating an element of the invention; and Fig. 9 is a similar view showing the section of a phonograph structure embodying the invention.

The present invention provides an adjustable shock absorber to regulate the speed of the horn, tone arm and sound box of a phonograph when the same are lowered into operative position with respect to a sound record.

Referring to the accompanying drawing in which the invention is illustrated, Figure 1 is a side elevation partly in section of a phonograph structure embodying the invention; Fig. 2 is a side elevation of the shock absorber; Fig. 3 is a plan view thereof; Fig. 4 is a perspective view of the shock absorber in modified form.


Among the principal objects of this invention are to provide a talking machine having amplifying means of a very great size, and a long, preferably tapering, sound-conveyor interposed between the amplifying means proper and the sound-reproducing means; to provide a talking machine of this character comprising a hollow, preferably tapering, separable sound-conveyor having a minimum number of joints; to provide a talking machine comprising a plurality of separate chambers, respectively housing the actuating mechanism, the major portion of the sound-conveying means, and the amplifying means; to provide a talking machine having sound wave deflecting means whereby the sound waves will be amplified and their tonal qualities improved as they issue from the talking machine; and to provide a talking machine having relatively large, vertically opening, amplifying means and a winding-board, or sound-wave deflecting means, so disposed with relation to the mouth of said amplifying means as to deflect the sound waves issuing therefrom forward from the front part of the talking machine.

Further objects of the invention are to provide a talking machine of relatively large size having a cabinet which may be readily taken apart by a person unfamiliar with talking machines and without disturbing or disarranging the other operations of the device, for the purpose of more readily moving or transporting the machine, and especially for the purpose of permitting the machine to be readily passed through a door of ordinary width; and to provide a talking machine having a cabinet so constructed as to afford a maximum storage space for records and other accessories and which shall be of a pleasing and attractive appearance.

Fig. 2 is a top plan view thereof, certain portions being broken away for the sake of clearness; Fig. 3 is a transverse, vertical section thereof, taken on line 3-3 in Fig. 2, looking in the direction of the arrows, certain portions being broken away for the sake of clearness; Fig. 4 is a fragmentary, transverse, horizontal section taken on line 4-4 in Fig. 3, looking in the direction of the arrows; Fig. 5 is a sectional elevation illustrating an element of the invention; and Fig. 6 is a modification with additional stop devices provided for use in connection with the smaller size records. Fig. 7 is a perspective view similar to Fig. 1, showing a modified form of mounting for the device, and Fig. 8 is a modification of the device of Fig. 1.


This invention relates to phonographs and has for its object to provide a machine of such type whereby its solid arm is employed for transferring vibration from the needle to element connected with the reproducer disc for the purpose of vibrating the latter to create sound waves.

Figure 1 is a side elevation, broken away, of a phonograph in accordance with this invention. Fig. 2 is a detail illustrating the needle. Fig. 3 is a sectional elevation illustrating an element of the machine. Fig. 4 is a detail of a transferring arm joint.


This invention relates to improvement in sound reproducing instruments, and has for its object the provision of an improved repeating attachment therefor, which is of simple construction and efficient in use.

Figure 1 is a top plan view of an instrument equipped with an attachment embodying this invention; Fig. 2, a vertical section taken through the upper portion of said instrument; Fig. 3, a section taken on line 3-3 of Fig. 2; Fig. 4, a section taken on line 4-4 of Fig. 2, and Fig. 5, a section taken on line 5-5 of Fig. 2.


The main objects of this invention are to provide a machine having a cabinet which will produce a fuller and better tone, and in which the scraping, metallic, and discordant sounds heretofore always produced by talking machines are practically eliminated, and in which the sound waves produced by the diaphragm will not be checked or dampened in any way, but will be sustained, thus reproducing the original sounds with great accuracy.

One object of the invention is to provide such a machine which will produce a sound wave having a substantially constant speed, by electricity, and in which therefore rewinding is not required.

In the accompanying drawing, Fig. 1 is a broken vertical section of a cabinet, showing in side elevation, improved talking machine therein; Fig. 2 is a broken horizontal section of the cabinet above the disc carrier; Fig. 3 is a broken bottom plan view of the table of the cabinet; Fig. 4 is a section thereof on the line 4-4 of Fig. 3; Fig. 5 is an enlarged cross-section of a shaft; Fig. 6 is an enlarged vertical section of a bearing; Fig. 7 is an enlarged side view of the sound box; Fig. 8 is a fragmentary, transverse, horizontal section taken on line 4-4 in Fig. 3, looking in the direction of the arrows; Fig. 9 is a similar view showing the section of a phonograph structure embodying the invention; and Fig. 10 is a sectional elevation illustrating an element of the invention.

The attachment of this invention is designed to act as an adjustable stop member for limiting the outward throw of the tone arm of a talking machine, and for imparting a slight inward thrust thereto sufficient, when the disc record is in position and rotating, to throw the needle into engagement with the beginning of the record line.

In the operation of talking machines, difficulty is often experienced in setting the instrument in operation, which is due, on the one hand, to the tendency of the needle to fall down outside of the record and grind against the edge thereof; on the other hand, it is found difficult to position the needle on the surface of the disc, and when properly positioned on the surface, it often becomes necessary to manually move the needle inwardly in order to bring it into engagement with the beginning of the record line.

This invention provides an adjustable stop for limiting the outward swing of the tone arm, which is made adjustable in order to accommodate the device to records of different diameters. The device, furthermore, embodies a spring-pressed member for inwardly thrusting the arm when the needle is positioned on the surface of the record, but with such a slight spring action that no reverse movement across the record will be occasioned until the record is rotated, the weight of the needle resting on a stationary record being sufficient to prevent movement under the impetus of the spring.
vide a compact, efficient and improved talking machine comprising an inclosing casing having a cover adjustabley to deflect sound waves from the machine and having sound amplifying means arranged within the casing and opening to deliver improved sound waves upwardly toward the cover.

In the accompanying drawings, Figure 1 is a fragmentary side elevation, partly in vertical longitudinal section of a talking machine constructed in accordance with this invention; and the improved phonograph; Fig. 2 is a front elevation thereof; Fig. 3 is a bottom plan view with a portion of the sound amplifying device removed; Fig. 4 is a rear elevation, partly in section, showing the ball and socket connection between the sound amplifying device and the arm for supporting the sound reproducer; Fig. 5 is a longitudinal section showing particularly the spring motor; and Fig. 6 is a vertical sectional view.

In the drawings, Figure 1 is a plan view of a repeater of the character mentioned constructed and arranged in accordance with the present invention, the rotary table for supporting the record disc being removed, and showing the parts in their normal or inactive position; Fig. 2 is a similar view showing the parts actively disposed; Fig. 3 is a side view of said mechanism, sound box being in conjunction therewith, fragments of the tone arm, machine top, and record table, the same being shown on an enlarged scale; Fig. 4 is a section taken as on the line 4-4 in Fig. 2, showing in turn the component parts of the resonating horn and an elevated table connecting therewith for operating the needle-lifting mechanism; Fig. 5 is a longitudinal section on an enlarged scale, the section being taken as on the line 6-6 in Fig. 1; Fig. 7 is a vertical section taken as on the line 7-7 in Fig. 6; Fig. 8 is a horizontal section of the brake mechanism with which the talking machine is provided, the section being taken as on the line 8-8 in Fig. 9; Fig. 9 is a vertical section taken as on the line 9-9 in Fig. 8; Fig. 10 is a vertical section taken as on the line 10-10 in Fig. 8; Fig. 11 is a top plan view of a talking machine of conventional type having attached thereto a modified form of the lifting mechanism; Fig. 12 is a side view of the same.

The advantages of such a driving means are that the speed of the record supporting disc is rendered more constant, and also that the manufacture of a friction driving wheel is less expensive than the manufacture of the tooth gear now commonly used.

Another object of this invention is the provision of an arm for supporting the sound reproducing device, which arm is made of some material other than metal, such, for example as hard rubber, whereby a loose ball and socket connection between two metallic surfaces is dispensed with, thus improving the tone quality.

Another object of the invention is the provision of a sound reproducing device which shall be composed entirely of metal, and in which there shall be no soldered joints, since soldered joints are exactly the same.

For the purpose of improving the adaptability of the present invention, in accordance with the present invention, the rotary table for supporting the record disc being removed, and showing the parts in their normal or inactive position; Fig. 2 is a similar view showing the parts actively disposed; Fig. 3 is a side view of said mechanism, sound box being in conjunction therewith, fragments of the tone arm, machine top, and record table, the same being shown on an enlarged scale; Fig. 4 is a section taken as on the line 4-4 in Fig. 2, showing in turn the component parts of the resonating horn and an elevated table connecting therewith for operating the needle-lifting mechanism; Fig. 5 is a longitudinal section on an enlarged scale, the section being taken as on the line 6-6 in Fig. 1; Fig. 7 is a vertical section taken as on the line 7-7 in Fig. 6; Fig. 8 is a horizontal section of the brake mechanism with which the talking machine is provided, the section being taken as on the line 8-8 in Fig. 9; Fig. 9 is a vertical section taken as on the line 9-9 in Fig. 8; Fig. 10 is a vertical section taken as on the line 10-10 in Fig. 8; Fig. 11 is a top plan view of a talking machine of conventional type having attached thereto a modified form of the lifting mechanism; Fig. 12 is a side view of the same.

This invention relates to sound recording and reproducing machines and has for its object the devising of an attachment for use with machines of the disc-record type commonly in use whereby the machine may be used both for recording and reproducing records, it being necessary to first remove the sound box usually employed to permit the application of the attachment.

Referring to the accompanying drawings; Figure 1 is a plan view of a phonograph with the attachment applied and set for reproducing; Fig. 2 is a side elevation of the complete machine showing the stylus positioned as in Fig. 1, and the box of the machine broken away; Fig. 3 is a side elevation view of the attachment, showing a friction drive in sectional view, and showing other parts broken away; Fig. 4 is a side view of the mechanism for moving the stylus toward the center of the record disc, parts being shown broken away; Fig. 5 is a plan view of the sound box and coupling shown with parts broken away, and the reproducer stylus turned to an inoperative position; Fig. 6 is a side elevation similar to Fig. 5 shown partly in section; Fig. 7 is a side elevation partly in section and partly broken away of the parts shown in Fig. 6, with the reproducing stylus in contact with the record disc; Fig. 8 is a side elevation similar to Fig. 7 showing the reproducing stylus in contact with a record-disc, and Fig. 9 is a similar view showing in conjunction therewith, fragments of the tone arm, machine top, and record table, the same being shown on an enlarged scale; Fig. 10 is a vertical section taken as on the line 10-10 in Fig. 8; Fig. 11 is a top plan view of a talking machine of conventional type having attached thereto a modified form of the lifting mechanism; Fig. 12 is a side view of the same.

THE TALKING MACHINE WORLD

REPAIRS

TALKING MACHINE REPAIR
AND SALES CORPORATION
ANDREW H. DODIN, President
25 East 14th Street
New York
TELEPHONE, STUYVESANT 2-0212
THE TALKING MACHINE WORLD

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RECORD BULLETINS FOR MAY—(Continued from page 125)

5190 Kangaroo Hop, Fowest (Marrin), Piano, Beige and String trios—Van Ever Trio.
5179 Inner Circle Toddle, Banjo Solo (Green), Banjo accompaniment—Floyd Van Eps.

STANDARD, INSTRUMENTAL AND VOCAL

5380 French National Ditty марш

5182 Head Girls Dance (Alk Magic Dreams) (Cali-hits), Harp, Violin and Flute Trio—Emerson Instrumental Trio.
5193 The Last Rose of Summer (Morraine), Soprano and Piano, with orchestration—Sue Combe.

SACRED SELECTION

5187 Holy, Holy, Holy, God Almighty (High-Dyes), Vocal Quartet—Wilson and Gillette.
5189 A Colored Man’s Contentment (Waits), Piano duet—Browning and Hughes.

PAROQUETTE MFG. CO.

88 For Me and My Gal (Mayer), Vocal duet—Sammy Carroll.
89 My Ideal (Mayer), Vocal quartet—The Peerless Quartet.
90 My Hawaiian Sunshine (Morgan), Vocal quartet—The Peerless Quartet.
91 Twas Only An Irishman’s Dream (Cormack), Vocal quartet—The Peerless Quartet.
92 Come Back to Erin (Currie), Tenor solos—Hency Burr.
72 My Valentine (Morgan), Piano duet—The Peerless Quartet.
93 Minuet (Paderewski), Rogers Concert Band.
81 American Ballyhoo (Morgan), Male chorus and Band.
92 Powder and Glory (Morgan), Male chorus and Band.

EDISON PHONOGRAPHICS, LTD.

New Company Formed to Job Edison Phonograph Line in San Francisco Zone—A. C. Ireton Becomes Vice-President and H. L. Marshall Sales Manager—An Important Move

A. C. Ireton, formerly general sales manager of the musical phonograph division of Thomas A. Edison, Inc., has resigned to become vice-president and general manager of Edison Phonographics, Ltd., a $400,000 corporation recently organized to job the Edison phonograph line in the Pacific Coast zone. The headquarters of the new company are at No. 871 Mission street, San Francisco, and were opened on March 20.

Harry L. Marshall, heretofore West Coast supervisor for Thomas A. Edison, Inc., is the assistant treasurer and sales manager of the new company. While officials of Thomas A. Edison, Inc., have a proprietary interest in Edison Phonographics, Ltd., it is not to be operated as a branch house of that company, but will be on the same footing as any other jobber.

It is understood that the Pacific Phonograph Co., San Francisco, will discontinue jobbing the Edison line in the San Francisco territory.

NEW PATHE MICHIGAN JOBBER

Michigan Drug Co. Takes Over Business of Pathephone Co. of Detroit as Distributors

The Pathe Freres Phonograph Co., Brooklyn, N. Y., has formally announced the appointment of the Michigan Drug Co., Detroit, Mich., as Pathe jobber in the State of Michigan. This company handles the business of the Pathephone Co., of Detroit, who formerly distributed Pathe products in this territory.

Valve—"Spring, Beautiful Spring" (Linsky), Pathe-Kat Concert Orchestra.
92 Cohen at the Telephone—"Arthur Lee and Thomson"
94 A Darky’s Attempt at Suicide—"Golden and Marlow" (Hoyt and Semple)
95 I’m Along Again—"Hoyt and Semple" (Hoyt and Semple)

NEW MAGNOLA MACHINE CATALOG

Various Leading Types of Magnola Talking Machines Illustrated and Described—Handsome Sketches of Machines in Actual Use

The Magnola Talking Machine Co., 711 Milwaukee avenue, Chicago, recently issued a handsomely designed catalog largely in colors illustrating and describing the leading models of Magnola talking machines. The styles shown are the Magnola 75, Sheraton design; Style 100, Queen Anne design; Style 20, Louis XVI design, and Style 200, Adam design.

Each instrument is shown separately on one page, together with sketches of construction and design, special attention being called to the balanced spring support of the cover, the tone reflector, tone graduated, universal sound box, together with the grand system of record filing, which is one of the interesting Magnola features. On the facing page is shown a view in color of the particular type of machine operation. The sketches are original in character and for the most part show someone listening to some particular piece being played by the Magnola, with the subject of the song appearing as in the mind’s eye at the top of the sketch. The book should prove a distinct selling help to the dealer.

COURT UPHELD VICTOR CONTRACT

United States District Court for Southern District of New York Issues Permanent Injunction Against Globe Talking Machine Co.—Let- ters in Attache P. D. to Contract Obligations and Cites Other Cases

The Victor Talking Machine Co. has sent to its dealers a circular letter calling attention to the decision handed down by the United States District Court for the Southern District of New York on March 12, holding that the dealers’ license agreement existing between the Victor Talking Machine Co. and the Globe Talking Machine Co. was good and valid in law, and enjoined the Globe from any violations thereof, “particularly from selling, marketing, leasing or otherwise parting with possession, or offering to do so to the least that the full list royalty price marked upon each machine or record, and upon the label license fixed upon or ap- parent upon the same, any of the plaintiff’s patented talking machines and sound records, or either, of the character recited in said contract.”

Attention is also called in the letter to the decision handed down in December of last year in the lawsuit brought by the Victor Talking Machine Co. The closing paragraph of the letter, over the signature of Louis F. Geisler, reads: “We think it proper to call these judicial sanctions of the license agreements to your attention at this time, inasmuch as they further establish the stability of your business, and also should prove an effective warning against any violations of your license agreement with us.”

NEW STORE FOR OWENS & BEERS

Victor Dealers Have Opened Branch Store in Brooklyn

Owens & Beers, 81 Chambers street, New York, one of the most successful Victor dealers in local territory, have recently opened a new store at 1215 Flatbush avenue, Brooklyn, N. Y. This store is most attractively furnished and decorated, and the firm will follow the same aggressive methods which have characterized its business in New York. It is quite likely that informal concerts will be held at which many well known popular artists recording for the Victor Co. will appear in person. These concerts have acted as a powerful stimulus to record sales in the New York store.

INCREASE CAPITAL STOCK

The Paroqueat Record Mfg. Co., New York, manufacturer of the Par-O-Ket hill and dale record, has increased its capital stock from $200,000 to $300,000. This company manufactures records in the Brooklyn Building, Brooklyn, N. Y., with executive offices in the Marbridge Building, New York.

C. G. Baker, who handles Columbia Grafonolas, sheet music and player rolls in Columbus, O., has leased additional quarters in the Terminal Building, at Third and Rich streets, which will be fitted with sound-proof booths and devoted exclusively to the Columbia line.
Some of the Leading Jobbers of Talking Machines in America

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors
Quick Service for all points in the North- west. Machines, Records, Supplies.

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Distributors of Victrolas and Victor Records
COLUMBUS, OHIO

GATELY-HAIRE CO., Inc.
If it's Victor, we have it.
We have it if it's Victor.
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This Refers to You!
EVERY jobber in this country should be represented in this department. The cost is small and the advantage is great. Be sure to have your card in this department of The Talking Machine World for each month. It will pay.

Where Dealers May Secure
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Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

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Boston, Columbia Graphophone Co., 137 Federal St.
Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
Cleveland, O., Columbia Graphophone Co., 1177-1181 W. Pythian Ave.
Cincinnati, O., Columbia Graphophone Co., 1376 Woodland Ave.
Columbus, O., Columbia Graphophone Co., 101 E. Front St.
Detroit, Mich., Columbia Graphophone Co., 401 Woodward Ave.
Indianapolis, Ind., Columbia Graphophone Co., 43 N. Pennsylvania St.
Kalamazoo, Mich., Columbia Graphophone Co., 1112 Grand Ave.
Los Angeles, Cal., Columbia Graphophone Co., 300 South Broadway.
Louisville, Ky., Columbia Graphophone Co., 405 N. Front St.
Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
Minneapolis, Minn., Columbia Graphophone Co., 1142-1144 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 50 Church St.
New Orleans, La., Columbia Graphophone Co., 117-119 Canal St.
New York City, Columbia Graphophone Co., 58 Chambers St.
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Pittsburgh, Columbia Graphophone Co., 101 Sixteenth St.
Portland, Me., Columbia Graphophone Co., 64 Exchange St.
Portland, Ore., Columbia Graphophone Co., 43 East Fourth St.
Salt Lake City, Utah, Columbia Stores Co., 245 South 200 East.
San Francisco, Cal., Columbia Graphophone Co., 323 Sutter St.
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DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., 30 Atlantic Avenue, Westbury Building, New York.

Headquarters for Canada:
Columbia Graphophone Co., 283-85-7 Bloor St. W., Toronto, Ont.
The New Edison Diamond Amberola.
Model 30.
Retail price $30.

The New Edison Diamond Amberola.
“Stamped With the Edison Hallmark”

The New Edison Diamond Amberola.
Model 50.
Retail price $50.

The New Edison Diamond Amberola.
Model 75.
Retail price $75.

meets the demand for an instrument of Edison quality at a low price.

Customers who demand an Edison instrument will never be satisfied with any substitute. No matter what price the customer wants to pay, there is no need to substitute when the New Edison Diamond Amberola can be purchased at retail for $30, $50 or $75 and the wonderfully “true to life” Blue Amberol Records for 50c and 75c.

With instruments from $30 to $6000 and records from 50c to $3, the New Edison Diamond Amberola and the New Edison (disc) lines combined present an impregnable front to competition.

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

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GEORGIA
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ILLINOIS
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KANSAS
Wichita—Photograph Co.
KENTUCKY
Louisville—Parker-Ellenberger Co.
LOUISIANA
New Orleans—Diamond Music Co., Inc.
MASSACHUSETTS
Boston—Parker-Ellenberger Co.
MICHIGAN
Detroit—Photograph Co., of Detroit
MINNESOTA
Minneapolis—Lenoir & Luther
St. Paul—W. J. Don & Bros. (Amberola only)
MISSOURI
Kansas City—The Photograph Co.
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MONTANA
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VIRGINIA
Richmond—C. B. Haynes & Co.
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Milwaukee—The Photograph Co.
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