

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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



The best-known trade mark in the world

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

THE HIGHEST CLASS TALKING MACHINE IN THE WORLD

THE INSTRUMENT OF QUALITY



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.

SONORA is remarkable for its tonal beauty and truthfulness of reproduction. The external appearance of the Sonora makes it appropriate for the very finest of homes. The workmanship is of the highest character—nothing “good enough” is ever permitted to pass the examining inspector. From the bottom tip of the cabinet leg to the last coat of polish on the top, everything that goes to make the Sonora is *right*.

That is why Sonora is invariably preferred when heard in comparison. The Sonora is made up to a standard and not down to a price. The Sonora through merit commands cash. The Sonora buyer buys the *Sonora*—the price and method of payment are never primary considerations.

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.

CHICAGO: 320 S. Wabash St.

PHILADELPHIA: 1311 Walnut St.

SAN FRANCISCO: 616 Mission St.

TORONTO: Ryrie Building

Ten unequalled models

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

The Talking Machine World

Vol. 13. No. 4

New York, April 15, 1917

Price Twenty Cents

SPIRIT 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 used to drag the shekels from the pockets of the men in another line of trade. The letter was as follows:

"Music Hath Charms, Etc."

"In these war times we are not so much interested in the music that soothes, but rather the inspiring kind—the quick-step that quickens the pulse and gives buoyancy to the lagging step of the marching thousands.

"And again in the business world we may take a lesson from the affairs of the nations. Preparedness—to do business, with organizations of the great forces of which each of us represents a unit, and must do our part whether it is business or war—marching in that perfect order and stepping to the music of progress that means success.

"And now, Mr. ———, meaning no offense, we would remind you to 'watch your step' (Don't you hear the music?), as your account due according to terms, Oct. 20, 1916, amounting to \$34.46, has been overlooked. Your Uncle Sam is waiting with his army of mail-carriers to bring us the check. Let's keep him busy. Thank you!

"Please remember that this quick-step music originated in our order and shipping department, with the collection man only trying to keep step with the quick handling of orders. Faithfully."

GIVES FINAL RECITAL IN DETROIT

Frank J. Bayley Fills Auditorium of Masonic Temple for Concert by Edison Artists

DETROIT, MICH., April 3.—Frank J. Bayley, who handles the Edison phonograph, secures 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. 417, F. 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 that packed to capacity the auditorium of Masonic Temple.

The feature of the program was the singing of Miss Helen Clark, contralto, and in several numbers her actual singing was compared with the re-creation of her voice on the Edison. The assisting artist was Herman Sevcly, 'cellist, and the program was a well balanced one of the more popular numbers. The program and the cards were gotten out in an elaborate form and created an excellent impression.

MOVE WHOLESALE DEPARTMENT

Cressey & Allen Occupy New Quarters for That Department of Their Business and Enlarge Facilities of Retail Business

PORTLAND, ME., April 4.—Cressey & Allen, well-known Victor distributors, 534 Congress street, this city, have recently moved their wholesale department into new and more commodious quarters, in order to meet the steadily increasing demand for Victor goods from all sections of New England. The removal of the wholesale department has given more space to the retail end of the business, and several Unico demonstration booths have recently been installed in the retail department. They have now an establishment well worthy of this thriving business center.

Sell for cash if you can; on the payment plan if you must.

PLANNING FOR THE CONVENTION

Arrangements Committee at Work on Details of Annual Meeting of National Association of Talking Machine Jobbers to Be Held at Hotel Traymore, Atlantic City, on July 9, 10 and 11

According to the announcement of those in charge of the arrangements of the coming convention of the National Association of Talking Machine Jobbers the 1917 meeting will fix a new high point for association activities. Arthur A. Trostler, head of the Schmelzer Arms Co. and head of the Arrangements Committee, states that the committee has some wonderful things in mind both for the business sessions and for the entertainments that are always a feature of the jobbers' convention. The program which is now being arranged is a most ambitious one. There will be papers of interesting and instructive character by Victor factory officials and others and it is also planned to bring other matters of direct interest to the jobbers before the association at its meeting.

Meanwhile those who plan to attend the convention should make definite record of the dates which are Monday, Tuesday and Wednesday, July 9, 10 and 11. The dates are fixed at a time that is believed to be most convenient and when there is little excuse for any jobber remaining home. The place is the Hotel Traymore, Atlantic City, N. J., which handled the 1916 convention so satisfactorily.

MANY NEW REPRESENTATIVES

Imposing Array of Wholesalers and Retailers Who Will Feature the Starr Phonographs and Records—Middle West Is Well Covered

RICHMOND, IND., April 3.—New distributors for the Starr Piano Co., of this city, recently appointed to handle Starr phonographs and records are: The Hoover Bond Co., Lima, O.; Hoeffler Piano Mfg. Co., Milwaukee, Wis.; G. H. Jackson, Dallas, Tex., and the Canadian Phonograph Supply Co., London, Ont., Can., who will be the wholesale and retail centers for the complete line of Starr phonographs and records. The following agencies have also recently been appointed: Jeffers & Sons Music Co., Chanute, Kans.; Hoover Music Co., Rogers, Ark.; Sauter Music Co., Booneville, Mo.; L. Clarke & Sons Music Co., Lanser, Mo.; John R. Patterson, Greenfield, Mo.; James E. Roberts, Nevada, Mo.; Ed Kluijle Furniture Co., Vinita, Okla.; J. V. Merchant, Iola, Kans.; C. C. Davis Co., Garfield, Kans.; F. D. Murdock, Garnett, Kans.; the Holzmark Co., Kansas City, Kans.; Beloit Music Co., Beloit, Kans.; Smethurst Music Co., Manhattan, Kans.; J. F. Keefeaver, Coffeyville, Kans.; Kuhn Furniture Co., Arkansas City, Kans.; Higley Music Co., Leavenworth, Kans.; E. N. Kaufman Music Co., Sedalia, Mo.; M. Y. Rusk, Brookfield, Mo.; Logan Music Co., Clay Center, Kans.; R. L. Moreland, Plattsburg, Mo.; O. M. Shaw, Dwight, Kans.; Chas. Taylor & Co., Liberal, Kans.; W. H. Thompson & Co., Wikon, Kans.; Watkins Music Co., Independence, Mo.; Westbrook Drug Co., Hominy, Okla.; Seymour & Guthman Furniture Store, Youngstown, O.; D. L. Mitchell, Kent, O.; F. Schmeichel Son Co., Wheeling, W. Va., the Hoover Co., Akron, O.; H. Seigel, Massillon, O.; A. G. Wanner, Falls City, Neb.; the Upshaw Co., McPherson, Kans.; Chas. Krejsa, Cleveland, O.; C. A. Jacobs, Cleveland, O.; W. B. Sparkman, Tucson, Ariz.

DEATH OF F. E. TANTER

LEWISTON, ME., April 5.—F. E. Tainter, head of the F. E. Tainter Co. Victor dealers of this city, passed away recently, and the business is now being conducted under the personal direction of his son, D. E. Tainter, who has been connected with the store for some time.

TALKING MACHINES IN CHURCH WORK

One Live Dealer Found an Excellent Demand for Smaller Types of Machines and Good Supplies of Records for the Entertainment of "Shut Ins"—New Field Not Yet Exhausted

A dealer in one of the Eastern cities has apparently found a bright new channel for sales of machines and records to such organizations. Some time ago two ladies, who stated that they represented the Ladies' Aid Society of one of the local churches, dropped in and purchased a low-priced machine small enough to be carried about easily, together with a dozen or more well selected records. Shortly after they came back for a second machine and more records. An inquiry by the dealer developed the fact that the outfits were used for the entertainment of invalids and other shut-in members of the church. It was explained that the machine and records were left at the home of a "shut in" for a week or so and then removed to the home of another unfortunate. Reports were to the effect that the machine had proven a great source of comfort and entertainment to those whose world was limited practically to the four walls of the room in which they were confined.

The information thus brought forth moved the dealer to go into the matter still further. He interviewed the leaders in missionary and ladies' aid work in practically every church in the city and succeeded in convincing many of them of the value of the talking machine for entertaining those who were unable to leave their room. He had several old style horn machines in stock which he considered dead wood but even succeeded in getting rid of some of these to such organizations as felt they could not afford a more modern type. By selling the cheaper machines he naturally opened the way for record sales. The dealer 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 of church clubs for gymnasiums and other purposes.

The experience of the dealer proves that it is always well to find out who the customer is, and who she or he represents. As in the case of the Ladies' Aid Society such an inquiry will frequently develop an unsuspected channel for the disposal of additional machines and records. Fields for the use of the talking machine have not yet 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

FORT WAYNE, IND., April 3.—Wolf & Dessauer, who operate a large department store in this city, and who conduct a handsome Victrola department under the management of H. L. Tinker, are carrying on an energetic campaign for the exploitation of Victor records, and particularly Red Seal records. Each week a different Red Seal artist is featured in the company's advertisement in the music page of the Fort Wayne Journal-Gazette, and it has been found that this special attention to a separate artist each week has done much to stimulate record sales. The company is also paying special attention to the Oscar Saenger Vocal Training Course recently put out by the Victor Co., and has succeeded in placing a number of courses with prominent local students.

The Wolf & Dessauer department was established about a year ago, occupying one room in the basement of the store. Its growth was rapid, however, and six large rooms, splendidly equipped, are now required to handle the business of the department.

TALKING MACHINE A MUSIC TEACHER

Amelia Stone, Comic Opera Star, Uses Talking Machine to Set Example for Her Vocal Exercises—Finds the Plan Works Splendidly

DENVER, COLO., April 4.—Amelia Stone who recently appeared here with Armand Kalisz in the musical comedy "Ma'mzelle Caprice" uses a talking machine as a music teacher.

"I first adopted the idea in Paris, when the war broke out," she said. "I was over there taking some special lessons, and my teacher went away with the first army corps and never came back. One day in passing a music shop I heard an aria that I had been practicing on. I stopped, looked and listened—and had my solution. I bought a good Victrola and the finest records of the songs I wished to practice and tried the plan out. It worked well.

"But I had to go farther. I could not judge of my own singing, and had no one to tell me as to its quality. So I hit on the plan of making records of my own renditions and then playing them over on the Victrola and comparing them with the master version of the same aria. This solved it for me, and now that is the only way I learn a new number."

M. Armand Kalisz, Miss Stone's partner, has adopted the same method. "In no other way," declared M. Kalisz, "could we survive the strenuous series of vaudeville appearances."

The records used by Stone and Kalisz during their stay here were provided by the Knight-Campbell Music Co.

PHONOGRAPH MAN ELECTED MAYOR

B. E. Pudney, Agent for Starr Phonographs in Sidney, N. Y., Honored by Fellow Citizens

SIDNEY, N. Y., April 2.—B. E. Pudney, the Starr Piano Co.'s local agent for Starr phonographs and records, has been elected mayor of Sidney. Mr. Pudney is a well-known and esteemed business man of this city and has been in business here for many years. He has kept a music store for several years and recently became agent for the Starr-made line of phonographs and phonograph records.

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 policy of the Wentworth Music Co., its new branch should meet with immediate success.

PUTTING SHOW WINDOW DISPLAYS TO PATRIOTIC USES

Navy Department Seeks Assistance of Merchants in All Lines in Arranging Windows to Stimulate Recruiting—How the O. K. Houck Piano Co. Carried Out the Idea in Memphis

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 demand 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.

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.

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

squadron of battleships under way and being towed by the American eagle in the foreground. Up above is that latest creation of warfare, the aeroplane. Navy posters and pictures of navy activities are also well distributed about the window, but not to the exclusion of a Victrola and records. The pictures show the development of



Naval Window of O. K. Houck Piano Co.

the navy from the first type of war vessel to the modern dreadnaught.

Certainly the talking machine trade is doing its share in spreading the gospel of Preparedness, so far as it can be done through the medium of patriotic 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., 2300 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. Hengerer 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 Doehler 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.



Window Display Suggested by Navy

patriotic window displays during February, many of which were distinctly novel in character.

The L. Grunewald Co., New Orleans, for instance, secured a machine gun from the U.S.S. gunboat "Wheeling," complete with carriage and ammunition. Signal flags and other equipment were also secured from the gunboat. Meanwhile other talking machine houses have caught the preparedness spirit in their window displays in line with the suggestions of the Navy Publicity Bureau.

The recent display of the O. K. Houck Piano Co., Victor distributor of Memphis, Tenn., was particularly interesting and effective, being distinctly in line with the department's suggestion. As will be seen the background shows a

Depend On

EASTERN
VICTOR
SERVICE

The EASTERN
TALKING
MACHINE
COMPANY

177 TREMONT ST. BOSTON

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



Victrola XI, \$100
Mahogany or oak



Victrola VI, \$25
Oak



Victrola IX, \$50
Mahogany or oak



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

Victrola supremacy

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

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Important Notice. All Victor Talking Machines are patented and are only licensed, and with right of use with Victor Records only. All Victor Records are patented and are only licensed, and with right of use on Victor Talking Machines only. Victor Records and Victor Machines are scientifically 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 Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

Warning: The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.



Victor Distributors

- | | | |
|---|--|--|
| Albany, N. Y..... Gately-Haire Co., Inc. | Des Moines, Ia..... Mickel Bros. Co. | Omaha, Nebr..... A. Hospe Co. |
| Atlanta, Ga..... Elyea-Austell Co. | Detroit, Mich..... Grinnell Bros. | Nebraska Cycle Co. |
| Phillips & Crew Co. | Elmira, N. Y..... Elmira Arms Co. | Peoria, Ill..... Putnam-Page Co., Inc. |
| Austin, Tex..... The Talking Machine Co., of Texas. | El Paso, Tex..... W. G. Wals Co. | Philadelphia, Pa..... Louis Buchn Co., Inc. |
| Baltimore, Md..... Cohen & Hughes | Galveston, Tex..... Thos. Goggan & Bro. | C. J. Heppe. |
| E. F. Droop & Sons Co. | Honolulu, T. H..... Bergstrom Music Co., Ltd. | Penn Phonograph Co., Inc. |
| H. R. Eisenbrandt Sons, Inc. | Indianapolis, Ind..... Stewart Talking Machine Co. | The Talking Machine Co. |
| Bangor, Me..... Andrews Music House Co. | Jacksonville, Fla..... Florida Talking Machine Co. | H. A. Weymann & Son, Inc. |
| Birmingham, Ala..... Talking Machine Co. | Kansas City, Mo..... J. W. Jenkins Sons Music Co. | C. C. Mellor Co., Ltd. |
| Boston, Mass..... Oliver Ditson Co. | Schmeizer Arms Co. | Pittsburgh, Pa..... W. F. Frederick Piano Co. |
| The Eastern Talking Machine Co. | Lincoln, Nebr..... Ross P. Curtice Co. | C. C. Mellor Co., Ltd. |
| The M. Steinert & Sons Co. | Little Rock, Ark..... O. K. Houck Piano Co. | Standard Talking Machine Co. |
| Brooklyn, N. Y..... American Talking Mch. Co. | Los Angeles, Cal..... Sherman, Clay & Co. | Portland, Me..... Cressey & Allen, Inc. |
| G. T. Williams. | Memphis, Tenn..... O. K. Houck Piano Co. | Portland, Ore..... Sherman, Clay & Co. |
| Buffalo, N. Y..... W. D. & C. N. Andrews. | Milwaukee, Wis..... Badger Talking Machine Co. | Providence, R. I..... J. Samuels & Bro., Inc. |
| Neal, Clark & Neal Co. | Minneapolis, Minn..... Beckwith, O'Neil Co. | Richmond, Va..... The Corley Co., Inc. |
| Burlington, Vt..... American Phonograph Co. | Mohile, Ala..... Wm. H. Reynolds. | W. D. Moses & Co. |
| Butte, Mont..... Orton Bros. | Montreal, Can..... Berliner Gramophone Co., Ltd. | Rochester, N. Y..... E. J. Chapman. |
| Chicago, Ill..... Lyon & Healy. | Nashville, Tenn..... O. K. Houck Piano Co. | The Talking Machine Co. |
| Chicago Talking Machine Co. | Newark, N. J..... Price Talking Machine Co. | Salt Lake City, U..... Consolidated Music Co. |
| The Rudolph Wurlitzer Co. | New Haven, Conn..... Henry Horton. | The John Elliott Clark Co. |
| Cincinnati, O..... The Rudolph Wurlitzer Co. | New Orleans, La..... Philip Werlein, Ltd. | San Antonio, Tex..... Thos. Goggan & Bros. |
| Cleveland, O..... The W. H. Buescher & Sons Co. | New York, N. Y..... Blackman Talking Mach. Co. | San Francisco, Cal..... Sherman, Clay & Co. |
| The Collister & Sayle Co. | Emanuel Blout. | Seattle, Wash..... Sherman, Clay & Co. |
| The Eclipse Musical Co. | C. Bruno & Son, Inc. | Sioux Falls, S. D..... Talking Machine Exchange. |
| Columbus, O..... The Perry B. Whitsit Co. | I. Davega, Jr., Inc. | Spokane, Wash..... Sherman, Clay & Co. |
| Dallas, Tex..... Sanger Bros. | S. B. Davega Co. | St. Louis, Mo..... Koerber-Bretner Music Co. |
| Denver, Colo..... The Hext Music Co. | Charles H. Ditson & Co. | St. Paul, Minn..... W. J. Dyer & Bro. |
| The Knight-Campbell Music Co. | Landay Bros., Inc. | Syracuse, N. Y..... W. D. Andrews Co. |
| | New York Talking Mach. Co. | Toledo, O..... The Whitney & Currier. |
| | Ormes, Inc. | Washington, D. C..... Cohen & Hughes. |
| | Silas E. Pearsall Co. | E. F. Droop & Sons Co. |
| | | Robt. C. Rogers Co. |

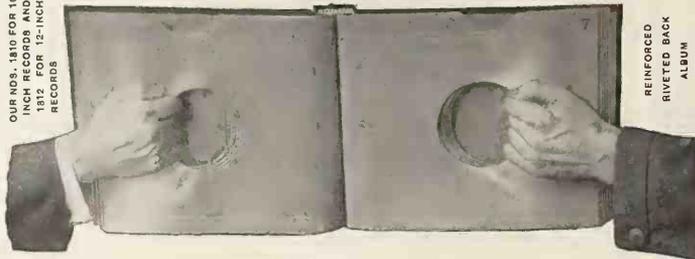
THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

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

The only Safe and Conveni-
ent Way to
Protect Disc Records

OUR NOS. 110 FOR 10-
INCH RECORDS AND
182 FOR 12-INCH
RECORDS



REINFORCED
RIVETED BACK
ALBUM

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

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

PATENT APPLIED FOR

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

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

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

CORRESPONDENCE SOLICITED
WRITE FOR PRICES

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

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

Francis S. Whitten, Wilmington, Del., has been elected president of the American Graphophone Co., New York and Bridgeport, Conn. Mr. Whitten succeeds Philip T. Dodge, who resigned from the presidency of the company, and



Francis S. Whitten

who has been elected chairman of the board of directors. No other changes in the personnel of the officers and directorate have been announced.

Coincident with Mr. Whitten's election as president, the American Graphophone Co. gave the shareholders of record on March 24 the opportunity of subscribing to \$2,563,895 of new common stock at par. The stock may be taken on the basis of one new share for each two shares of old common or preferred stock.

In financial circles it is understood that several prominent banking houses representing 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, who is vice-president of Laird & Co., Wilmington, Del., is well known in financial circles, having with several associates formed in 1913 this prominent banking house which is closely identified with the du Pont interests. Mr. Whitten retains the vice-presidency of this 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 1898, 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 year 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 |
| DEDUCT: | |
| Interest on Funded and Floating Debt | 272,876.44 |
| Net Earnings for Year before Charging Reserves | \$1,903,598.72 |
| RESERVES: | |
| General Inventory Reserve | \$150,000.00 |
| On Accounts and Notes Receivable | 50,000.00 200,000.00 |
| Net Income for year ended December 31, 1916 | \$1,703,598.72 |
| ADD: | |
| Surplus Account at January 1, 1916 | 1,590,351.42 |
| Total Surplus | \$3,293,950.14 |
| DEDUCT: | |
| Appropriations of Surplus as follows: | |
| Dividends paid during year on Preferred and Common Stock | \$344,990.76 |
| Depreciation charged off at end of year: | |
| General Depreciation | 330,000.00 |
| Patents, Franchises and Goodwill | 571,812.00 1,246,802.76 |

Balance Surplus, December 31, 1916, carried to Balance Sheet \$2,047,147.38
BALANCE SHEET, DECEMBER 31, 1916

ASSETS
Patents, Franchises, Goodwill, etc. \$1,000,000.00
Real Estate, Buildings, Machinery and Equipment 4,114,164.95
CURRENT ASSETS and INVENTORIES:

Cash \$ 664,011.23
Accounts and Notes Receivable \$3,516,811.91
Less: Reserve for Doubtful Accounts 50,000.00 3,466,811.91

Inventories at cost—
Raw Material \$1,435,495.59
Goods in Process 1,268,677.00
Finished Goods 2,835,567.75

\$5,539,740.34
Less: General Reserve 150,000.00 5,389,740.34

Total Current Assets and Inventories 9,520,563.48
DEFERRED CHARGES 116,244.00

\$14,750,972.43

LIABILITIES
CAPITAL STOCK:
Preferred 7% non-cumulative \$2,500,000.00
Common 2,627,790.00 \$5,127,790.00

FUNDED DEBT:
First Mortgage 6% Gold Bonds, due June 1, 1930 \$1,936,800.00
6% Serial Gold Notes, 1919-1926 2,500,000.00 4,436,800.00
CURRENT LIABILITIES:
Accounts and Notes Payable and Accruals 3,139,235.05
SURPLUS 2,047,147.38
\$14,750,972.43

ATTACKS RECORDS IN ENVELOPE

Hammann-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 of "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 satisfactory see that they have it wrapped up specially for them. The argument for the unwrapped record is an original one to say the least.

INCREASE CAPITAL TO \$180,000

LITTLE FALLS, N. Y., March 31.—At a recent meeting of the stockholders of the C. J. Lundstrom Mfg. Co. it was voted to increase the capital stock by \$60,000 making a total of \$180,000. The new stock will be issued to present stockholders, and will be second preferred stock, paying a dividend of 8 per cent. The new capital will be used for the building of a new structure for the Lundstrom Co., in which Convento talking machine cabinets will be manufactured.

Strength—Quality
—Durability

Guaranteed in



Record Albums No. 1012

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

Why We Use Cloth Hinges

Our green envelopes are bound in cloth and riveted together at the back, making an album of unsurpassed strength.

We could save 25% of the cost by eliminating the cloth hinges, but experiments have convinced us that there is only one way to overcome the heavy strain from the weight of the record and that is by using cloth hinges.

Write for our moderate prices. Ask about our improved Metal Bound Record Album. Samples on request. Special attention given to manufacturers.



Victrola IV, \$15
Oak



Victrola VI, \$25!
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

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.



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

Berliner Gramophone Co., Montreal, Canadian Distributors

Important Notice. All Victor Talking Machines are patented and are only *licensed*, and with right of use with Victor Records only. All Victor Records are patented and are only *licensed*, and with right of use on Victor Talking Machines only. Victor Records and Victor Machines are scientifically 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 Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

Warning: The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.



Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



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



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NEW YORK, APRIL 15, 1917

WITHIN the past year an increased appreciation and understanding of the talking machine as a musical factor in the community have been gratifyingly noticeable in all parts of the United States. It is quite clear that old-time prejudices against the talking machine have disappeared. The talking machine has won its right to be considered one of the greatest influences in the educational field—even more, a power that is resulting in the making of a higher civilization.

Leading teachers and others prominent in the musical world, who, in the early days of the industry, ventured to predict that this instrument would debase musical art, have been converted from their heresies. To-day they are paying tribute to the talking machine by using it not only in their homes, but in their studios, as a means of inculcating a knowledge of vocal art, and enlightening pupils as to how certain noted artists interpret famous operatic roles. This recognition of the reproductive excellence of the talking machine and the perfection of the record, is something that cannot be lightly overlooked, and it is safe to say that no other instrument, in so short a time, has won such a position of eminence.

Great campaigns are under way, or are being talked about, regarding the musical education of the American people—how best the "music in the home idea" can be stimulated—but it cannot be denied that no one factor has been more influential in stimulating musical taste and appreciation in America than the talking machine. Therefore the manufacturers, distributors and merchants, who have been identified with the production and distribution of these instruments, should be properly entitled public benefactors for their labors in spreading a wider knowledge of music, even if it be done as a matter of business.

Through the aid of the talking machine the greatest artists of the world have been brought into the homes of the people, who have been made acquainted with the works of the masters, and in this way their tastes have been elevated, and a new vista opened up in a musical way.

In this busy country of ours, where business of all kinds is conducted under a great strain, there is ordinarily little time for real leisure and when people return to their homes in the evening, they are either mentally or physically tired. And just conceive what a joy the talking machine has been and is to such people. Tired out and weary they are just in the receptive mood to listen to and enjoy a good song or instrumental number through 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 machines. 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 a 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 income earning powers, 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.

THE 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 particular districts. This method 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 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 him to the store and persuade him to spend an hour or two in a demoralizing 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

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 carrying their profits in past due accounts?

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.

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 a 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 at their command a rich fund of experience.

Under such conditions it does not require an optimist to view the future with confidence. Surely an industry of this size, of this importance, cannot weaken during the course of a single generation, and the second generation has not yet been enlisted in the ranks.

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



When the largest and best piano stores take up Columbia product it's time you thought it over again. Every moment's delay means good profits passed up.

(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**

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 R. 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 the understanding 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 Starr Co. claims the only Armenian piano salesman in Ohio. His name is Arpenag Ohanian. He speaks several languages, and will be assigned to work on the retail sales force here.

School vandals are likely reveling in the strains of "The Star Spangled Banner" or possibly "Somewhere a Voice Is Calling." It's all due to the fact that a phonograph and a number of records were stolen from Gordon school here yesterday. The phonograph was purchased by the children of the school by subscription. Six school phonographs have been stolen in Cleveland the last month.

The Eclipse Musical 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 Madson 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 Madson 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. Madson 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. Koch, who has been demonstrator here

WE ARE NOW IN OUR NEW FIREPROOF BUILDING

Jobbing Victor Product Exclusively

NEW EQUIPMENT

NEW FACILITIES

ECLIPSE

THE BEST SERVICE

NEW SALES IDEAS

Complete Stock Domestic and Foreign Records

**ECLIPSE MUSICAL CO., VICTOR
CLEVELAND Distributors**

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 105th 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 en-

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

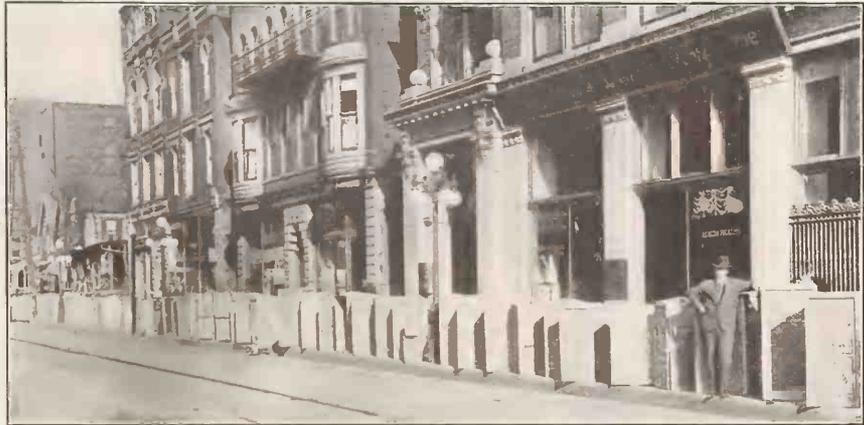
large the department and several new rooms were added to the record section, as well as an entire new department for the Victrola salesrooms. Despite her hard work in the department Miss Volk still finds time to continue to keep up her vocal work and finds it a great aid in the business.

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.

House, and lined up on the curb edge before being placed in stock or storage. The machines, the majority of them being of the more expensive models, extended for nearly a block and served to attract a vast amount of attention from citizens who had occasion to pass along Market street, while they were in position. Despite such a substantial shipment Edgar N. Smith, proprie-



Miss Ethel Volk



Smith's Music House, Parkersburg, W. Va., Receives Big Machine Shipment

the volume of talking machine business handled by Smith's Music House, of 702 Market street, this city. The picture shows a recent shipment of Aeolian-Vocalions, Edison phonographs and Columbia Grafonolas received by the Smith

tor of the store, declares he has difficulty in keeping sufficient stock to meet demands.

M. M. Vasquez has opened the Sonora Music House at 732 G avenue, Douglas, Ariz.

**Arnold ELECTRIC Motors
for Phonographs**

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.

**FURNISHED
TWO WAYS**

**Complete
Electric Unit**

comprising Electric Motor, Rheostat, turntable and turntable mechanism mounted on a board of suitable size to fit any type or size machine.

**Electric Motor
Only**

with or without Rheostat—size, winding and construction suitable for operating your own mechanism.



The NEW EDISON
Sheraton Cabinet (Mahogany)

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.



The NEW EDISON
Queen Anne Period Cabinet (Walnut)

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 cry at some places is 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 mention 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 full 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 merest 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 are kept busy. A large hanging sign in the middle of the sales-room 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 foyer and fourteen parlors for private demonstration purposes. The demand for Victor outfits and records, says Billy Fitzgerald, the wholesale manager, has been exceedingly 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 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., which have been on the eighth floor of the Dexter building, in the heart of the retail section of Washington street, 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 Emerson 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. Silliman, 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 warerooms, 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 at Bangor, Me., where 2,100 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 father, 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.

One of Our Distinguished Visitors

District Manager R. F. Bolton, of the Columbia Co., whose territory now includes New England, was a visitor to Boston the first of the month. He came over just at the time the wholesale department under Manager Mann was about severing itself from the retail department, and he was well pleased at the business-like and expeditious manner in which this rather difficult change was accomplished. With New England now included in his territory Manager

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.

M. Steinert & Sons 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 warehouses 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 Urlass, heretofore one 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 Grafolina 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.

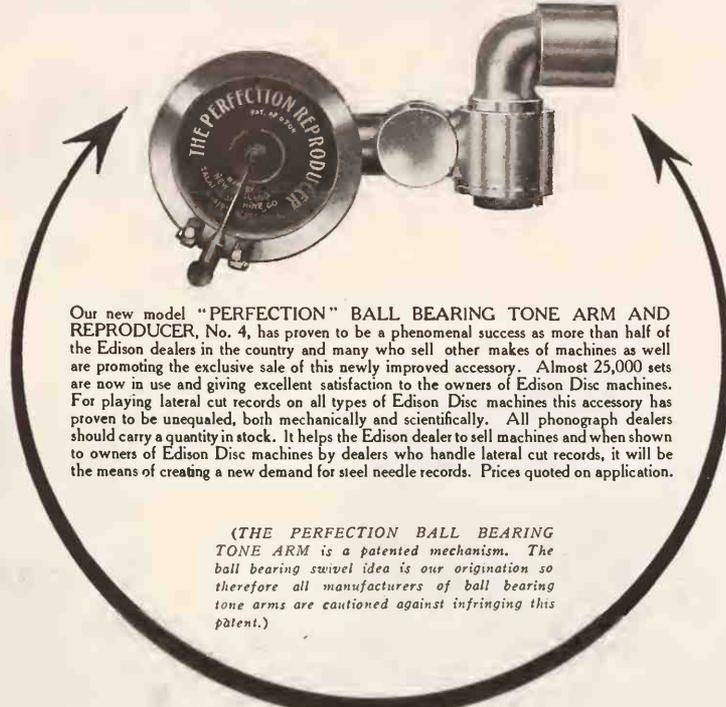
A new acquisition to the Columbia's local forces in the wholesale department is Miss Minerva M. Clark, who has been associated with Michael J. Sullivan, a Columbia dealer at Lawrence. Miss Clark succeeds Miss Parrett as a demonstrator for this territory.

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 Hibshman'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



Our new model "PERFECTION" BALL BEARING TONE ARM AND REPRODUCER, No. 4, has proven to be a phenomenal success as more than half of the Edison dealers in the country and many who sell other makes of machines as well are promoting the exclusive sale of this newly improved accessory. Almost 25,000 sets are now in use and giving excellent satisfaction to the owners of Edison Disc machines. For playing lateral cut records on all types of Edison Disc machines this accessory has proven to be unequalled, both mechanically and scientifically. All phonograph dealers should carry a quantity in stock. It helps the Edison dealer to sell machines and when shown to owners of Edison Disc machines by dealers who handle lateral cut records, it will be the means of creating a new demand for steel needle records. Prices quoted on application.

(THE PERFECTION BALL BEARING TONE ARM is a patented mechanism. The ball bearing swivel idea is our origination so therefore all manufacturers of ball bearing tone arms are cautioned against infringing this patent.)

NEW ENGLAND TALKING MACHINE CO.
16 BEACH STREET BOSTON, MASS.

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 colorings. Manager White has found business very good of late.

OPENS NEW STORE IN BENNINGTON

GREENFIELD, MASS., April 7.—So great has been the success that Paul R. Burt, the Edison dealer here, has met with that he has branched out, and lately opened a new shop at Bennington, Vt., where the Edison line is exclusively carried. Although Mr. Burt has the Bennington store in competent management, he is able to get there quite regularly so that between his two places his time is pretty well taken up.

REPORTS AN INCREASING BUSINESS

NEW LONDON, CONN., April 7.—The James Hislop Co., which is ably managed by H. E. Young and Potter Brown, has had a very good business ever since the new year started in, and the three months just completed have been a fruitful quarter. Mr. Brown is now feeling in fine shape after his illness, from which he suffered more or less inconvenience some time ago.

W. H. BAGSHAW CO.

Lowell, Mass.

*Known the world over
Used the world over*

Why?

Why?

BAGSHAW NEEDLES

The "Quick- Upright



Grafonola 75
\$75



Grafonola 100
\$100

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.

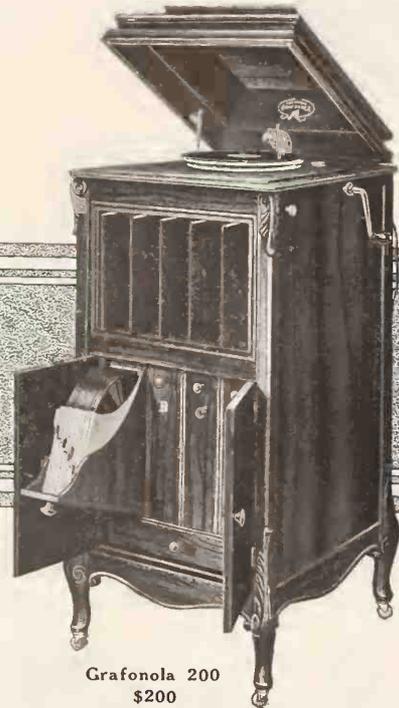
Then the three models of the Columbia *Electric* Grafonola complete in its appeal to the better, discriminating class sale you make. You can get a lot of meaty information to

Columbia Graphophone Com

Profit" Line of Instruments



Grafonola 150
\$150



Grafonola 200
\$200

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 of instruments of every grade 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 seven-



Abraham Abelowitz

teenths 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.

The whole interior is beautifully arranged and the decorations are of a high artistic order, including walls of panel work inlaid with Japanese grass paper of a navy blue hue. The lighting arrangements include both the direct and indirect variety and in the reception room these include silver-mounted wall lights.

The showrooms were crowded throughout the greater part of the day with visitors, each being given a miniature Victrola pin cushion with a metal cabinet. Among the floral gifts to the store were those of the New York Talking Machine Co., I. Davega, and Emanuel Plout, and telegrams of congratulation were received from the G. T. Williams Co. and the S. B. Davega Co.

Abraham Abelowitz, president of the company, is one of the pioneer Victor dealers in New York. The store carries a complete stock of Victor records, including those of foreign languages.

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. Herz & 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 a la the fashion of circulating libraries. Pass them around.

Then 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.

In 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 hymns sung 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. Shatney 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. Shatney,



L. G. Shatney

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. Shatney has spent a number of years in the music trade and has been associated with the development of the Victor business since its inception, 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

Parr 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.

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

Victor Distributors

Many talking machine owners are forming their record buying habits now. Be sure they find what they want when they come to your store. Keep your VICTOR record stocks complete.

We can help you for we have

**The Largest and Most
Complete Stock of
Records in New England**

Write, or Telephone Beach 1330

M. STEINERT & SONS CO., 35 Arch St., BOSTON

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

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.

Last month I began to write in this newspaper a series of articles on the general subject of "The Musical Possibilities of the Talking Machine." It is a big—a very big—topic, and I am not foolish enough to suppose that I can exhaust its possibilities very rapidly. But, like many other large subjects, this one is not so well understood as it might be, especially, as often is the case, by those who above all are professionally interested in it. That is why what is said here may do some good; and certainly will promote thought.

It is well to remember that while the sound-reproducing machine is a "talking machine," it is quite as much a singing machine, a playing machine—a machine that reproduces anything and everything in sound. Will you, then, let me begin by insisting that our Victrolas and Grafonolas and Edisons and Pathés and Sonoras and all the rest of them are tone machines, as well as talk machines; that they are more interesting, more valuable and a hundred times more salable when we concentrate on the "tone" side? Let us get that fixed to begin with.

The Record Does It!

Now, we can go on a step. What has made our sound machine worth while as a sales proposition? Plainly, the record. If you could not get the Carusos, the Lazaros, the Mac-Cormack's, the Muratoros, the Ciccolinis, the Galli-Curcis, the Barrientos, the Rappolds, and the Paderewskis, the Spaldings and the Elmans and all the rest of them, the business would not be worth much. It is the fact that the creators of the modern development of the talking machine saw this, and banked on it, that makes the business of to-day possible. Yet this very fact, this one great overshadowing fact, is often neglected by the rank 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 still 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 sells them generally and that people frequently pay high prices for the privilege of listening to a great voice when they really do not appreciate its beauties. We are told, in short, that it is not necessarily the intrinsic merit of the record, but the fact that it has been boosted nationally that makes it a hit. Is this true?

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 really like 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 will candidly tell you that classical music bores them stiff, nevertheless do like to hear fine voices and will buy records of such voices.

Try This!

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 the date of buying. At the end of a year check up the results and you will find that the average shows a steadily ascending curve in 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 rapid or easy, but it is steady.

Mark this fact: The talking machine and its records of great music are 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 intelligently pushing the sale of the best records and from putting all the boosting power, all the salesmanship and all the brains into this side of the record department.

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. The meat of the idea was, and is, that the principal obstacle in the way of high-class record selling lies in lack of public familiarity with music, with musical terms and with the art in general. The general idea there set forth rests upon the same basis as the notion now being expounded, but the results are somewhat different.

I said above that it is people's lack of familiarity with the art of music that stands in their way when the question of record-buying comes up. At the same time, we all know that when once a purchaser has been induced to listen a few times, the lure of art-singing, art-playing and art-music in general begins to be felt; and then the cheap stuff is never quite as alluring as before. How, then, can we get our purchasers who know nothing of the best in music to make the plunge?

The idea I have in mind to set forth may seem radical or not practical. But one gets used to that. Everything new is impossible until some darned fool does it; and then we all remember we were going to try to do the very same thing ourselves some day. So, I be-

lieve, it may be with what I aim to propose here.

Everybody has seen, or ought to have seen, that very remarkable book, "The Victor Book of the Opera." Goodness knows what it cost 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 quite 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.

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

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

GRADE A \$7.50 Write for booklet

Carrying Straps Extra

E. H. LANSING
611 Washington St. BOSTON



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



Rishell Phonograph Co.'s

COMPLETE LINE OF

High Grade Period Design Phonographs

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

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

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

RISHELL PHONOGRAPH COMPANY, Williamsport, Pa.

NEW YORK SHOWROOMS
244 Madison Ave. cor. 38th St.
"One Block East of Fifth Ave."
Telephone: Vanderbilt 2263

PHILADELPHIA SHOWROOMS
1019 Filbert Street
"Near 10th and Market Streets"
Telephone: Walnut 2876

COLUMBUS SHOWROOMS
40 West Spring Street
"Next the Chittenden Hotel"
Telephone: Main 4179

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 sane, 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 buy a stock of good records; and the advice was backed up by practical help in selecting.

Educating Them

My friend has deliberately used his record library to help educate his children in musical appreciation. For instance, both of those young ones are familiar with the whole opera of "Tanuhauser," 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 of each one, not to mention humming the airs. They have a working acquaintance with the "Messiah" and can tell the difference between Elman's and Powell's renditions of Dvorak's "Humoresque." In a word, my friend has educated his young people in musical appreciation so practically that, in the case of the daughter at least, some originally unpromising material has been turned into real talent, and she has taken intelligently to musical studies with most encouraging results to date.

Now, every mamma and almost all the papas in this broad land will be eager to follow my friend's example, but most of them do not know how to set about it. Here, friend dealer, is your opportunity, if you but can see it.

Go After the Parents!

Go after the parents on the side of their love for their children. Don't rest content with mere talk, spasmodically in advertisements, about bringing the great masters into the home; but show the fathers and mothers that it actually pays to give their children every opportunity to live in an atmosphere of the very best that music has to offer. Remember that in your record stock you have an unique, unrivaled, unsurpassable collection of great music; and you have to tell people that such music pays a thousand times over when approached intelligently, and intelligently appreciated. Such intelligence is positively more usual in the fresh childish mind than in that of the adult.

There is the idea in two parts: First, encourage intelligent thought about music; second, show the educative value for the children.

Speaking Practically

And now, one or two practical suggestions:
First: Use the Victor book and all the other

literature you can get hold of. For instance, give a copy of that book of Upton's, "The Standard Operas," with every purchase of so many dollars' worth of high-grade records. Confine the offer to the high grades.

Second: Run a series of advertisements, using the material above mentioned to give your data, in which one special opera shall be described, and its story told, with facts about its date and the life of its composer, ending with a list of the arias and choruses which appear in your record catalogs. Feature one special opera each time and make the whole run in a space about two columns wide by eight inches. More is not needed. Carry this, say, weekly, as part of your regular newspaper advertisement and always bring in the children, if you can, in the copy.

Third: At your store recitals, try the experiment (it has been tried often with great success) of giving a whole opera in record form. "Faust" 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 asks at that. But

Fifth: Whatever else you do, in heaven's name remember that one fool clerk in a demonstrating room can kill more high-grade from-a-dollar-up record sales by blatant ignorance than ten clever fellows can bring to life. Therefore

Sixth: Educate your clerks, if you can; or hire them educated. Also educate your customers, and they will do the rest.

This is one more setting forth of a way of looking at this business. More are due next month.

BECOMES SALES MANAGER

DAYTON, 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 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"

**MAKE IT
YOUR
MAINE OBJECT**

TO GET

THE MAINE SERVICE

CRESSEY & ALLEN
PORTLAND, ME.
Victor Distributors

**C & A
Service**

STOCK SHORTAGE STILL EVIDENT IN SAN FRANCISCO

Shipments Slow in Arriving From Factories—Serious Scarcity of Needles—New Quarters for Edison Phonographs, Ltd.—Galli-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. 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 Harry L. Marshall, personal representatives of Thomas A. Edison. Mr. Ireton, formerly sales manager of the Thomas A. Edison, Inc., arrived in San Francisco several weeks ago with Judge DeLos 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 productions, 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 Mauzy 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 Galli-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. Allen Co. talking machine department, reports business "bully good," with a great need 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

Ft. Wayne Journal-Gazette Carrying Page of General Music News—Talking Machine Man Contributes an Interesting Article

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



D 83

In all finishes. Specially adapted for use with Columbia 50. Front posts made to follow lines of posts on Columbia 75.

FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

CONSTRUCTION FINISH and ADAPTABILITY

Our supremacy in these essentials warrants your handling *the perfect line*.

That's why you should anticipate your wants *NOW, when the season's at its height*.



D 79

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

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

THE GEO. A. LONG CABINET COMPANY
HANOVER, PA.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO



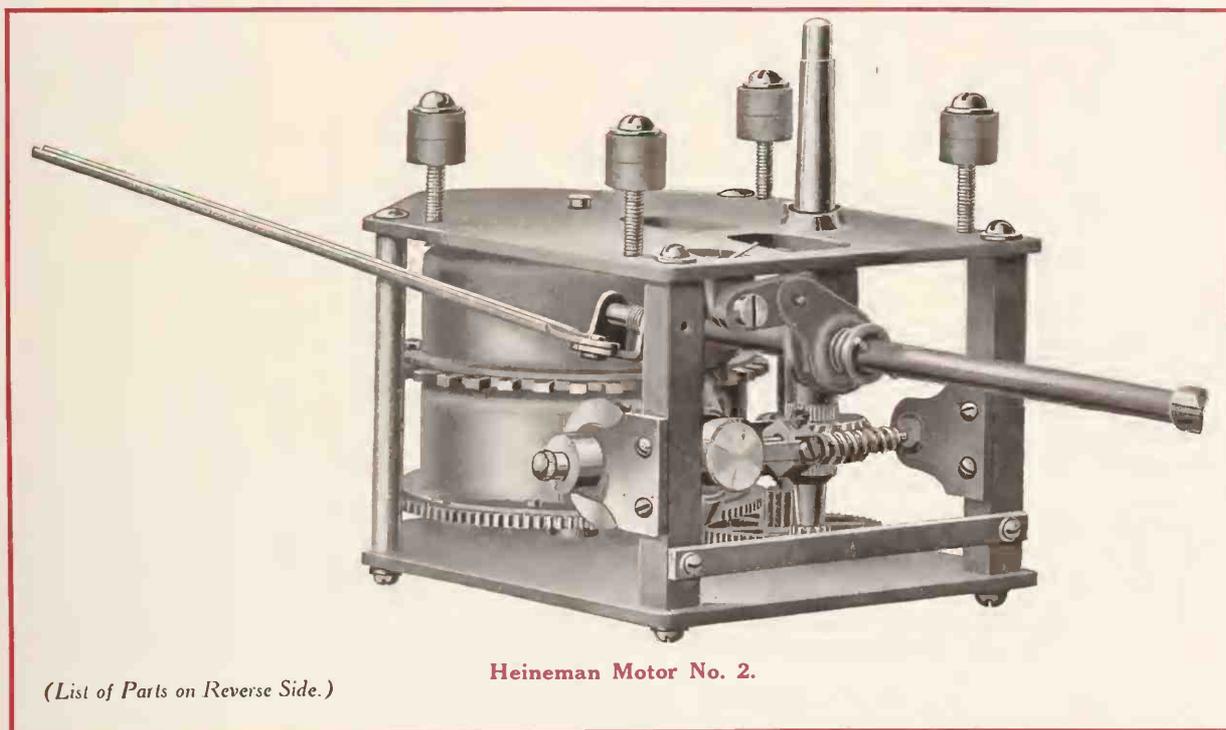
CHICAGO

ATLANTA

SEATTLE

Heineman Motor No. 2

“Standard Motor for Table Machines”



Heineman Motor No. 2.

(List of Parts on Reverse Side.)

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



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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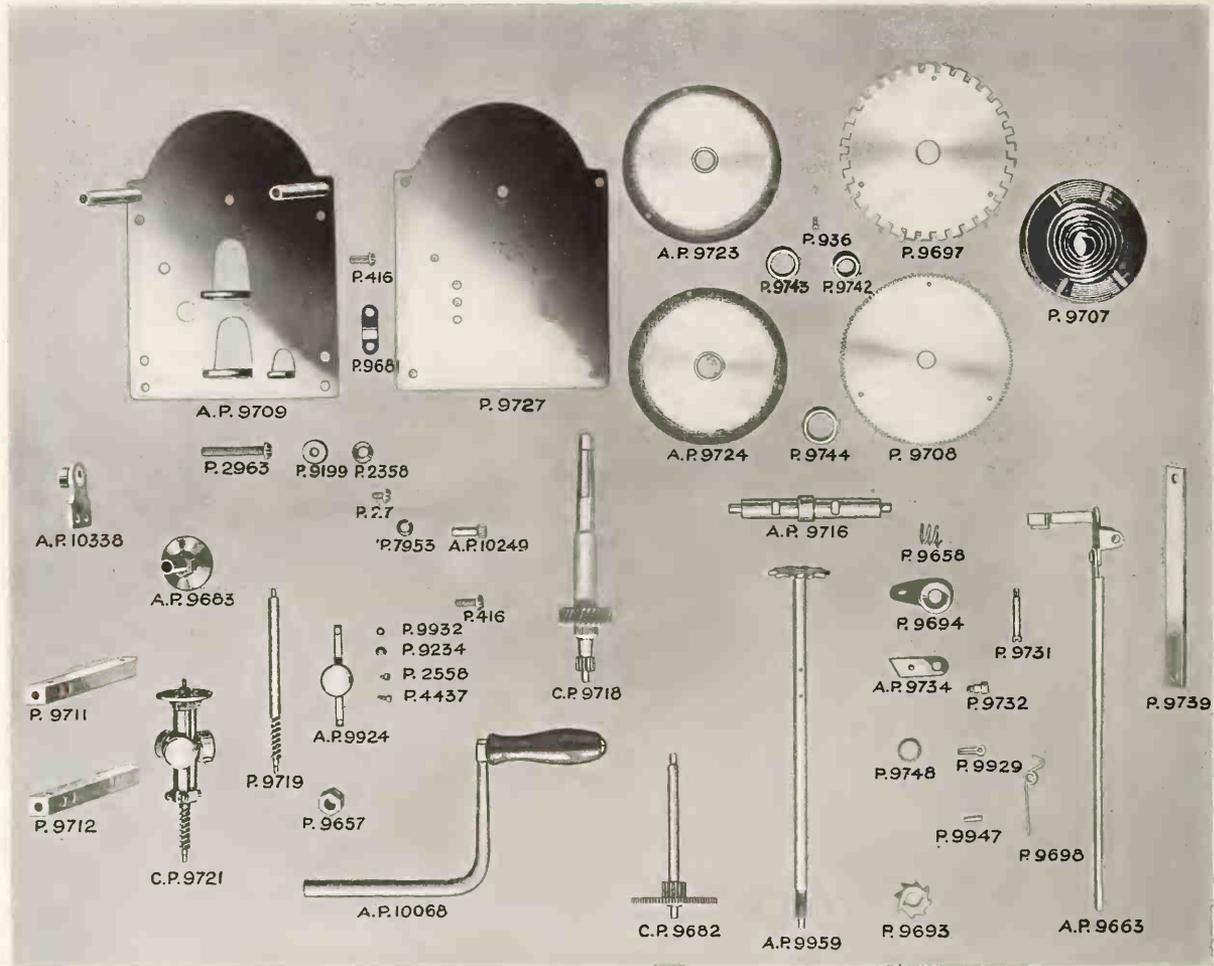
CHICAGO

ATLANTA

SEATTLE

Heineman Motor No. 2

Parts List



Parts List No. 2 Motor

| Part Number | Description | Quantity Used Per Motor | Part Number | Description | Quantity Used Per Motor |
|-------------|------------------------|-------------------------|-------------|--------------------------|-------------------------|
| 27 | No. 8-32 R.H.M. Screw | 4 | 9712 | Frame Stud (Left) | 1 |
| 416 | No. 8-32 R.H.M. Screw | 12 | 9716 | Shaft | 1 |
| 936 | No. 4-36 Spec. Screw | 6 | 9718 | Turntable Gear | 1 |
| 2358 | Washer | 4 | 9719 | Shaft | 1 |
| 2558 | No. 2-56 Spec. Screw | 7 | 9721 | Governor | 1 |
| 2963 | No. 10-32 R.H.M. Screw | 4 | 9723 | Spring Barrel | 1 |
| 4437 | No. 2-56 Spec. Screw | 1 | 9724 | Spring Barrel | 1 |
| 7953 | Lock Washer | 12 | 9727 | Bottom Frame Plate | 1 |
| 9199 | Rubber Washer | 8 | 9731 | No. 6-32 Spec. Screw | 1 |
| 9234 | Washer | 6 | 9732 | No. 8-32 Spec. Screw | 1 |
| 9657 | Collar | 1 | 9734 | Dog | 1 |
| 9658 | Crank Shaft Spring | 1 | 9739 | Frame Support | 1 |
| 9663 | Speed Regulator Arm | 1 | 9742 | Spacer (Lower) | 1 |
| 9681 | Thrust Bearing Plate | 1 | 9743 | Spacer (Upper) | 1 |
| 9682 | Intermediate Gear | 1 | 9744 | Upper Collar | 1 |
| 9683 | Governor Disc | 1 | 9748 | Washer | 3 |
| 9693 | Ratchet Wheel | 1 | 9924 | Governor Spring & Weight | 3 |
| 9694 | Guide | 1 | 9929 | Cotter Pin | 1 |
| 9697 | Crank Gear | 1 | 9932 | Lock Washer | 6 |
| 9698 | Brake Spring | 1 | 9947 | Pin | 1 |
| 9707 | Spring | 2 | 9959 | Crank Shaft | 1 |
| 9708 | Driving Gear | 1 | 10068 | Crank | 1 |
| 9709 | Top Frame Plate | 1 | 10249 | Governor Bushing | 2 |
| 9711 | Frame Stud (Right) | 1 | 10338 | Governor Bearing Bracket | 2 |



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INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO



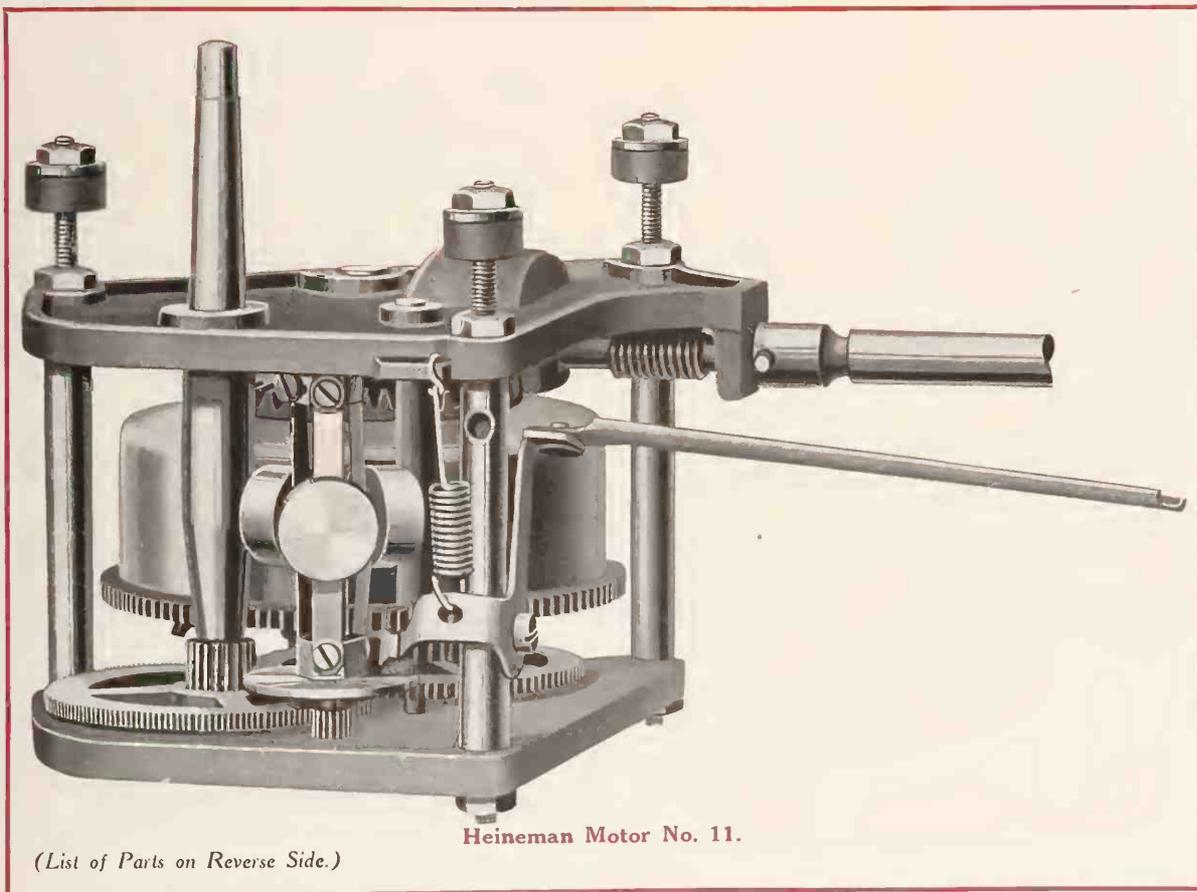
CHICAGO

ATLANTA

SEATTLE

Heineman Motor No. 11

“The Best Straight Gear Motor”



Heineman Motor No. 11.

(List of Parts on Reverse Side.)

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.

Otto Heineman
President



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO



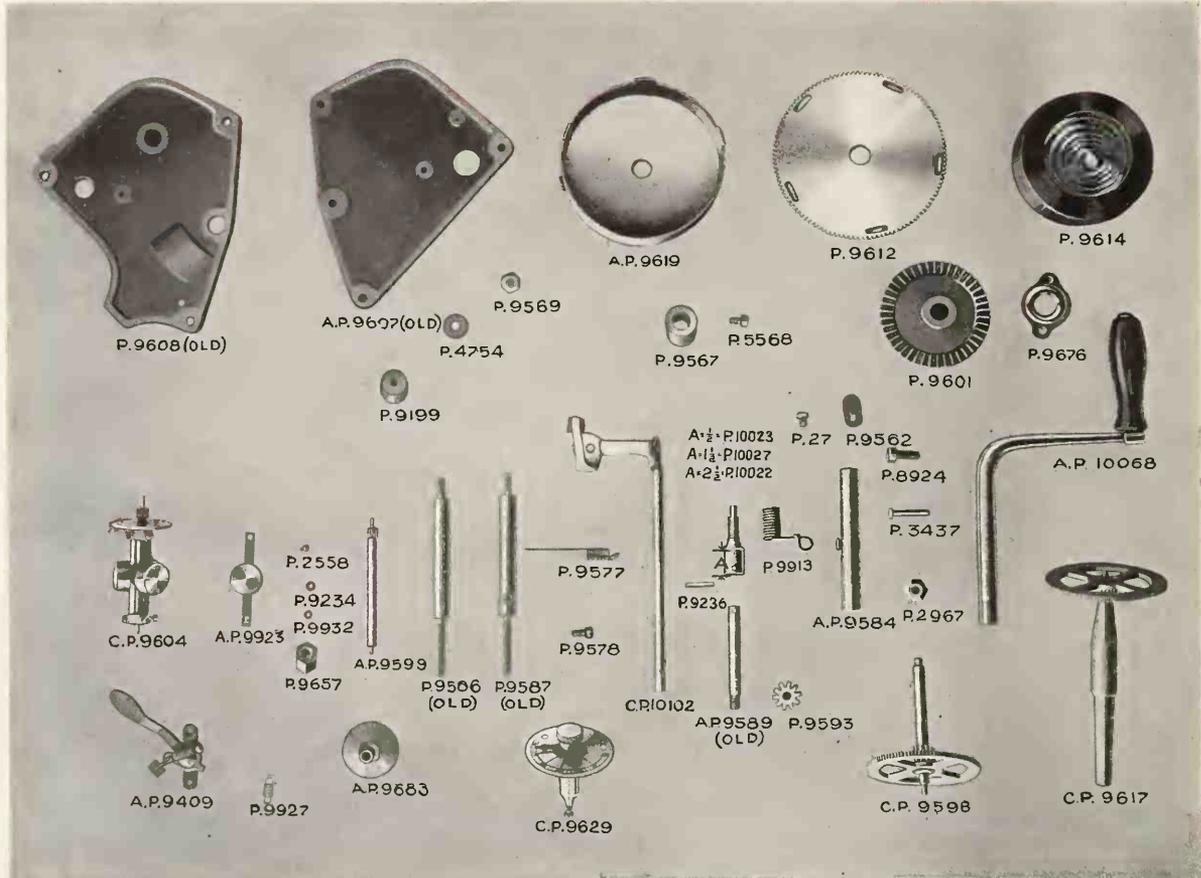
CHICAGO

ATLANTA

SEATTLE

Heineman Motor No. 11

Parts List



Parts List No. 11 Motor

| Part Number | Description | Quantity Used Per Motor | Part Number | Description | Quantity Used Per Motor |
|-------------|-----------------------|-------------------------|-------------|---|-------------------------|
| 27 | No. 8-32 R.H.M. Screw | 2 | 9598 | Intermediate Gear | 1 |
| 2558 | No. 2-56 Spec. Screw | 7 | 9599 | Governor Shaft | 1 |
| 2967 | No. 10-32 Hesc. Nut | 1 | 9601 | Crown Gear | 1 |
| 3437 | Pin | 1 | 9604 | Governor | 1 |
| 4754 | Washer | 3 | 9607 | Bottom Frame Plate | 1 |
| 5568 | No. 8-32 Spec. Screw | 2 | 9608 | Top Frame Plate | 1 |
| 8924 | No. 10-32 Spec. Screw | 1 | 9612 | Spring Gear | 1 |
| 9199 | Rubber Washer | 3 | 9614 | Spring | 1 |
| 9234 | Washer | 6 | 9617 | Turntable Shaft | 1 |
| 9236 | Pin | 1 | 9619 | Barrel | 1 |
| 9409 | Brake | 1 | 9629 | Tabulator | 1 |
| 9562 | Thrust Bearing Plate | 1 | 9657 | Governor Collar | 1 |
| 9567 | Collar | 1 | 9676 | Escutcheon | 1 |
| 9569 | No. 8-32 Hesc. Nut | 6 | 9683 | Governor Disc | 1 |
| 9913 | Crank Shaft Spring | 1 | 9923 | Weight | 1 |
| 9577 | Brake Arm Spring | 1 | 9927 | Spring | 3 |
| 9578 | No. 8-32 Spec. Screw | 1 | 9932 | Lock Washer | 1 |
| 9584 | Shaft | 1 | 10068 | Crank | 6 |
| 9586 | Frame Stud | 2 | 10102 | Speed Regulator Arm | 1 |
| 9587 | Frame Stud | 1 | 10023 | A = 1/2" } Crank Shaft A = 1 1/2" } A = 2 1/2" } Coupling | 1 |
| 10026 | Crank Shaft | 1 | | | |
| 9593 | Crank Shaft Pinion | 1 | | | |

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 Graphophone Co.
Woolworth Building, New York



TRADE HAPPENINGS IN ST. LOUIS

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

St. Louis, Mo., April 4.—Two meetings of the Talking Machine Dealers' Association were held last month. The first was held about the middle of the month and the object of this meeting appears to be something of a mystery. The informant of The Talking Machine World says he was not consulted about calling the meeting and when a number of dealers gathered there seemed to be something of a strained silence, so he started a discussion of the war and after the terms for the settlement of that great conflict had been outlined, he introduced the weather and that topic lasted until the other members got tired and started home.

"I later learned," he said, "that it was the intent of those who had the meeting called to formulate a plan of asking one manufacturer if it was to be a settled policy with them to restore after a few days dealers who cut prices. It seemed to be the idea of local dealers that we have no quarrel with the dealers who have been punished, but we would like a knowledge of the plan of the company." This is said to refer to two downtown dealers.

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 questioned 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 explained the phonograph, which was illus-

trated by a picture of Mr. Edison's first machine, also a cut of a later type. Pinned to this page was the greeting of the employes, all of whom joined in the gift.

On the Saturday night following Mr. Silverstone entertained the force at dinner at the Majestic Hotel, after which all returned to the warerooms, 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 warerooms included William Maxwell, second vice-president, and C. H. Wilson, general manager of Thomas A. Edison, Inc., and C. E. Goodwin, manager of the Phonograph Co., of Chicago. The party was en route to Hot Springs, but put in a busy day at the Silverstone warerooms, 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 and 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.

COLUMBIA "SAXOPHONE WEEK"

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

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., Pittsburgh, Places Big Order for Starr Line

RICHMOND, IND., April 2.—H. C. Niles, secretary-treasurer of the Starr Phonograph Co., distributors of Starr phonographs and records in Pittsburgh, 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 soprano 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 handsomely designed and attracted immediate attention in the dealer's store or in his show window.

The Manhattan Phono Parts Co., manufacturer of talking machines, was incorporated recently with a capitalization of \$3,000, by Henry Lobschutz, Charles J. White and Louis Smith, Jr., of New York City.

ROTTEN STONE

Equal to any ever imported. We are the only miners and manufacturers in America

AX GRADE. Made especially for and essential in the making of talking machine records. Used in the formulas of the leading record manufacturers. The finest texture filler made.

BG GRADE. For polishing and finishing, especially wood. A mild abrasive; very soft, fine and smooth. No coarse particles. Use it on your cabinets.

Send for samples and prices

KEYSTONE MINERALS COMPANY

35 EAST 21st STREET

NEW YORK, N. Y.

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.

Tone Chamber

New Domestic design, made of heavy selected spruce.

Motor

A new worm-driven, double-barrel Domestic Motor, aptly termed "The Silent Motor", with an automatic brake acting in conjunction with tone arm.

Sound Box

New Domestic, whereby the most delicate tones are faithfully reproduced. Arranged to instantly 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.

We are appointing a limited number of distributors to handle our line wholesale, and while a number of localities are closed, we still have some territory open for proper parties.

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.*

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.

(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**



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 break records in any kind of a talking machine proposition but Robert Souders, the Columbia Graphophone Co.'s Northwestern representative, relates that the March sales of Dictaphones surpassed the highest previous monthly total since that class of machines entered the Northwest.

The explanation may be that the supply of Dictaphones is not limited to the same extent as their musical cousins, 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 13. The Dyer entertainments always are well attended and have become an institution in the musical life of St. Paul. 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 "marvelous."

Manager J. L. Pofahl, of the Victrola department of the Golden Rule store, while wearing his customary benign countenance, is harboring a concealed grouch 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 Mme. 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. Hedman, 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 planted many orders and opened a number of new accounts. Where

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 sprung 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.

ever 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.

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 \$28,003 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

SEND US YOUR ORDERS FOR

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 depends largely upon an understanding of that business. A little study of the various types of machines and records and the gleanings of some knowledge about the records themselves, should serve to prevent him from investing more or less capital in a line of machines or records that are decidedly foreign to one another, so far as playing qualities are concerned.

In this section of *The World* information will be given on such problems that do not of necessity concern the technical construction or mechanical features of instruments which are handled in the department of "Repairs."

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 blasts most annoyingly when it is called upon to reproduce high soprano notes, or when the tones of the voice go down to the cellar, as it were. By testing with records so completely different, there is little chance of any tonal fault being overlooked. The soprano voice has been, and for that matter is, the hardest of the entire range to record satisfactorily though many of the difficulties in this direction have been overcome. Being the most difficult voice to record it is natural to assume that it is most difficult to reproduce properly, and a reproducer that will bring out the full rich tones of the soprano voice without a rattle or blast can be considered in pretty good shape.

Lateral Cut Language RecordsEditor, *The Talking Machine World*:

I have noticed for some time past several sys-

tems for teaching languages by means of talking machine records. As there are so many 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 the grotesque 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 orchestra of eight to twelve instruments grouped around him. Each member of the orchestra

plays from a platform or raised seat of differing height, adjusted in each case so that the notes of the instruments may reach the receiving horn at the correct angle. It is very like an undress rehearsal in a theatre—the musicians, most of them in their shirtsleeves, and the operatic star dressed as only operatic stars dress off stage.

The receiving horn stands out from a large screen, behind which stand workmen guiding a complex mechanism as to which they are very chary of giving explanations. All that the intelligent layman can see is a black disc about an inch thick (i. e., about ten times as thick as the discs sold to the public) which receives the first sound impression and is indented by it to a correspondingly greater depth. The material of this first disc resembles soap in consistency, being thus much softer than the stereotypical 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."

**Talking Machine Supplies
and Repair Parts**SPECIALTIES: MAIN SPRINGS, GOVERNOR
SPRINGS, SOUND BOX PARTS AND NEEDLES**THE RENÉ MANUFACTURING CO.**

HILLSDALE, NEW JERSEY

**USE OUR
SELF BALANCING
COVER SUPPORT**

No. 1279

It is noiseless, perfectly balanced,
easily applied, and inexpensive.

SEND FOR SAMPLE

Tone rods, needle cups, needle rests,
knobs, cover supports, and
continuous hinges.

WEBER-KNAPP CO., Jamestown, N. Y.

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



An Unusual and Effective Floral Treatment that there are limitations to the arrangement of effective talking machine window displays are invited to glance at the accompanying views of two handsome and original Victrola displays arranged by the People's Outfitting Co., 44 Michigan avenue, this city.

One of the most effective of the displays was



An Original Hawaiian Window that arranged by the recent opening held by the company and which showed the Victrola and the Victor dog in floral form. Over 2,500 artificial roses in different colors were used in the dis-

play, the Victor dog being covered with white and black roses. The display was particularly effective owing to the fact that floral displays were to be found throughout the store at the time it was in the window.

The other illustration shows an Hawaiian arrangement with the indispensable Hula dancer prominently in the foreground. Tropical decorations and a supply of Hawaiian instruments served to give the proper local color. Both displays attracted an unusual amount of attention and secured excellent results.

THE DOMESTIC CO.'S NEW LINE

Domestic Talking Machine Corp.'s Latest Products; Regarding Which There Has Been Much Speculation, Now Ready for the Market—Various Original and Improved Features, Including New Motor and Reproducer

PHILADELPHIA, PA., April 6.—The new line of Domestic talking machines, regarding which there has been considerable talk and speculation among the trade, has appeared on the market, and from their attractive appearance, plus many new features incorporated in the instruments, there seems to be little doubt of their favorable reception.

The first cardinal feature to which the manufacturer has paid careful attention is quality of tone and every element looking towards securing this necessary requirement has been carefully considered, so that the new Domestic line is declared to possess not only great volume but a brilliant musical tone.

Every feature connected with the line is of new construction, including the new Domestic worm driven motor which the manufacturers are using in all models and which has been termed "The Silent Motor," due to its even, quiet running. An attractive feature which appears on their three higher priced machines is an automatic brake working in connection with motor and tone arm.

The new sound box is arranged to play either lateral or vertical cut records without removal,

and the new tone arm is constructed so as to permit of a needle being readily inserted when sound box is raised.

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

Customs Officials Find Innocent Looking Cabinet Packed With Rubber and Valuable Letters Intended for the Germans

Even the talking machine figures in the stories of plots and counterplots we find in the newspapers to-day, as a result of the present international crisis. Investigation by Federal Customs Officers and the police on board the "Kristianafjord" of the Norwegian-American line brought forth the fact that what was apparently an innocent talking machine was really a cleverly arranged conveyance for old rubber and secret correspondence intended for Germany.

INAUGURATE MONTHLY CONCERTS

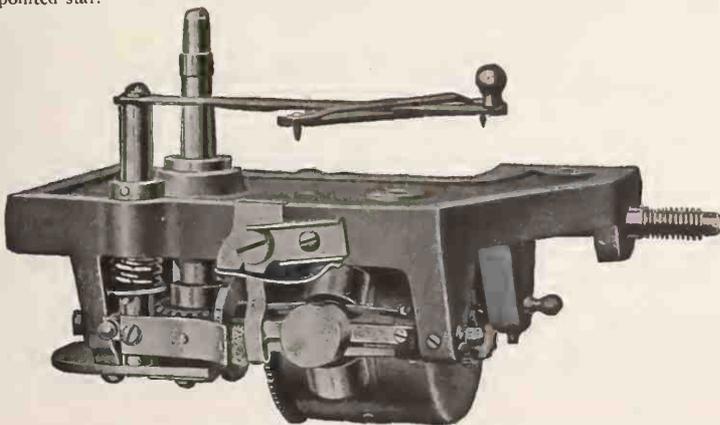
The Schmoller & Mueller Piano Co., of Omaha, Neb., inaugurated a series of monthly concerts on March 27, in which notable artists participated. A feature of the opening concert was "The Star Spangled Banner," rendered by a Columbia Grafonola grand, which aroused the appreciation and patriotism of a large audience.

In buying Motors, if you add the cost of motor adjustment in your factory and in the dealers' warehouses, 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 stamped with our name and a five-pointed star.



"Pioneers in the Development of Quality Talking Machine Motors"

This is our latest improved No. 12 double-spring motor. It will play three 10-inch or two 12-inch lateral cut records, or two hill and dale cut records of four and a half minutes duration. Has two powerful high grade springs 1-inch wide each. Spring barrels are polished and highly nickel-plated. The same high grade workmanship as is used on our No. 16 motor is also used on this motor, but it is sold at a lower price.

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

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

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

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

MEISSELBACH

TONE ARMS

MOTORS

SOUND BOXES

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.

PATHÉ FRÈRES

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



Pathé Sapphire Ball and Pathé Record Grooves. (Greatly enlarged.)

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



Model 75 Pathephone

PHONOGRAPH CO.

Pathé Frères Phonograph Company of Canada, Ltd., 6 Clifford Street, Toronto

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 talk from some able 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 after an inspection of the Northern stores.

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, Cal., 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 of the tie-up 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, be he competitor or other, would best 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

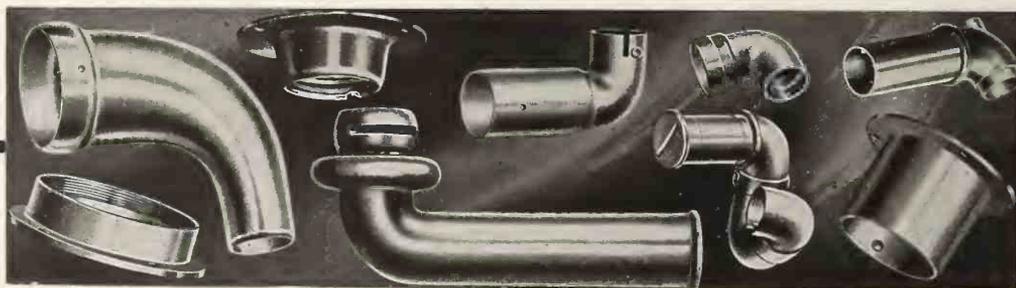
The Jones Laboratories, 662 Sixth avenue, New York, have greatly increased their facilities the past few months, and arrangements are now being completed whereby this concern will manufacture records for several additional houses. Its capacity has been augmented considerably, and with its present equipment, 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

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

Brooklyn, N. Y.

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

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

TRADE MARK

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

NATIONAL COMPANY
 Also NATIONAL TOY COMPANY
 Manufacturers of Specialties
 273-279 Congress St.
 BOSTON, MASS.
 Illustration shows one of our products. We want more good specialties either of a Toy or More Practical Nature.

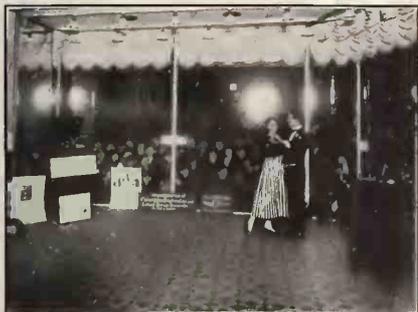


RAGTIME RASTUS
 PATENTED MARCH 16, 1915.

DANCERS IN WINDOW ATTRACT

Demonstration of Newest Steps to Music of Grafonola Proves 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



Dancing in the Murphy Window

window and danced four hours a day for four days to the music of the Grafonola. The dancers danced for 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 the various lines handled by the house.

Geo. P. Thompson and W. C. Vannatta have opened a talking machine store on South Main street, Princeton, Ill., where they will feature a complete line of Brunswick phonographs.



BETTER MUSIC
"Williams" Sounding Board
 placed under record on any disc phonograph. Price \$1.50. Usual discount to dealers.
O. B. WILLIAMS, CO.
 SEATTLE WASH., U. S. A.
 Manufacturers Sash 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:

"My Dear Friends: I sit down and write a Few lines to you that your kind and wellcome letter is at hand and I am more then pleas to hear From you for I am all alone and I am lonesome you dont what such a kind and wellcome letter means to My lonesome heart so kindly except My hearty Tanks 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 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 waunt to sent me one pleas let me know by return Mail. Hoping to hear From you soon."

VICTROLA FOR COWMAN SPECIAL

SAN ANTONIO, TEX., 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.



No. 403 [Vertical Interior] For New Victrola IX, only

which has a hinged rimmed back that drops down and enables you to slide the new style Victrola IX in. It has the appearance of a single unit.

Udell record cabinets in your window will bring back the customers who purchased talking machines last winter as their record collections now need proper care.

Udell cabinets are made up in special designs to harmonize and balance correctly with the standard models of Victor, Columbia, Aeolian, Sonora, and Pathe talking machines.

Let us know the line of machines you handle. We want to explain what we mean by, "built especially for."

The UDELL WORKS
 1205 W. 28th Street
 INDIANAPOLIS IND.

The Manophone

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.

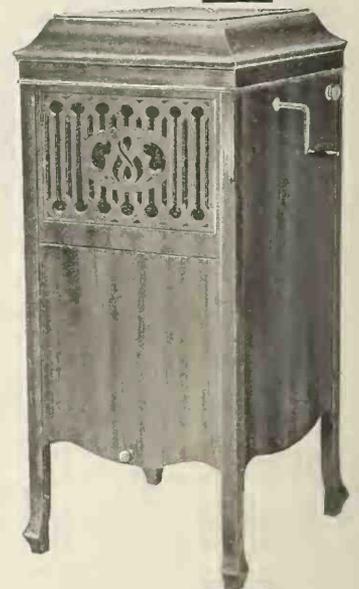
Manophone Corporation

DETROIT DISPLAY PARLOR
84 BROADWAY

ADRIAN, MICHIGAN

NEW YORK DISPLAY PARLOR
60 BROADWAY

Address all communications to Executive Offices at Adrian, Michigan



There's a Manophone for Every Home



In the Manophone, the Tone's the Thing

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

Distinction Between Being a Good Clerk and a Good Salesman—Every Visitor a Possible Customer—Preparing the Arguments That Sell Higher Priced Machines

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 number 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 be 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 the 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. Even 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

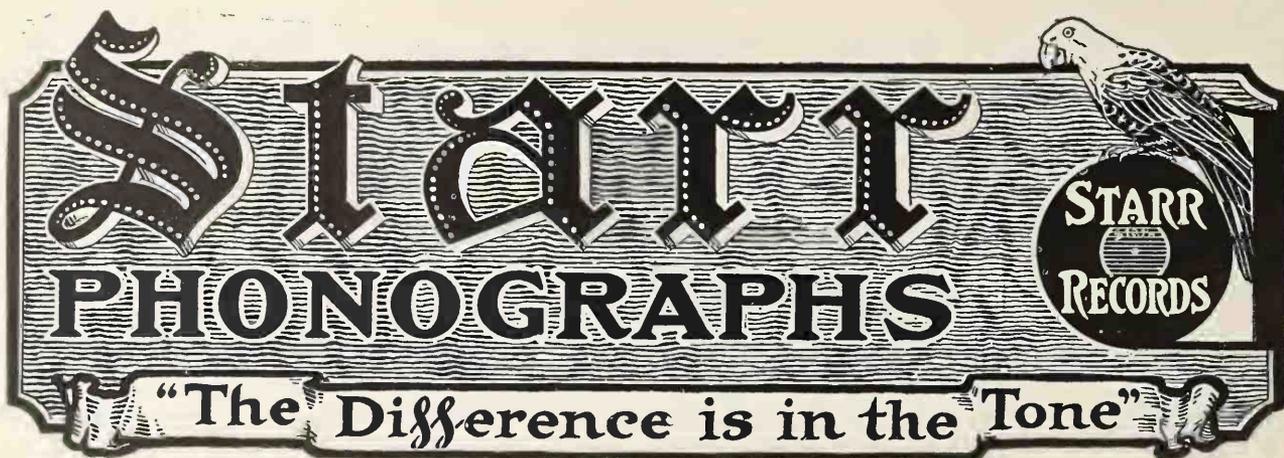
has proven its worth under exacting conditions. We will not attempt to give in detail the value of our co-operation, but we do believe we can help you increase your profits.

Pearsall Victor Service

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

Let us help you plan your 1917 campaign. Our service will make the difficult problems easy to solve.

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



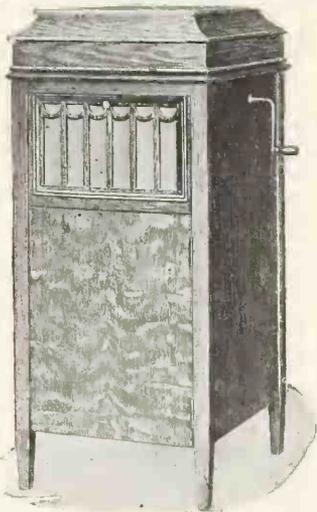
Starr Style 1/2 \$50.00

(at retail)

Oak or Mahogany

Height 17 inches. Width 19 1/4 inches.
Depth 22 3/4 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 1/4 inches Width 19 1/4 inches
Depth 22 3/4 inches

Already so popular that we are vastly increasing our output plans to supply all dealers.

Everything a Dealer Could Ask

Nationally Advertised

Not only in **BIG SPACE** in the best magazines—publications read by practically 10,000,000 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. This is a great sales aid.

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.

Exclusive Selling Features

“The Singing Throat of the Starr Phonograph,” made wholly from Silver Grain Spruce, gives our dealers a wonderful sales argument. We use this wood despite the fact that it costs four times as much as the oak, poplar, etc., which others employ.

The tone superiority which results is unquestioned and “in the trade” Starr Phonographs are freely admitted to voice the clearest, sweetest, richest tones of all. Hence, our widely-advertised slogan “The Difference is in the Tone.”

Starr Records Are Popular

All of our great financial resources are behind the Starr Library of Phonograph Records. Already it offers hundreds of selections. We propose to enlarge it continually and make it one of the largest. We have dozens of great artists now under contract and new contracts are constantly being made. We are advertising “You get better value when you buy Starr Records”—and phonograph users, by the thousands, are proving the truth of this daily.

And So, Mr. Dealer—

If you want the line backed by the biggest, exclusive musical instrument builders in the world—the line which includes both records and phonographs—the line with stability and an assured future—the line which is already well and favorably known everywhere—

Send in for full particulars today

(Use coupon for convenience)

COUPON

The Starr Piano Co.
Richmond, Ind.

Advise fully regarding your proposition on Starr Phonographs and Starr Records.

We { do / do not } handle phonographs and records now.

Firm name.....
Street.....
City..... State.....
Personal Signature.....

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.

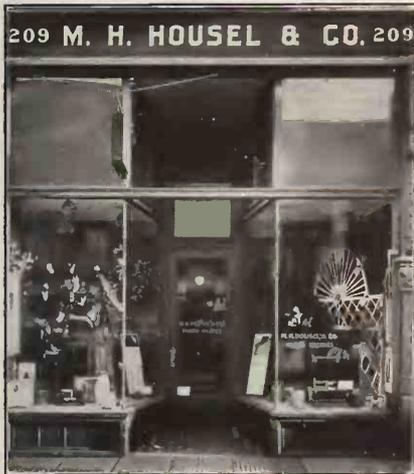


(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

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. Housel & Co., at 209 West Fourth street, who handle both the Victor and Columbia lines of machines and records with consistent success. The store is lo-



Home of M. H. Housel & Co.

cated on one of the busy thoroughfares of the city, and the front is arranged to permit of most interesting displays. A view of Housel & Co.'s store front is presented herewith.

RETURNS 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. Lazaro, 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.

Columbia dealers throughout the country are evincing considerable interest in the activities of the international record department, and the fact that the Columbia factories are turning out these records in larger quantities than ever before has aided the department immeasurably in the development of its business. Louis D. Rosenfield, sales manager of the department, with headquarters at 102 West Thirty-eighth street, New York, is sending out valuable publicity matter regarding these records to the company's dealers.

Roy Campbell has taken charge, as manager, of the new Edison phonograph department of the Zinney Jewelry Co., Hutchinson, Kan.

MUSIC IN TONSORIAL PARLORS

A Youngstown Paper Tells How the Phonograph Is Being Utilized by Barbers

YOUNGSTOWN, O., April 4.—L. H. Cahn & Co., who handle the new Edison line in this city, were quite interested in the following story which appeared in one of the local papers under the caption, "Whiskers Amputated While Music Plays."

"Locally music is taking the place of conversation which the barbers used to throw in free with every shave or haircut. In at least two downtown shops phonographs are a part of the equipment and the merry story of the old time barber is rapidly becoming 'The Sweetest Story Ever Told,' as rendered on one of these instruments.

"A man goes into one of these shops on a blue Monday morning with a bunch of pale whiskers and a record entitled 'Mighty Like a Rose,' is whirled on the phonograph. 'The Broadway Chicken Walk' gets under way with the barber's razor and when a dash of lilac is added at the finish of the shave, 'The Waters of Venice' come floating through the air from the machine in the corner.

"We find our patrons like the music and the only objection is that once in a while a customer is lulled to sleep by the music," said one barber in discussing this new tonsorial delight."

This article, by the way, refers to a number of tonsorial parlors to which L. H. Cahn & Co.

have sold new Edison phonographs, and suggestions are made that it would be a good thing for dealers at other points to get busy and sell the barber shops in their territory.

HENRY 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.



Cortina Phone-Method Language Records

It's as Easy as LISTENING

You learned English simply by listening. You picked it up naturally. Other languages are easily, naturally and correctly learned by absorbing them by contact with sound. The student's ear does the work while the eye follows the spoken word as he reads from a book. The Cortina Phone-Method makes it a pleasure and a pastime.

The teaching is done by means of phonographic disc records. This not only opens up for the dealer a largely increased field for the sale of records but will be the means of selling many machines to homes who desire to take up this course but have no machine for the records. This course will not only appeal to the commercial student but it has a large field among those wishing to broaden their power of thought through the acquirement of an additional language.

There is now an extraordinary demand for language instruction. The Cortina Phone-Method is being used in every section of the country. Are you getting your share of the profits?

THE CORTINA ACADEMY OF LANGUAGES (Established 1882 Eudorred by Leading Institutions) 12 E. 46th St., New York

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 at-



Strawbridge & Clothier's Colossal Establishment In Philadelphia, Where the Cortina Phone Method for Mastering Modern Languages Is an Interesting Feature of the Luxurious Talking Machine Department Conducted by This Prominent Establishment

tractive 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 hearing 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 Whitely 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 de-

signed 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)

SERVICE

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

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

PENN PHONOGRAPH CO.
PIONEERS IN VICTOR SERVICE ESTABLISHED 1898
17 So. Ninth St. PHILADELPHIA

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.

THE TRADE IN PHILADELPHIA
(Continued from page 36)

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 Grafonola 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 wholesalers.

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 Offices

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. Stancliff, General Manager

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. Stancliff, who while new in the talking machine field is an old hand at sales promotion. For twelve years Mr. Stancliff 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. Stancliff'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 herewith 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 those tones

Carusic;
On Madame Schumann-Heink she dotes, 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 magic,
And Madame Galski beats them all for solos fierce and tragic.
'Tis joy to play the phonograph, when Brother Willie winds 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.
They sing or play at her behest to fascinate and spell you.
O, how she loves to trot them out, those records operatic,
When company is thereabout, she's lofty in the attic,
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 scorn those notes Carusic
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 Sweet-heart,' maybe;
For opera she doesn't care, when playing 'Pretty Baby.'"

EXPANSION IN CORRY, PA.

The Barlow Hardware Co., of Corry, Pa., has secured a store next door to their present location for Victrolas exclusively. They have put in several booths. Miss Dorothy Davidson, an enthusiastic and capable young saleswoman, will be manager.

"Do Something Better than Anyone Else and the World will Make a Path to Your Door."



HE DELPHEON stands alone at the end of a path that is rapidly being beaten hard—it will soon be a paved way.

Because the Delpheon is out of the ordinary; because it is more than a mere phonograph, it has been lifted out of the class of mediocrity and placed on a separate pinnacle as the instrument which has opened a new era in the phonograph industry.

Even the name is different—from "Delphi," ancient Grecian city, mythical home of Apollo, patron saint of music, song and poetry.

Dealers who appreciate that to build for the future in the face of competition they must have something out of the ordinary, patented features that can be found nowhere else, and an instrument for which they need offer no apologies, see in the Delpheon the means of adding prestige to their house and of building permanently through a host of satisfied customers.



The Modunome,
The Record File,
The Automatic
Stop,
The Tilting Top,
The Automatic
Cover Support,

Are Found
Only On
The Delpheon.
Will You
Benefit
From Such
Superiority?

THE DELPHEON COMPANY
815 BOUTELL PLACE BAY CITY, MICHIGAN

Trade Conditions in Dominion of Canada

RETAILERS OPPOSE ANTI-FIXED PRICE BILL IN CANADA

Measure Making Maintenance of Resale Prices Illegal Introduced in House of Commons, But Bill Is Not Likely to Become a Law Owing to Strong Opposition Manifested

TORONTO, CAN., April 5.—Fixed prices for the resale of merchandise would be made criminal if W. E. Knowles, member of the Dominion House of Commons for Moose Jaw, should get his bill through the House, which is very unlikely. Mr. Knowles proposes to amend the Criminal Code by enacting that:

"Any manufacturer, wholesale merchant, dealer, agent, or commission merchant who either directly or indirectly stipulates, agrees or arranges that any goods, wares or merchandise sold or otherwise 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 ex-

ceeding three months, or to both fine and imprisonment."

The Dominion Retailers' Association, which organization 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 bill 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, and consequently interests that otherwise 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.

NO LULL IN MONTREAL TRADE

Various Lines of Machines and Records Being Strongly Featured With Excellent Results—New Concerts Being Organized—Funeral of Emile Landermann—Subscribe for War Loan

MONTREAL, CAN., April 7.—The death of Emile Landermann, of Outremont, occurred in Winnipeg, Man., on March 12, and the funeral was held in Montreal on Friday, March 16. The deceased was chief accountant of the Berliner Gramophone Co., of this city, with whom he had been for many years, and was in Winnipeg on a business trip when he became ill. He was thirty-four years of age, and is survived by his widow and two little boys.

The Berliner Gramophone Co., Ltd., subscribed to the recent Dominion War Loan to the extent of \$50,000.

Publicity in any form is good, and the Ontario Furniture Co., Ltd., Bleury street, have taken advantage of the situation by utilizing the side wall of their immense building to promote the interests of the Pathephone. The wall is painted in a bright yellow, and the attractive trade-marked Pathé Red Rooster is most conspicuous, and is visible to the human eye for a long distance to any one coming up Bleury street.

At the Fashion Show held at Dupuis Frères store, St. Catherine street, East, an orchestra rendered appropriate music interspersed with Victrola selections throughout the promenade.

Harry Braid, late of Toronto, and well known to the Canadian talking machine trade, has been appointed manager of Layton Bros. phonograph department. They report a big Edison business.

The Melodia Co., of Canada, is being organized in this city to manufacture a line of talking machines to retail at from \$45 to \$350.

Number 17645 on the Victor list is one that has a strong appeal for Canadians. This is "My Soldier Lad," with "When Your Boy Comes Back to You" on the reverse. The former is an English translation of "Mon Soldat," which has been especially popular among French-Canadians, not only on account of its title, but because of the beauty of the melody.

The Canadian Graphophone Co. report a thriving business in Columbia products throughout the Province of Quebec and Montreal proper, and state that agencies are increasing rapidly in all the small towns in the Province.

Galli-Curci Victor records, which have created such a furore 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.

The Berliner Gramophone Co., Ltd., with their usual up-to-date methods, had all the show windows of their various stores 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 in the case of the Berliner Gramophone 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 any one at the Berliner headquarters can testify. During the past winter dances, smoking concerts, etc., have been held. In the summer there are outings, picnics for all the men in the office factory and stores and their families. This firm have 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'S BUDGET OF NEWS

How Shortage of Stock Sometimes Helps—J. P. Bradt a Visitor—Canadian Quarters for Heine-man—Regal Co. Expansion—Pushing the Mandel Line—New Pathephone Retailers

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 St. Valentine's Day. Months ago, it seems, they had 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, but they preferred to keep under a \$100.

"Finally they decided on a machine in mahogany. Much to their disappointment, and my own, we couldn't supply mahogany; not one in the place. However, they agreed to a substitute until I could deliver the one they bought. It came within a week, but I let them have a full month with the better one. When I sent it up I gave instructions to the delivery man to forget to take the other one away. I knew they could afford the more expensive machine that I substituted, and that they likely would if they had it in their home a few days. The lady you saw going out just now left nearly \$100

in addition to her former 'very outside limit' of \$150. The moral is, when you substitute do so with a higher-priced type."

W. J. Craig, secretary-treasurer, and O. C. Dorian, general manager, Pathé Frères Phonograph Co., of Canada, Ltd., Toronto, visited New York recently.

H. S. Berliner, vice-president Berliner Gramophone Co., Ltd., Montreal, was a recent trade visitor to Toronto, where is located the Ontario distributing house of their lines, His Master's Voice, Ltd.

James P. Bradt, general sales manager Columbia Graphophone Co., New York, surprised some of his Toronto friends on the occasion of a brief visit to this city, where he was registered at the King Edward. Mr. Bradt, who is perhaps more keenly interested in Canada than he would otherwise be, by reason of four or five years' residence here, is delighted with the extraordinary increase in Columbia demand, which is quite up to the increase recorded at the head offices of the company in New York.

C. J. Pott, general sales manager for Canada of the Otto Heineman Phonograph Supply Co., New York, who has been in this city for the past month, accompanied by Mrs. Pott, has received instructions from headquarters to open up a Canadian branch here. Mr. Pott, who has also visited several Ontario centers, is much impressed with the rapid development of the talking machine industries in this country, and the number of firms in the market for motors and supplies. A mechanical expert will be permanently located here. P. K. Wood, from the firm's factory at Elyria, an expert in motor construction and principles, also visited Toronto recently.

The Regal Phonograph Co., this city, has been formed into a limited liability company with a capital stock of \$40,000, one-half of which is in preferred shares. This firm was established in 1915 by Edwin A. Stevenson, who has been active in the phonographic industry for the past eleven years. Mr. Stevenson, who is president and manager of Regal Phonograph Co., Ltd., has for the past two years energetically featured the Ideal "Perfect Tone" phonograph which name he trade-marked. The business has expanded until he found it advisable to branch out in a larger way and the incorporation is the result. Larger premises are being arranged for.

The Music Supply Co. have advised its customers that shipments of Grafonolas are coming from the Columbia Co.'s American factory to help relieve the shortage here.

Announcement is made in the Ontario Gazette that the name of the Ideal Furniture Co., Ltd., has been changed to that of the Classic Phonograph Co., Ltd.

Traffords, 129 Dundas street, London, Ont., in order to introduce the Mandel phonograph have inaugurated a sales club with a limited membership. The Mandel, by the way, is very popular here, and its construction and musical qualities have won much favor.

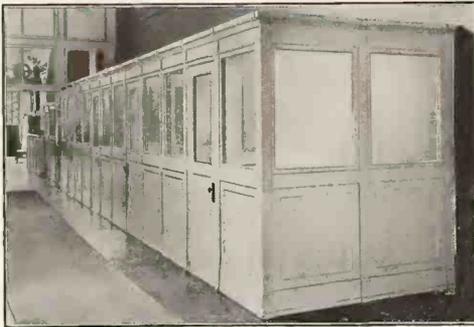
The T. Eaton Co., Ltd., of this city, are handling the Victor line to excellent advantage.

The Ontario Furniture Co., 228-236 Dundas street, London, Ont., have been appointed exclusive retailers of the Pathephone for the city of London and district, and in order to fittingly start a department of so much importance they have remodeled their main floor and erected soundproof music rooms. For the first three days of the opening, factory experts of the Pathé Co. were present. The announcement of the acquisition of the Pathé line was made in full pages in all London local dailies.

M. S. Phelps, president and general manager of the Brantford Piano Case Co., Ltd., Brantford, Ont., and manufacturers of the Brant-Ola phonograph, has returned from a trip to New York, Montreal and other points. He re-

(Continued on page 42)

Unico Designs are Patented



Unico Design No. 1

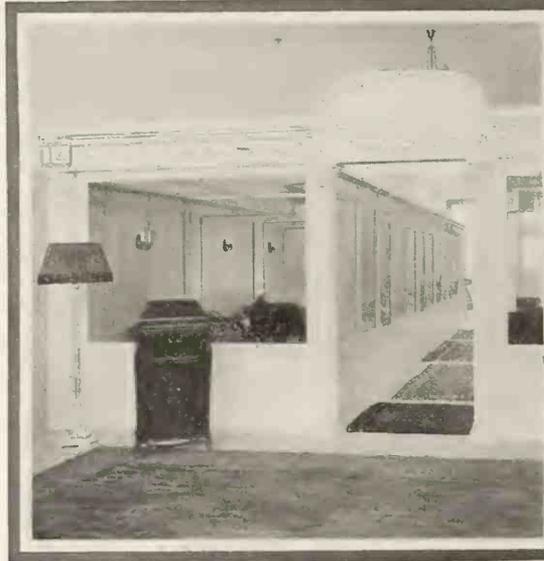
For 100 Per Cent. Efficiency

INSTALL THE

Eight Standard Styles
All Standard Finishes
Special Period Designs

Over 30% of
Unico
Installations
are
Repeat Orders

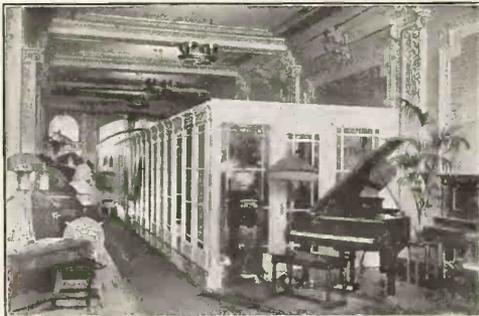
The Unico
System Makes
Your Business
Grow and
Grows With It



Standardized Units
Exceptional Quality
Moderate in Cost



A Typical Unico Installation



Unico Design No. 3

HAVE YOU THE MOST MODERN
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, we give you a rough sketch plan giving suggestions for an Efficient D

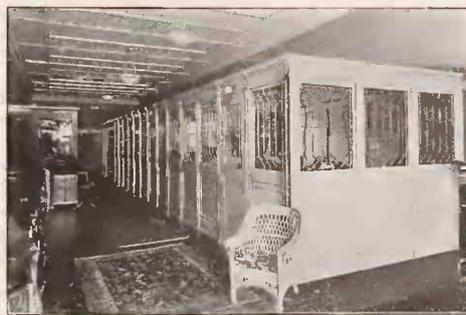
THE UNIT CONSTRUCTION
121-131 South Thirty-First Street

For Maximum Sales
and Profits

UNICO SYSTEM

Sound Insulating
and
Dust-Proof Features

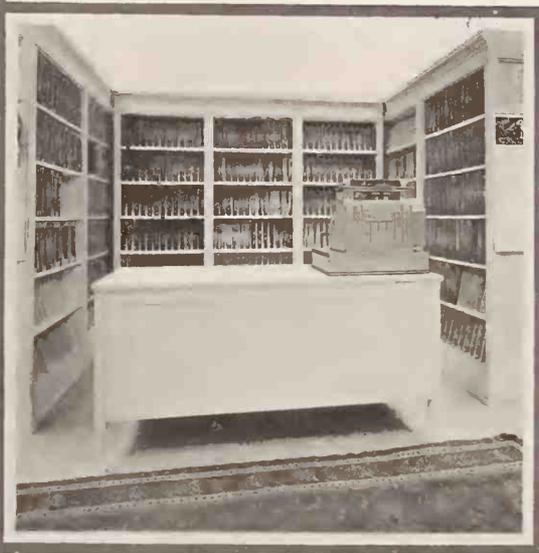
Unico Construction is Patented



Unico Design No. 2



on, Design No. 5



Unico Record System
Maximum Capacity
Minimum Space

Unico
Record Racks
and Counters

Unico
Demonstrating
Rooms

Unico Wall and
Ceiling
Decoration

Unico Equipment
For Every
Requirement



Unico Design No. 7

MODERN, PROGRESSIVE AND
THE DEPARTMENT IN YOUR
SYSTEM CAN MAKE IT SO.

No Distance too Great

No Delivery too Urgent

Department

successful Stores and Depart-
at your service. Simply send
nsions of your space, location
rooms desired, etc. Plans and
ment will reach you promptly.

CTION COMPANY
PHILADELPHIA, U. S. A.

The Unit Construction Company, Date, _____
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 _____

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 motors, tone arms, sound boxes, as well as several other improvements that we are working on for our Brant-Ola, which we expect to have on the market in the next few months."

Auronolas, Ltd., of Aurora, Ont., has been organized to manufacture and deal in talking machine cabinets and accessories. Capital \$40,000.

One of the latest firms organized to manufacture talking machines is the Canadian Symphonola Co., Ltd., with a capital of \$50,000, and head offices at 406 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.

N. G. Valiquette, of Montreal, vice-president of the Pathé 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 Pathé in Canada, and predicts a big future for his company. Mr. Valiquette owns and operates one of the largest furnishing stores in Montreal, and, of course, has a big Pathé department.

Some of the officials of the local Pathé 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. In addition, the Canadian plant is now fully installed and ready to operate. As soon as this plant is working the Pathé dealers can count on excellent service. Robert Burgess, the enthusiastic road ambassador, reports that he is meeting with a very gratifying reception wherever he goes, and is signing up some of the most desirable accounts in Ontario. H. M. McMenimen, managing director of the Pathé Co., New York, made a flying trip to Toronto recently. Negotiations are now under way for the formation of a company to jobbing Pathé in the Maritime Provinces.

The new Pathé instruments are nearly ready, and when on the market should readily meet with a good reception on account of their original design and construction.

H. R. Braid has resigned the management of the Music Studio of the Robert Simpson Co., this city, in which Pathé and Edison lines are featured, and has joined the selling organization of Layton Bros., Montreal, which features Edison and Columbia lines.

IN THE CANADIAN NORTHWEST

Embargo on Wheat Proves a Good Thing for Both the Farmer and the Merchant—Steady Increase in Business Reported—Shortage of Cars Holds Up Machine Shipments

CALGARY, ALTA., March 31.—Business in Southern Alberta is satisfactory, prospects encouraging, and a season surpassing that of 1916 is the general impression to be gathered from the comments of Calgary dealers.

G. D. Venini, manager for Mason & Risch, Ltd., has nothing to complain about, business being steady, collections A1, and prospects bright. 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 doubtlessly 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.

Young & Kennedy are meeting with great success in their talking machine department, the total amount of business during the past year being equal to that of the three years' previous business put together. The firm devotes a whole floor in their spacious building to this branch of the music trade handling both Edison and Columbia lines.

The Alberta Piano Co. report Victrola business plentiful with the demand not confined to any one particular model, but distributed over the entire line of models.

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 holding its own, a Ludwig & Co. grand being sold to a prominent farmer last week.

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

Willis & 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 Heintzman, Ltd., reports business as satisfactory, collections fair, and prospects brighter than ever. As soon as the roads are in a shape for motor-ing sales will come in rapidly, as the country is in fine shape, and the farmers are prosperous.

The Alberta Piano Co. have little to complain of, especially in their sheet music and small goods department. Pianos and Victrolas 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 and 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, and 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 after the concert arrangements.

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

"Columbia demand 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.

C. B. Moore, of the R. J. Whitla Co., Ltd., Pathé distributors in the West, is anticipating the receipt of shipments of made in Canada Pathé records and Pathephones. The firm have opened up a large number of agencies, and are aggressively pushing the Red Rooster line.

Messrs. Babson 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 the display of watches. With this object in view they are remodeling their front windows so as to secure more space.

Manager Patterson, of the Columbia phonograph department of the J. H. Ashdown Co., reports a good trade, but difficulty in securing all the Columbia records he requires.

Evan Williams, the popular Victor artist, sang to a large and enthusiastic audience in the Central Congregational Church while in Winnipeg recently. All Victor dealers report increased sales following his appearance.

Mag-Ni-Phone

\$17

Model
"J"

"Speaks for Itself"

The Mag-Ni-Phone, Model "J," with our new Universal Tone Arm, will play all disc records, including the latest hill-and-dale cut, that are played with a steel needle, reproducer in an oblique position.

This model is equipped with an extra large reproducer—12-inch turn table—a worm-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.

Liberal Discounts to Dealers and Jobbers

Charles W. Shonk Company

707 St. Charles St.

American Can Co., Owner

Maywood, Ill.

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



GROWTH OF OIL BUSINESS HELPS KANSAS CITY TRADE

Creating New Wealth, Part of Which Is Going into Talking Machines and Records—Schmelzer Arms Co. Settled in New Home—Edison Dealers to Convene—Other News of Interest

KANSAS CITY, Mo., April 8.—The talking machine trade in Kansas City and vicinity has kept up to a high notch the past month, with no prospect of diminution because of the war or any other reason. There has been a slight uneasiness over the threatened reduction in the wheat crop of Central and Western Kansas and Oklahoma, but this fear has been more than offset by the better prospects for crops on Eastern Kansas and Western Missouri. The oil business alone is also creating new wealth far beyond anticipations of a few months ago. Prospectors are finding oil in new fields, and the producing area is spreading closer and closer to Kansas City. Indeed, some men are now putting down wells almost within the city limits of Kansas City, Kan. The business is getting on a firmer basis, which means that less money is going into wildcat schemes and more into actual production. Scores of people who put small amounts into legitimate companies are now beginning to see money ahead. This is not intended as a boost for the oil game—but as an indication that oil will provide considerable sums for the purchase of talking machines in the Kansas City territory this year.

The Schmelzer Arms Co. is getting settled in its new quarters, the rooms now being connected with the older part of the store, and A. A. Trostler established in his office on the special mezzanine floor. The trade in Victrolas and records has been large, and considerable credit is due the organization for the way they have maintained service while going through the trying process of moving. All is progressing fine now, with new equipment in service.

The Columbia Co. has enjoyed a remarkable success with its new saxophone records recently issued. The downtown retail store, which was one of the first to exploit patriotic records, continues its emphasis on these, with large reflected benefits to the retail dealers in the city. And the attention the windows attract is now serving

to arouse new interest in the saxophone records.

All Kansas City dealers in all makes of records have sold many patriotic records. In many cases the owners of machines have revived their use through the stirring of loyalty which requires expression, and with their band music and songs that answer for the patriotic sentiment, they are also using and buying more of the miscellaneous records.

The Watkins Music Co., at Independence, Mo., is developing a large trade in Victrolas and records.

The Edison dealers of the Kansas City district are looking forward with interest to the convention in Kansas City next May. M. M. Blackman, manager of the Phonograph Co. in this zone, has laid out an inspirational and educational program that will well reward their attendance. The wives, sisters, daughters and the sweethearts and stenographers too are expected to come, so that the whole organization of the dealers will catch the spirit of the Edison plan. Officials of Thomas A. Edison, Inc., will be present to make addresses. There will be tone tests by a Metropolitan Grand Opera artist. In the two days will be a banquet and rides over the city and luncheons. The headquarters and program will be at the Muehlbach Hotel. The big new sales book probably will be out by that time.

C. L. Smith, Weed Hinde and Clayton Cunningham, traveling representatives of the Phonograph Co., will assist the dealers of the district in arranging tone tests during the spring series.

A. B. Peer, formerly with the Columbia Graphophone Co., is now with the talking machine department of the North-Mehorney Furniture Co. Mr. Peer is one of a number of solicitors employed, that being the store's method of "pulling the business." And it has proved highly successful, the sale of the machines (Columbias) having increased 25 per cent. over this time last year.

R. E. Nichols is an addition to the talking machine department of the Jones Store Co.

Grover Near, 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 Jessica 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 Gounod'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 PATHÉ JOBBER IN KANSAS CITY

The Pathé 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.



The Easiest Way To Handle Records

Gets the record you want in an instant. No hunting through or handling of other records. With the "Crip-N" Record File a light touch of the finger performs the whole operation of placing the record in your hand ready for the machine. Nothing could be simpler or more efficient.

A simple demonstration is sufficient to convince your customer that the "Crip-N" File fills his real need for an easy and quick method of handling his records.

Adapted for Victor, Columbia, Vocalion and Pathe 10- and 12-inch records.

Send for Catalog and dealers' special proposition. It will interest you.

CRIPPEN-RASE CO., Inc., 77 South Avenue, ROCHESTER, N.Y.

RECORD MANUFACTURING



EARLE W. JONES

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—Busy 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 stores, which 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 17. Victor dealers will therefore boom 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 Victrolas, 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 semi-indirect lighting system 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.



SUPPLY THAT WAITING DEMAND

All your phonograph buyers want a semi-permanent needle that need not be changed with every record.

Don't Wait for Unfilled Orders—Get Them Here AND GET THEM NOW

Anytone Semi-Permanent Needles
PLAY SOFT, MEDIUM OR LOUD WITH SAME NEEDLE

Send 10c. for Sample and Our BIG PROFIT Dealer Proposition

ANYTONE NEEDLE CO., Newark, N. J.
EXCLUSIVE DISTRIBUTORS WANTED

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 "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 nearby, and for others in the neighborhood.

The Household Outfitting Co., which handles Columbia Grafonolas, announces that it conducts "the daylight store, which closes at 6 o'clock."

Charles Heinicke, manager of Denton, Cottier & Daniels' 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. Wal-

bridge'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 "homelike 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 \$501,108 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.

Announcing the "Cabaola"

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.

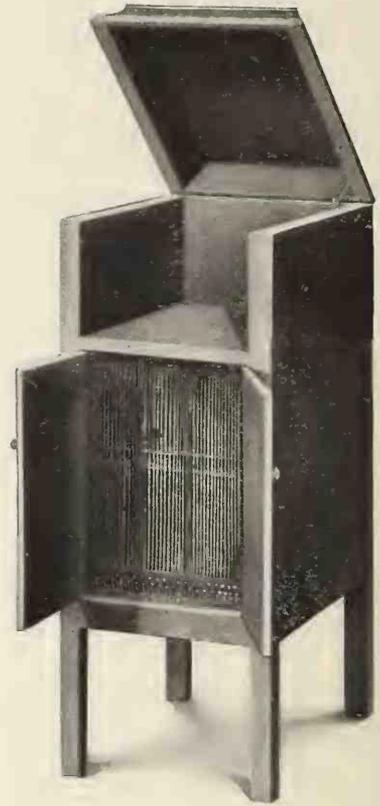
CABAOLA MODEL H-4

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



Retail Price \$15.00

Patented January 14, 1908, and January 4, 1916. Other Patents Pending

Of Further Interest

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.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

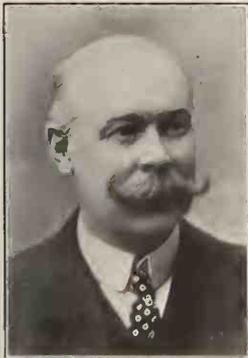
Ilsey's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or
become sticky or rancid. Remains in its original form indefinitely.
(Ask the manufacturer who uses it.)

MANUFACTURED BY
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York
Established 1853

APPOINTED 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.



James P. Bradt

Mr. Bradt rejoined the Columbia forces about two years ago as sales manager, and the success he achieved in this important post 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. England 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 for 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.

SAN FRANCISCO TALKING MACHINE DEALERS' BANQUET

SAN FRANCISCO, CAL., April 3.—The Talking Machine Dealers' Association dinner held March 14 at the Saint Germain Restaurant was a complete success, and it is probable that the "Ladies Night" will become a feature of the association's

ment, president of the association; Chas. Mauzy, vice-president; Joe Scott, proprietor of an establishment in the Richmond district; J. A. White, manager of the phonograph department Wiley B. Allen Company; A. J. Bruhn, of the Em-



Snap Shot of Members and Guests of San Francisco Talking Machine Men's Association social program. More than fifty members of the association and friends gathered to partake of the excellent dinner and to enjoy the entertainment and dancing.

Short addresses were given by J. A. Black, manager of the Emporium phonograph depart-

ment, chairman of the good of the order committee, arranged all the details of the affair and is responsible for the success of the evening.

DROOP SOUNDS PATRIOTIC KEYNOTE

Washington Piano Man Causes Patriotic Demonstration by Speech at Board of Trade

WASHINGTON, D. C., April 2.—E. H. Droop, prominent piano merchant of this city, was largely instrumental in turning a special meeting of the Board of Trade, called last week at the Hotel Willard to consider purely business problems, into a patriotic demonstration. Various speakers earlier in the evening had touched on patriotic subjects, and a resolution pledging the loyalty and support of the Board of Trade to the president was introduced. In seconding the proposed resolution, Mr. Droop said: "Be-

fore we became in any way involved in this war every man in this country was entitled to a free expression of opinion and to his sympathies so long as he said nothing that could be regarded as treasonable. But when we approach the dividing line and our president makes the call for us to step forward to defend our national rights and honor, then I say that all the old sympathies are swept out, and we step forward as one American people." Mr. Droop was interrupted here by loud cheers, and men surged about him on all sides to shake his hand, and although his lips continued to move his words were lost in the patriotic demonstration which his short speech had evoked.

A NEW TONE ARM and SOUND BOX

The new Thomas tone arms and sound boxes are the outcome of years of careful study, investigation and experimenting, climaxed by actual experience in building talking machines. The Thomas tone arms and sound boxes fill a real need in the trade because: 1. The Thomas tone arms and sound boxes are of the "universal" type. The parts are all properly weighted and a compensating device makes it possible to play any make of record perfectly. 2. They are made by a large organization which can guarantee prompt deliveries in large quantities. 3. They are made in Dayton, the "City of Precision" which is famous the country over for its skilled mechanics.

We solicit a trial. Send for samples.



Thomas Mfg. Co.
Dayton, O.

Specialty Department

**Four Styles
Get
Our
Prices**

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

PITTSBURGH, 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 dedi-

cated 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. Kinch, assistant manager; J. F. McCormack, auditor;

RECORD ENVELOPES

STOCK RECORD POCKETS

J. L. GILLESPIE COMPANY
PAPER PRODUCTS PITTSBURGH, PA.

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 most capable and efficient organization for handling "Standard Service" in all its details.

Joseph C. Roush, president of the Standard Talking Machine Co., left this city April 2 for Sea Breeze, Fla., where he joined Mrs. Roush and children, who have been there since the middle of February. Mr. Roush 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 Hards, Emma V. Dabbs, Lorette Mischer, Lambert Salvi, Frank Wonderlich, Billy Waugh, Frank Geyer, Louis Schairer, Harry E. Waterhouse, Harold E. Miller, John M. Jones, G. A. Greisbach 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 the 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 Friedl, 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 Buehn, of the Buehn 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 capitalization of the concern is \$25,000, the incorporators being Monroe J. Levine, Bertha Barnet, and Theodore R. Levine, all of Paterson.

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.

LIVE RECORD BUSINESS FEATURE OF ST. LOUIS TRADE

Quick Recovery From Business Slump Caused by Threat of Railroad Strike—Patriotic Records Have the Call—Irby W. Reid Suffers Illness—An Excellent Columbia Window

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 faintly treat out of the pay envelope and only some such danger as that of losing a job can stop them. This Saturday afternoon business has been more of a distinct feature since the first of the year than before.

Manager Guttenberg, of the Aeolian Hall talk-

ing 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 warehouses 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 warehouses, 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 exceedingly 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 results and possibilities, Mr. Salmon said, were reaching a very satisfactory stage and the record distribution was reaching an average that the warehouse force was proud of.

Retail Manager Ben Philipps reported an excellent month closed and a fine start for the new month. The few warm days had brought inquiries for the small machines that are so popular 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 explain. The window caused favorable comment.

Messrs. Koerber and Rauth, of the Koerber-

Brenner Music Co., Victor jobbers, are spending much of their time pushing the work on their new home, which they hope to occupy about the first of the month. The plans are being carried out as outlined last month.

R. H. Cone, Jr., of the Artophone Co., reports better conditions as to cabinets than were outlined in last month's World. Since that time he has made an extended cabinet hunting trip and was successful in his search. His present output is limited only by his ability to get the woodwork. The local factories, the output of which he takes, are increasing their capacity.

Large jobbing houses here, in drugs, dry-goods, hardware and other merchandise, are showing considerable interest of late in the talking machines, and very few of them are not now offering some sort of a machine for sale. As a rule these houses carry two machines, one that sells for \$25 or less, and one of about \$50 or even a bit more. These machines are used in two ways, for premiums or are sold to their customers throughout the country by the single machine or as many as they want. The outlet for machines in this way is said to be growing very extensively, and it already has assumed really big proportions.

The Kieschhorst Piano Co., selling Victors, is conducting an advertising campaign on behalf of the Record-lite, and is experiencing very good sales.

J. Beyer & Son are advertising the Sonora machine, an instrument which has not been pushed in this market.

The Mozart Talking Machine Co. has formed a selling connection with the Simmonds Hardware Co.

L. Nachman, of the Silverstone Music Co., has gone into Kentucky to aid Edison disc dealers in the art of giving demonstrations.

Following extensive monthly record advertising this month came some very liberally spaced advertisements for Easter music, making the records very prominent in the advertising pages of the newspapers for two weeks.

Service That Makes You Money



Our Exclusive Wholesale Building

—A VICTROLA and RECORD service in which utmost care, promptness, experience, immense stock, unrivalled facilities and a vital regard for your interests and fullest satisfaction, all combine to aid you to best serve your public—to make greater your sale of Victrolas and Records—and increase your profits!

To Help Supply Your Needs

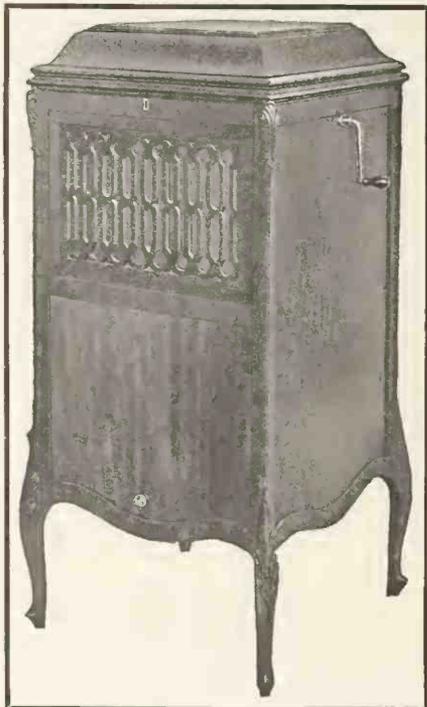
- Building 80 x 100 feet; six floors.
- Matchless shipping facilities.
- Complete stock of Records at all times.
- Experienced, efficient employees.
- Mechanical experts, familiar with every detail of Victor and Victrola construction.
- Complete stock of Victor and Victrola parts always on hand.

Let us place your name on our mailing list for recommendation made by our committee of musical experts as to the big sellers from each monthly advance list of Records. No obligation—just another feature of the service that will please you best.

Distributors
Victrolas and Records

GRINNELL BROS. First and State Sts.
DETROIT

CABINETS

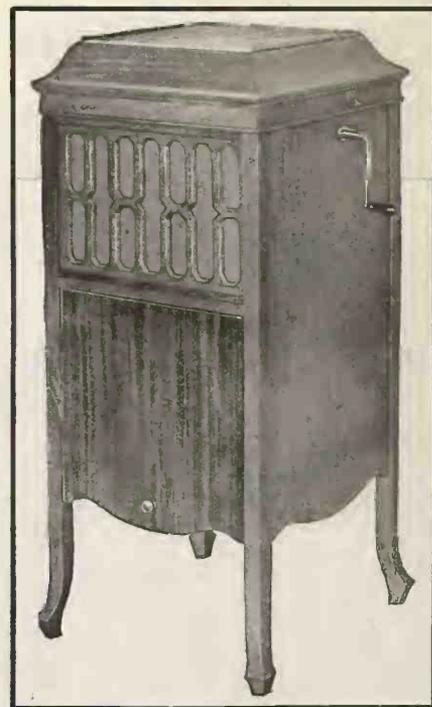


Our factory at Utica, N. Y., is equipped to turn out cabinets in any quantities. Every department of our plant has been enlarged, and we can offer our patrons prompt service and the best cabinets that can be manufactured.

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

STOCKING UP FOR THE FUTURE DEMAND IN CINCINNATI

Poor Shipping Facilities and Delayed Deliveries Move Dealers to Take Precautions—War Declaration Brings Strong Demand for Patriotic Records—General Conditions Excellent

CINCINNATI, O., April 3.—Patriotism of Cincinnati has caused a tremendous demand for records of national airs and those pertaining to military doings. The stores, taking advantage of the situation, have forced these to the front and the question now confronting the trade is to keep the supply up to the demand. Business all along the line, in all classes of machines, is inclined to be highly satisfactory.

One condition that is worrying the trade is the lack of proper shipping facilities, both in and out, which situation will cause the Fritsch Phonograph Co. to be delayed at least three weeks in getting out their products. The firm, launched last month, and now established at 228 and 230 West Seventh street, is unable to secure prompt shipments of material. Charles W. Weidemann, one of the large stockholders, is now in New York city on business connected with the company. The officers expect to have the machine ready for the market by May 1.

Manager Ditrich, of the Victor department of the Rudolph Wurlitzer Co., is inclined to believe that dealers will suffer later in the year providing the merchants do not stock up. In a summary of the past month he said:

"Out-of-town demand seems to suffer no decrease with the advent of the warmer weather. All orders are still standing with the same rush instructions in force. A steady insistent demand for Victrolas must be at the bottom of the demand we feel and the business of the year can be gauged in advance by the large machine orders already booked for delivery during the next six months. From indications the period of shortage will come a good deal earlier this year with a menace not unknown to those who will not anticipate their wants in full during the advance season."

Since the installation of improvements for the handling of Victor records and machines there has been a big increase in the business of this department of the Cable Company. Manager Greulich has incorporated numerous ideas outlined by the Chicago office, all of which have resulted in a simplified method of giving the customer what is required with a minimum amount of effort. Changes have been made in the booth, the entire remodeling program giving forth a rather ideal talking machine and piano store effect.

The Starr Piano Co. will soon produce some new styles in talking machines. Detailed information is not available at this time. The Cincinnati branch is suffering from a shortage of stock, the factory being unable to supply its wants.

R. J. Whelen, manager of the local Columbia Graphophone Co. store is very enthusiastic over trade conditions. He stated "Even the retail holds its own and we made quite an increase over the March, 1916, statistics. The wholesale trade continues to place large machine orders and every month that passes strengthens our conviction that the trend of the public is toward the higher priced machines and records. The record business is phenomenal and we will make last year's figures look very small when it comes to comparison."

S. H. Nichols, district manager of the Columbia Co., made his monthly trip to Cincinnati and he reports good business all over his territory.

H. Cleveland, auditor of the Columbia Co., is here going over the books of the local store. Figures talk, so Mr. Cleveland is in a position to know conditions throughout the United States and he is more than optimistic about how figures will soar this year.

F. F. Dawson, one of the executive office men, spent a few days at the local store. He is associated with the trade promotion department and is making a tour studying conditions in different cities.

"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



V. N. Shishcoff in Front of Store

climb up via the peanut wagon route, but in the experience of V. N. Shishcoff it is found that the future of a small beginning was extremely successful.

Shishcoff several years ago began business in an old street car. Being a foreigner, he selected the foreign element of the city as his prospective customers. He saw a big future

in the retailing of foreign Columbia records.

A. W. Roos, manager of the Indianapolis Columbia store, took an interest in Shishcoff's ambitions and assisted him as much as possible. Recently Shishcoff moved out of his quarters in the old street car and opened up a store at 530 West Washington street. Besides doing a large record business, he sells about fifteen machines each month. He advertises in foreign papers of national circulation, and gets many mail orders for records and machines.

Shishcoff, though a foreigner, has become a patriotic American, and during the patriotic window display contest of the Columbia Co., he entered his display in competition for the dealer's prize.

The success of Shishcoff is attracting the attention of other foreigners, and Mr. Roos reports that S. J. Giza, 2506 West Michigan street, will soon be competing with Shishcoff for the local business among foreigners.

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 Tempa Lewis Hughes has opened the "Symphony Record Exchange" in the Scarritt Arcade, 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 is punctilious as to the purchase of records, buying them new, and at list price through regular channels. She is building up a fine business.

To Talking Machine Manufacturers:—

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

THE MARKEL MOTORS

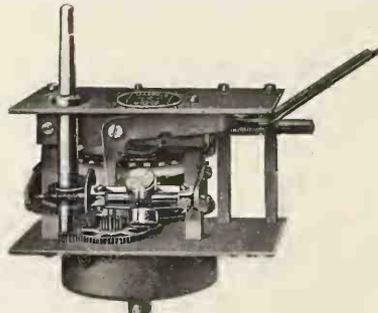
To continue my articles on independent makes of motors I will use for this month's subject the two Markel motors known by the trade as the Nos. M. 2 and M. 4. It would perhaps be a difficult matter to find a general talking machine dealer who has not at some time in his experience as a merchant in good machines handled one or the other of these two types of motors, and as a consequence a detailed description of their construction 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 opposite, 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 mounted one above the other and the winding gear is placed on the bottom of the top cage, bringing the winding point to the center of the spring barrel group. The driving gear on the bottom of the lower spring cage meshes into the pinion on intermediate gear shaft, and the large intermediate gear in turn meshes with the pinion on the lower end of the turntable spindle. The steel bound fibre gear fastened to this

spindle engages the spiral cut on the governor shaft and the speed of governor is checked by the pad of felt pressed against the friction disc by the governor lever. This speed control lever is attached to the cross plate fastened to the two front posts of the motor frame and is jointed at about the center of its length so that the free end may be swung to any point (to the extent of about half a circle) on the motor board, desired for placing the dial or speed indicator.

The governor is held in position by the two bearing plates attached at right angles to the two



Markel Motor No. M. 4

front posts of the frame. 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 placing the bearings in two of the frame posts, and a clutch spring of extra heavy steel wire is used in place of the usual ratchet and pawl.

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 records, while the M. 4 by means of the additional

spring cage will play four, double power obtained without making any changes in the dimensions of the motor frame.

THE NEW COLUMBIA RECORD

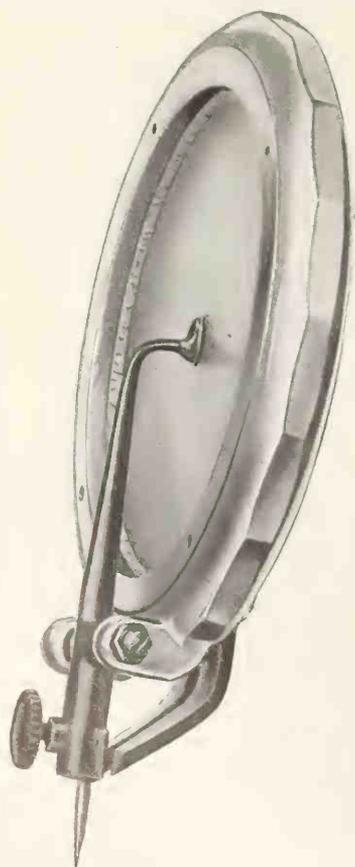
The April Issue in Its Enlarged and New Form
a Most Interesting Number

The April, 1917, edition of the "Columbia Record," the official house organ of the Columbia 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. Townsend, editor of the publication, is devoting all his time to the compilation of a newsy, 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. Fuhri," "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 Phonograph 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 prospective 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

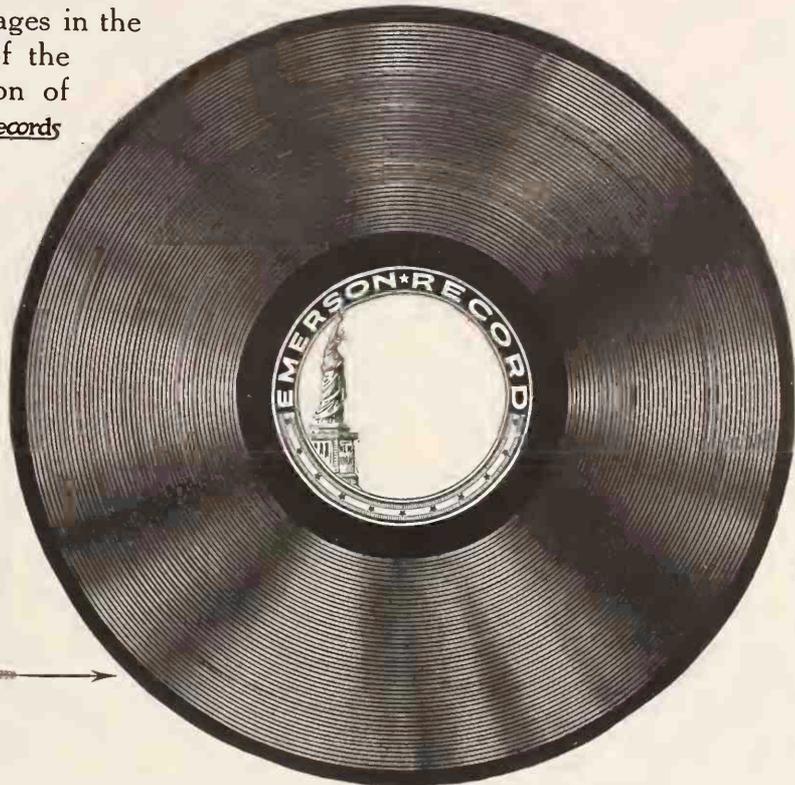
The Progress of One Year



AUGUST, 1916
(Production)



MARCH, 1917
(Production)



AUGUST, 1917
(Estimated Production)

Three stages in the history of the production of Emerson Records

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.

7
INCH
DOUBLE
DISCS
25c.

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 NEW YORK
DEPT. D, 3 WEST 35th ST.
Gentlemen: Kindly send me at once complete list of new Emerson Hits and full details of your proposition.
Name
City
State



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 styles 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 lines unless they can get better service in the way of machines when they need them. The writer also knows of a certain downtown dealer—and his name will be given next month—who is getting ready to throw out a line that he has handled ever since he has been in the phonograph business—just because he has not been able for the past year to get the machines and records he needed. "Why should I continue to put up with this condition," he said to the World correspondent. "Business is slipping away from my store all the time. People ask for certain records and we can't supply them because we can't get them. The result is they go some

place else. That doesn't help me when I have a big overhead expense and a big investment. 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 its regular March meeting 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 co-operating 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 phonographs, returned April 1 from a six weeks' vacation at Pinehurst and Florida. He spent most of his time golfing.

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 Woodward 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 increasing 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., 401 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 Starr 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 Pathé 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.

Use Ward's Moving Covers

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



Grade D, 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.

(Well-Known Lodge Regalia House)

Manufacturers Complete Line of Covers

101 William St.

NEW LONDON, OHIO

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 forms 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 "Anytone 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. Rainsman, J. J. Hogan, 2333 Creston avenue, Bronx.

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

INCREASING SONORA OUTPUT

Assembling Phonographs at Factory of Herzog Art Furniture Co., Saginaw, Mich.—Now Have Three Manufacturing Plants Well Located

Jos. Wolff, secretary of the Sonora Phonograph Corp., New York, stated 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 200 to 300 skilled mechanics will be engaged in this work within the next year.

This move was taken in order to increase the Sonora output and enable the company to more nearly 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 "Vitaloid" turntable for talking machines, is at present making a thorough canvass of the Southwestern and Southern States, and before returning to Boston 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.

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.

ATTRACTIVE ADVERTISING NOVELTY

The J. L. Roark Estate, which conducts a live talking machine department in its housefurnishing 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.

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.

VICSONIA MFG. CO., Inc.
313 EAST 134th STREET, NEW YORK

TO BAR APPROVALS IN CLEVELAND

Talking Machine Dealers to Present Resolution Planned to Kill System at Forthcoming Meeting 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. Maresh will introduce a resolution bearing on this point. It is thought the resolution will unanimously pass the association on April 15, the next session of that body. The resolution follows:

"On and after April 15 dealers will discontinue the sending of records on approval on Saturdays or days preceding a holiday on which

all business houses are closed. On all other days regular approval business may be conducted in accordance with rules and regulations as adopted by the association, that is a time limit of twenty-four hours and with the understanding that at least 33 1/3 per cent. of those records taken be purchased."

Mr. Maresh speaks the belief of many other talking machine dealers of the city when he says that altogether too many talking machine record customers drop into a store, paw over the records, ask to take home a dozen or so "for over Sunday," and then forget the dealer. The result is that Mr. Dealer just as likely as not never sees half his records again or if he does they are scratched and made unfit to be sold at all.

It is the purpose of the resolution to come before the trade association to offset the tendency of the public to laxity by allowing customers a time limit of only twenty-four hours with the understanding that they eventually purchase one-third of the records taken out for approval.

CUT OUT LIST OF VICTOR RECORDS

Company Urges Dealers to Call Attention of Customers to Fact That This Represents Last Chance to Secure Reliable Records

The Victor Talking Machine Co. has sent out to the trade the cut out list of records that will be withdrawn from the next catalog when it is issued in May. The issuance of the list followed the usual policy of the company in matters of this kind and dealers will be advised later regarding an exchange proposition covering these records.

An innovation in connection with the announcement of the cut outs is a special announcement calling the attention of the dealer to the opportunities for disposing of many of the cut out records to regular customers by calling their attention to the fact that when once returned to the factory it would not be possible to obtain such records ever again. To assist the dealer in his campaign in cut out records, the Victor Co. has prepared a cut out list for distribution among retail record customers, for there are doubtless many records in the list which will prove interesting to those who are not aware of the existence of the records until attention is called to them directly.

BUSY TIMES IN SPRINGFIELD, MASS.

Activity in Government Works and Other Factories Keeps Money in Circulation—High Grade Instruments Have the Call—New Branch Managers Appointed This Week

SPRINGFIELD, MASS., April 3.—Wm. F. Larkin, in general charge of the piano and talking machine departments of Forbes & Wallace, has placed J. H. Colwell, of New York, in charge of the department in the A. McCallum store, in Northampton, and Arthur Berwick in charge of the Holyoke store.

Mr. Larkin thinks that the piano and talking machine business locally has never been better. All the local factories are running to capacity and the various government works, including the United States Armory, are working under pressure and calling for 2,500 experienced men.

The business since January 1 has shown a distinct increase, especially in the demand for high grade instruments. This house has done particularly well with the Ampico line and has placed instruments of that type in some of the best homes in Springfield.

PATENT'S INTERESTING DEVICE

E. S. Oliver's "Anytone Needle" Has Several Important Features

NEWARK, N. J., April 3.—E. S. Oliver, of 18 New street, this city, who is well-known in the Eastern talking machine trade, through his long connection with the industry, and who for the past dozen years has been a manufacturer of talking machine parts, has patented his latest invention known as the "Oliver Anytone Needle," which is so designed that simply turning a screw will play loud, medium or soft, all with one needle. The advantage of such a construction will be readily recognized, and it is claimed by the inventor that the needle will not injure the finest record. Mr. Oliver also controls a patent on a record envelope and filing system, a tone modifier, now being used by one of the big companies, and other successful devices.

INSTALLS NEW BOOTHS

H. B. Kurtz, of Conneaut, O., has installed two new booths in the basement of his jewelry store. He skilfully used Victrola boxes as material for finishing the room. The upper part of the walls is in a grayish tint, and the lower section is mottled to resemble leather.

The Fulton Alden Co. are at present looking for a manufacturing plant in Waukegan, Ill., in which to make a phonograph invented by the late R. J. Smith, of that city.

List Price
\$6.50



\$7.00
West of Rocky Mountains
\$8.00
Eastern Canada
\$8.50
Western Canada

The Stewart Phonograph
The Marvel of the Phonograph World

Plays Any Disc Record—Any Make—Any Price—Any Size. The Fastest Selling Phonograph in the World. Not Seasonable—It Is An All-the-Year-Round Seller. Most Extensively Advertised Popular Priced Phonograph Made.

Don't Overlook This

The Stewart is a high grade, low priced instrument. It is not a cheap phonograph. Manufactured complete—every part of it—in our plant. We are not "assemblers." The gears are cut on special gear cutting machines—not punched out. The shafts, pinions, etc., are made by precision automatic screw machines.

The Stewart is a quality product throughout. Size of case: 11 inches in diameter, 4 inches high. 10-inch turn-table. Finish, antique green; weight, 10 pounds, packed. Many dealers are buying them in 25, 50 and 100 lots and repeating.

Send Us Your Order and Become a Stewart Dealer

Requires little space for stock. Phonograph experience unnecessary—any clerk can sell them. Comparatively little effort or time is required. To play one or two records for a prospect is usually all that is needed. They not only meet the popular demand, but that of all classes, including the better-to-do. There are few requirements of any phonograph—no matter what the cost—that it does not fill, and there are a number that are exclusive to the STEWART, on account

of its light weight, compactness and convenience. Their uses are practically unlimited; for dancing, in the school room, the nursery, entertaining, for boating, on the yacht, or in the automobile, for picnics, camping out or the summer home, for the boy or girl away at school, in fact, anywhere, and any time for any purpose.

A New One—The Stewart Outfit. Take it anywhere—Any time for any purpose. Include a half dozen in your order. They'll sell. Complete booklet on request.

See Our Booth at the National Music Show

STEWART PHONOGRAPH CORP.
1800 George Street CHICAGO, ILL.



List \$10.00

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. When I first started my establishment, it was like thousands of others spread broadcast over the country—complete and satisfying in a way, 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 talker shop; you must have a place that will appeal to the wives and sisters and daughters of your men customers."

"Why, honey," I answered somewhat bewildered; "I don't see anything wrong with our store. We have a good stock and the goods are moving nicely."

"How many women customers have you?" she shot back at me.

"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 that light, although 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 I am talking about, my dear, and you, from your evasive answer to my question, evidently do not."

"Being thus shorn of my self-conceit, and eager to find out just what was wrong with my business methods, I suggested, in all humility, that wifery 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 come to the store, and, when this much 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 listening to a talking machine, 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 they might be rendered upon his own machine within hearing of all 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 belligerently, "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 everyone. Why, I am willing to bet you a new gown against that Graflex camera you are so crazy to own that the very fact of your being able to tell your customers that every record you sell is a strictly fresh, just from the factory product, will increase your sales 10 per cent. almost at once."

"I will take that bet on, my dear, if you will explain how I am to discontinue my present arrangement without friction."

"Oh, I'll be fair; I'll eliminate the friction, all right; listen: The very first thing to do is to renovate the whole shop until it will appeal to the average woman. Have the floor highly polished, the rugs rich, the hangings dainty, the

walls papered in a single tone to harmonize with the furnishings. We women like wicker furniture; it is cool in summer and attractive the whole year round; get some of that. A davenport would be rather nice; better have one."

"Anything else?" I asked desperately, with both hands on my wallet.

"Yes, cut flowers, and fresh every day."

"At this point her face glowed with still another expensive inspiration: 'Jack, dear, I've just thought of another idea—the greatest of all.'

"I'm listening," I answered grimly.

"When you receive a new record from the factory with a flower in the title like The Rose of the Mountain Trail, you know, give a rose to every lady who purchases that particular selection. It will make a distinct hit and will increase your list of customers very materially.

"American beauties, I suppose, at many dollars a dozen," I suggested, quite dazed by now.

"No, you old goose; you can get lovely roses for 5 cents apiece, and much cheaper than that in quantity; not great long stems, of course, but very suitable for souvenirs. Don't worry, dear; I'll see that the expenditure does not exceed that of a reasonable appropriation for safe and sane advertising.

"Now, that we have the store attended to," continued my little wife enthusiastically, "I'll show you how to get the feminine trade. We'll prepare a list of your customers' names and addresses, and when the new records arrive, we'll call up by phone and ask for the gentleman of the house, being careful to do this at a time when we're reasonably sure he's downtown earning his daily bread. When wife or sister or daughter answers the wire, we will hasten to explain that we are sorry Mr. Smith is out, but that she will do nicely. We will then go on to explain that we have made some very extensive improvements to our shop, and it was with the intention of having Mr. Smith come down and give us his opinion of the changes, that we called up. However, why would it not be a good idea for Mrs. Smith, et al., to come instead? We are sure that Mrs. Smith has a taste for beautiful things also, and we would appreciate it very much if she would run in and look us over, bringing sister and daughter along. Incidentally, we mention that we have just re-

ceived a new consignment of records, among which are some that will undoubtedly appeal to her musical tastes. We end by asking her to do us the honor of drinking a cup of tea with us at 3 o'clock. Sort of an impromptu housewarming, Jack, dear, do you get the idea? When they're all in our beautiful shop and have quaffed the cup that cheers, we will explain how from now on we will expect to see them very frequently. We will make it clear that the store (especially a store such as ours) is the only place in which to hear records; that it has it all over the home because the acoustics are just right, and, furthermore, we want every record we sell them from this day forth to be an absolutely new disc, and not one that has been circulating like a Tabard Inn Library novel. When the reception becomes a thing of the past and your business is enjoying a substantial increase, I shall expect the price of that gown. I reckon 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 finale.

"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.

Despite the shortage of dyes, green paper and silk cloth you can secure our patent album made of the highest grade materials.

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

103 Broadway
Brooklyn, N. Y.

THE BOSTON BOOK CO., Inc.

Chicago Office:
1470 So. Michigan Ave.



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 LONDON, 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. Zezzelman, 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.

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, O., 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 enthusiasm 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 booth. At the Heineman exhibit 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

In the very near future the company will announce two new motors to be known as Nos. 12 and 16.

VISITS PATHE HEADQUARTERS

Jesse Rosenstein, head of the National Piano Co., Pathé distributor at Baltimore, Md., was a caller recently at the company's executive offices, bringing with him encouraging reports of the business situation in this city. He was greatly interested in the progress Pathé Frères are making in their recording department, expressing his pleasure with the records to be released shortly.

The Perfektone Corp., of Philadelphia, was incorporated in Maryland recently with a capital of \$2,000,000 for the purpose of manufacturing phonographs and records. The incorporators are: Alva Jones, president; Joseph E. Miller, vice-president; W. J. Donaldson, treasurer, and J. S. Lattin, secretary.

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.

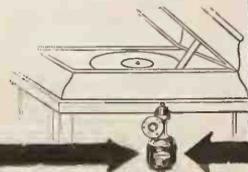
The Motrola is the *only* attachment that winds the spring. Its advantages are *exclusive*.

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





Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO

ATLANTA

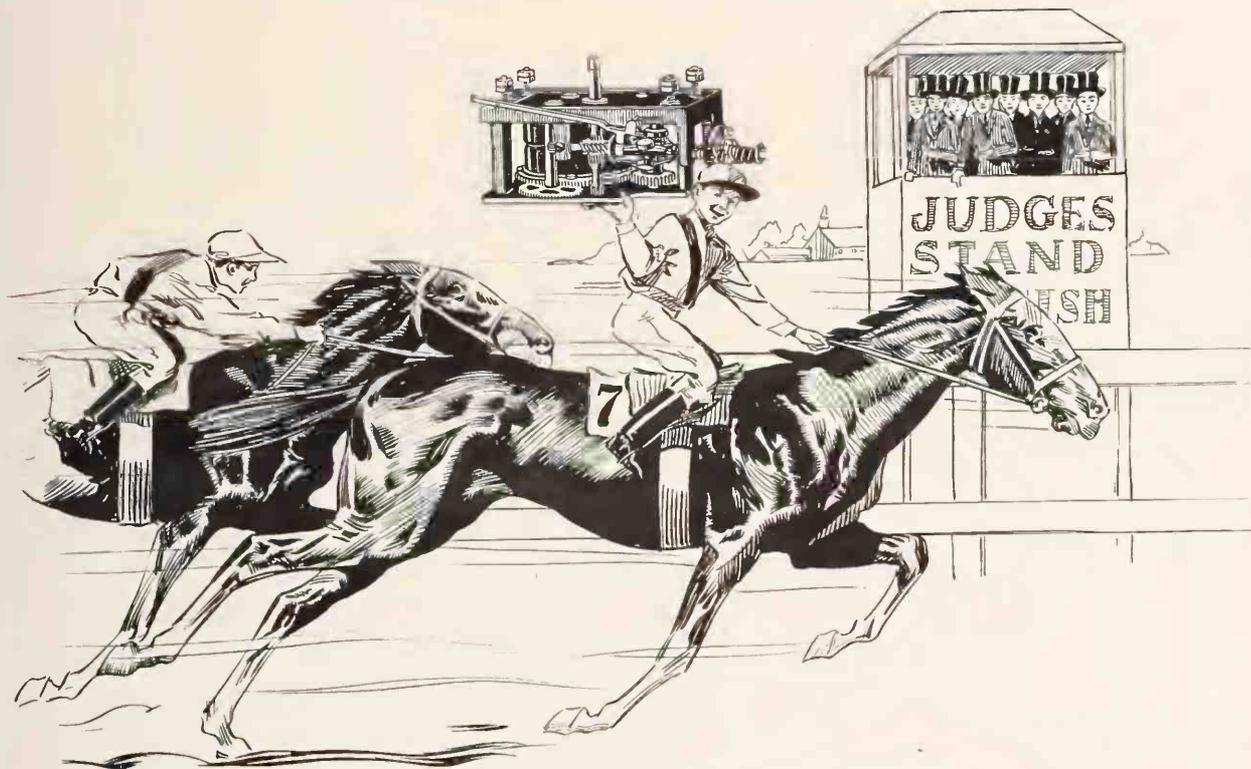
SEATTLE

TORONTO



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.



Otto Heineman

President.





DOEHLER DIE-CASTINGS

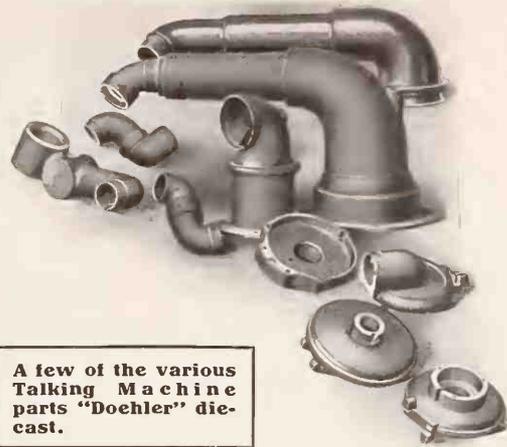
have attained their supremacy by the unvarying excellence of their quality and the unfailing reliability of the service behind them.

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 "Doehler" die-cast tone arm, sound box or both.

The acknowledged prestige of the Doehler 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 Doehler Die Castings.



A few of the various Talking Machine parts "Doehler" die-cast.

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

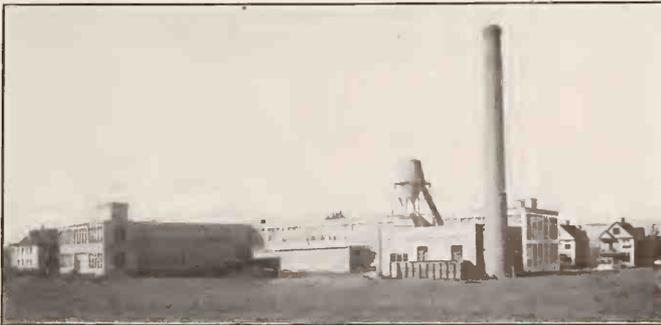
INCREASING FACTORY CAPACITY

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 ma-



Plant of the Century Cabinet Co., Utica, N. Y.

chines 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 used in order to make each envelope a separate container, and because experiments have proven that cloth 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.

MASTER WAX

For a reasonable price I am able to deliver large or small quantities of the very highest grade of Master Wax. Write stating when it will be convenient for you to inspect samples. : : :

Address Box 2000
Care of TALKING MACHINE WORLD
373 Fourth Ave., New York

CONDITIONS AFTER THE WAR

O. P. Austin, Addressing New York Business Publishers, Warns Against Keen Competition Which Will Follow Close of Hostilities

In an address delivered two weeks ago before the editorial conference of the New York Business Publishers, O. P. Austin, statistician of the National City Bank, discussed the post-bellum commercial outlook, national and international. The arguments which he presented are evidently the result of careful study and thorough investigation and seem to preclude any idea that there will be a trade war after the cessation of actual hostilities, as the Paris Conference had suggested.

In defense of his position on this point Mr. Austin advances the facts that trade relations between the United States and Spain following our war with that country were promptly resumed and even substantially increased. The same was true of France and Germany in 1870 and of Japan and Russia in 1904.

"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 reconstructed the commerce of the world and multiplied its activities are the result of natural conditions which cannot be permanently interrupted by even such a titanic struggle as that which we are now witnessing. Far from being governed by sentiment, international trade is influenced 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 countries at war are constantly increasing their population, and in all cases, except that of France, there is a large excess of births over deaths. Besides, the loss to these countries by emigration has been suspended and many of their former 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 producing power than before.

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 return to 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 Oceania, made while the countries formerly supplying these fields have been engaged in desperate conflict.

The gist of Mr. Austin's remarks seems to be that while the trade conditions of the belligerent 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 machines 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: Durnil Dry Goods Co., Monett, Mo.; J. D. Roper, Sarcoxie, Mo., Haldey Drug Co., Miami, Okla.; J. W. Grantham, Baxter Spring, Kan.; Burke Bros., Columbus, Kan.; Dent Hogeboom, Pittsburg, Kan. In April, Miss Heinrich appeared in the following towns: Frank Bangs, Salina, Kan.; L. B. Smith, Jr., Minneapolis, Kan.; Robert Clark, Osborne, Kan.; Hy Brandes & Co., Kensington, Kan.; E. L. Kerin, Concordia, Kan.; Manhattan Furniture Co., Manhattan Kan.; Crosby Bros., Topeka, Kan.; C. S. Hixon, Jr., Richmond, Mo.

Another well-known artist who will make tone tests during April is Hardy Williamson, lyric tenor, late of the Century Opera Co. of New York. He will appear at the following dealers: Owen & Wright, Macon, Mo.; R. N. Bowden & Son, Brookfield, Mo.; N. E. Owen, Cameron, Mo.; Kansas City, Mo.; Hards & Stephens, Liberty, Mo.; R. V. Parsons, Powhattan, Kan.; Geo. Innes D. G. Co., Wichita, Kan.; W. C. Meinhardt, Independence, Kan.; Luening Furniture Co., Wellington, Kan.; R. W. Ledaham, Newkirk, Okla.; H. W. Lee, Blackwell, Okla.; John Schaeffer, Caldwell, Kan.

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 Hardman House, 433 Fifth avenue, which when completed will provide for a talking machine department 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 six new booths for the display of phonographs will be erected on the main floor at Hardman House, and architecturally they will conform to the design and decoration of the remainder of the floor. Hardman, Peck & Co. handle the Columbia, Edison and Pathé lines in their "talker" department.

*The Why
and
Wherefore 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—7 1/4" 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 pay you better 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. 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

PAROQUETTE RECORD MFG. CO.

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

Firm

Signed

Address

W-4-17

ORIGINALITY A PROMINENT FACTOR IN SELLING GOODS

Salesman Who Takes Trouble to Get Out of Beaten Path Will Find That the Effort Will Pay—Conducting Systematized Campaigns to Develop Future Trade—Anent 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, talked alike, acted alike and said the same things, the selling market would drop fifty per cent. It is the bright scarlet necktie here, the silvery voice there, the reverberant enthusiasm here, and the clean-cut remarks there, that help to sell goods, because in these sort of things lie the markings of "personality."

But to be able to gracefully swing the personal touch into the art of salesmanship is not solely an inherited ability. It can be acquired by conscious conscientious effort.

A good many men think originality 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 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 tour of world investigation and he will return with thousands of ideas, because the external stimuli which his senses have experienced have spurred his brain into vigorous activity. That is why travelling is the antidote of "going stale."

The actual process of developing originality is perhaps best illustrated by specific example. For instance, suppose you want to get some 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.

Sitting 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 to connect this item of timely interest up with the rest is not very difficult to judge from the quantity of advertising copy in the national magazines that harps on brides, bridal presents, and June.

But why stop at this point where other feet have already trod? Why not step on along

paths of originality? How, in other words, can the "June Bride" idea be conveyed in other than advertising copy and at the same time help business?

And right at this juncture is where the dealer or dealer's salesman with originality comes to the front and establishes his worth. He runs over to the city library, looks over the daily papers and makes note of marriage dates, etc., which are coming. He then composes lists which include the boon friends of each "him" and "her" so far as he is able and concludes by getting up a letter for the particular benefit of these friends which might run as follows: Dear Mr. and Mrs. Gregson:

All the world loves a lover and yet few enamored 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 own dear friends are getting married this bright month of June, and, if they are, it is easy to understand that you want to make your token include a bundle of pleasure for "their married life."

Maybe we can help you solve the problem in an ideal way by suggesting a talking machine, or if "they" already have been given a machine, by suggesting that you send some records "with a charm."

A talking machine to Mr. and Mrs. Newlywed 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 yours perpetually smiling and ever mindful of your sensible selection.

Come on in and see us and ask for our "bridal gift salesman," who is

Very truly yours,

A. B. ELDER,
For A. M. BISSEL & CO.

Of course, there is plenty of time to use this idea this June, but why not. Mr. Salesman, get busy and work up some original ideas of your own for coming months. Pick out the timely thing and make it boost your business.

on inflated values and inflated earnings. But no business knows its true condition till it has made allowance for depreciation, and no cost of production is a true cost which does not include depreciation of plant and equipment.

"It is not the intention of the Federal Trade Commission to assume the attitude of scolding business men. We understand how these conditions have come about. But do you not think it is time for someone to call the attention of the business community, and particularly the bankers, to the significance of these facts?"

"Suppose three manufacturers come to your bank for loans. Smith lays before you his cost sheets. They are detailed and clean-cut; he explains some recent economies they have taught him. He shows you his balance sheet. He has a carefully considered depreciation charge. He shows just what that business is worth, and you know he is right. Brown's cost sheets and very general. They don't give him a real analysis. He doesn't carry any depreciation charge; but guesses he ought to, and says that when a good business year comes along he will write off four or five thousand dollars. Then Jones comes in. He says he hasn't any cost system; it costs more than it's worth; besides he knows what his goods cost him, carries it in his head. When you speak of depreciation, he asks, 'What's that?'"

"Now, what are you going to do with these three types of manufacturers? The Smith type, of course, gets his loan. But what is your duty to Brown and to Jones? If you give them a loan, don't you think you ought to condition it upon the establishment of an accounting system that will show their real costs and their real financial condition?"

"I think you ought to do this, not simply for their sakes and to protect your loan to them, but to protect your loan to the man who is sound and to protect business as a whole. For the man who does not know his true costs is just the man who prices his goods foolishly, and thereby impairs the business of his sound competitors at the same time that he ruins his own. Too low price-making, based on guesswork or on partial costs, is a menace to sound business. Please understand me, the menace is not in underselling, for a business concern must expect to face the low prices that are due to efficiency. But even the most efficient concern may not be able to meet cut-throat prices based on ignorance."

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 value of cost accounting to the business man and the banker was admirably set forth recently in the course of an able address made before the Ohio Bankers' Association in Columbus, by Edward N. Hurley, former chairman of the Federal Trade Commission, who said:

"Among the essentials of efficiency in any business, correct and adequate knowledge of that business is the first. That is the foundation, and the cornerstone of a knowledge of business is the knowledge of costs. But the unfortunate fact is that a large proportion of the business men of the country do not know their costs accurately. Most of the big companies have good cost systems, but thousands of the smaller concerns have neither adequate or accurate cost accounting.

"Many concerns that report to the Federal Trade Commission manufacture four or five different articles. In these reports we ask them to give us the sales of each product separately, and nine times out of ten they cannot do more than give us the total for all their products together. If they do not departmentalize their sales accounts they certainly do not departmentalize their costs; hence they make prices on particular articles without knowing what those articles cost. Since they cannot tell where they are making money and where they are losing it, they cannot tell where to introduce economies.

"Another still more serious feature of the situation is the fact that out of the 60,000 corporations that report an annual income of \$5,000 or over, half do not charge off a single penny for depreciation. Obviously their cost

systems are neither adequate or reliable. They even go on paying taxes to the Government

\$ \$ \$ \$ \$ \$ \$ \$ FOR YOU IN ALADDIN COVERS \$ \$ \$ \$ \$ \$ \$ \$

A NEW LINE

A Profitable Line, for Jobbers, Manufacturers and Dealers of all Makes of Talking Machines.

ALADDIN ART SLIP COVERS: WATERPROOF MOVING COVERS:

MUSLIN PACKING OVERCOATS, in graduated sizes to fit all model Victrolas, Columbia, Edison, Sonora, and all other standard makes of Machines. Special sizes made to order.

Fit like a shirt, open like a coat, and remain on Machine while playing. Made in twelve designs of slip cover cloths, cretonnes, leatherette, khaki, heavy waterproof drill and muslin. Special material to order. Original, exclusive, valuable features.

Regular sizes carried in stock. Deliveries begin May 1st.

Protect your machines against dirt, dust, flies, scratches, in shop, store, home, van or crate.

SUMMER WILL SOON BE HERE. Every purchaser, every owner of a machine a prospective customer. Every dealer needs a supply in his store. Every cabinet maker and manufacturer should have inexpensive Aladdin muslin covers to keep his finished products in perfect condition, and to prevent scratching in the packing crate. They will save their cost tenfold in a short time.

Retail prices, Aladdin art and moving covers, \$1.50 to \$3.50; Muslin Overcoats, 50c. to \$2.00. Liberal discount to the trade. Exclusive representation invited.

SPECIAL DEALER'S DISPLAY OUTFIT consisting of five covers, each in a regular size of any standard make, assorted materials and colors for \$12.50 cash with order, net F. O. B. New York. Each display outfit includes two books containing samples of all the materials and colors which we can ship promptly. The entire outfit packed in a neat salesman's carrying case.

UNUSUAL REBATE OFFER FOR ORDERING PROMPTLY. Every sample order received with remittance until six P. M. April 30, will be shipped in a special fibre carrying case, bearing dealer's name and a rebate check of one dollar enclosed in package. So, send your order at once.

Special Covers for any purpose in any quantity to match any furniture made on short notice at lowest prices.

Aladdin Phonocover Co., Room 1403, 80 Fifth Ave., New York

\$ \$ \$ \$ \$ \$ \$ \$ FOR YOU IN ALADDIN COVERS \$ \$ \$ \$ \$ \$ \$ \$

"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.



ENRICO CARUSO
*The Great Victor Red Seal Tenor
who sings in Pittsburgh, May 5
under contract with "Standard"*

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.

*"Exclusively Victor—
Wholesale Only"*



*This Is Example ONE of
Standard's New Dealer Service*

STANDARD TALKING MACHINE CO.

Joseph C. Roush, President

119-121 Ninth St.

Pittsburgh

Making the Talking Machine Dealers' Window Prove a Profit Producer :: :: :: :: By Ellis Hansen

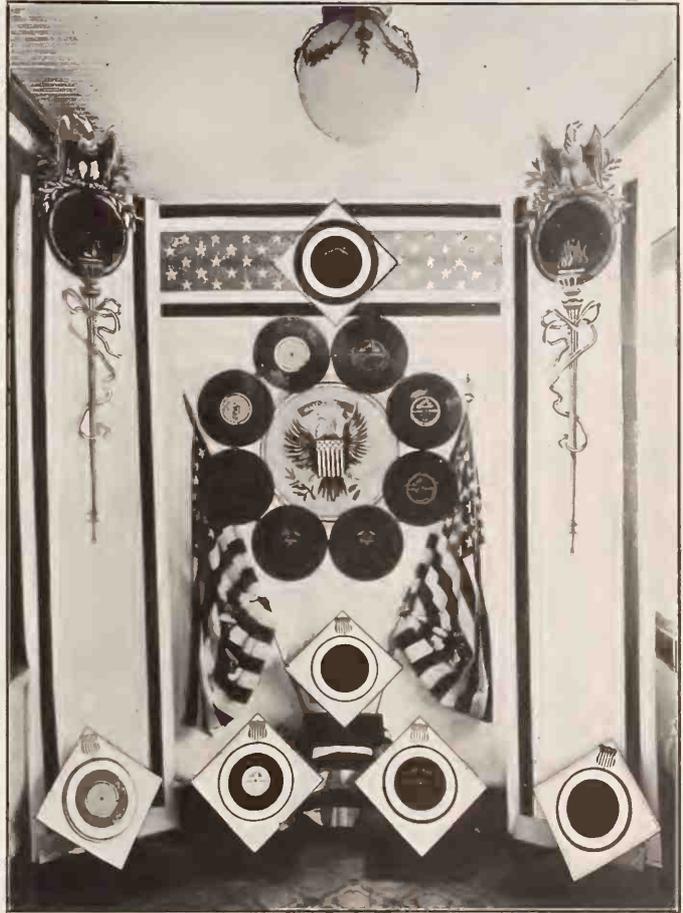
This is the second of a series of articles on window display written by Ellis Hansen, who is recognized as one of the most practical designers of talking machine window displays in the United States, having during his career been connected with Sherman, Clay & Co., San Francisco; the Victor Talking Machine Co., Camden, N. J.; Lyon & Healy, Chicago, and the R. 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 criticize 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

tion and information about increased sales if such can be traced.

The display described and illustrated on 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

play. 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



An Inexpensive Patriotic Window Display

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

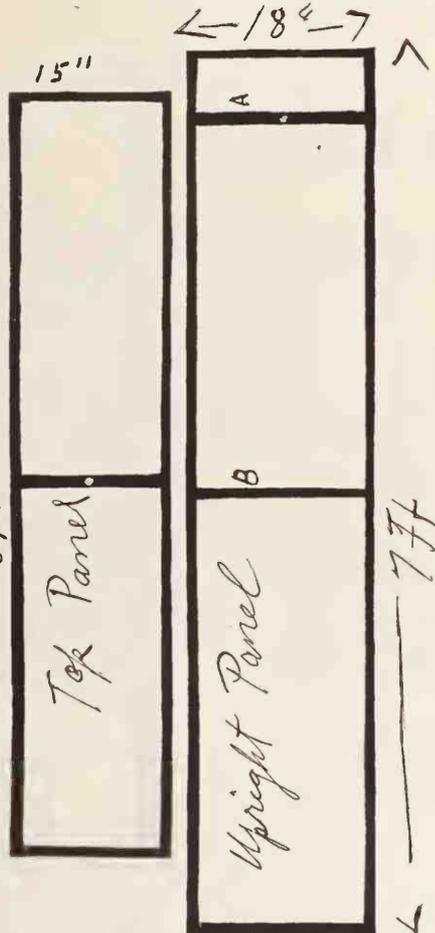
advertising and selling patriotic records you appeal to and promote the noblest of sentiments—the love of our country. Then again, any true American will think kindly of your store if you show your colors—and "good will" is the greatest asset a business man can have.

Now do your duty and make the display.

First go to the nearest lumber yard and buy sixty-five feet of basewood strips one inch wide by one-quarter inch thick. Make two panels or frames seven feet long by 18 inches wide. Put two crosspieces, A and B—B in center and A six inches from top. Drill one-quarter inch hole in center of top crosspiece. Then proceed to top panel. Make this six feet long by fifteen inches wide and put crosspiece in center.

(Continued on page 65)

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 dis-



Layout for the Patriotic Display

eight by ten feet—and appear 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-

LARGEST STOCK of MACHINES and RECORDS in the WEST

CURTIS COLYEAR

PACIFIC COAST DISTRIBUTOR

THE PATHEPHONE

SOME GOOD TERRITORY OPEN TO RESPONSIBLE PARTIES

RECORDS

SUPPLIES

509 So. MAIN ST. LOS ANGELES, CAL.



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

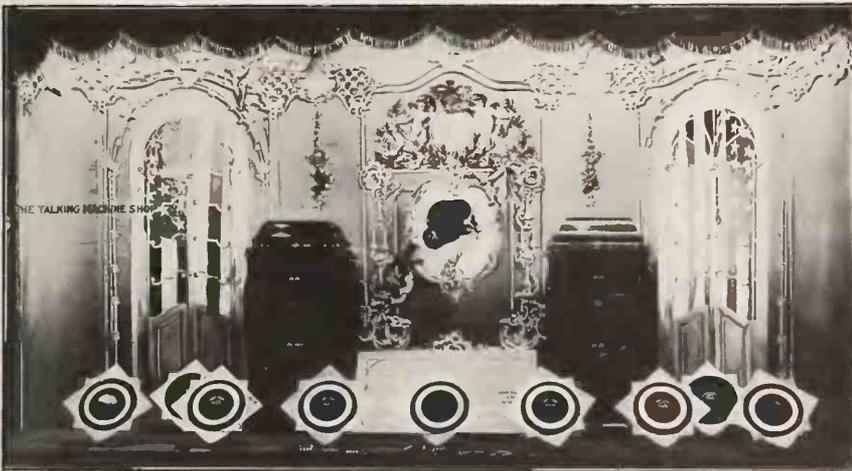
(Continued from page 63)

Drill one-quarter inch pole 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 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 Machine Shop, Chicago, by Ellis Hansen

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 frames cut 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 or the frame, but use a narrow strip of cardboard before tacking, to protect the crepe paper from tearing. After tacking on the top straighten the paper and stripes before tacking on the bottom so to get the paper on nice and straight. After finishing your two side frames proceed in the same manner with your top frame. Cut your stars and stripes six feet six inches long, but add another length of white and red stripes to the bottom to get the effect in the photo. The two torches and wreaths with the American eagle on top is

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 ones used in display were bought in a 5 and 10-cent store at 2½ cents each. First remove wire hook by straightening the wire out and sliding it through the hole; now drill two one-quarter inch holes ten inches apart as shown in diagram. After drilling the eight holes in the four pieces of wood, place these on a table to form a circle twenty-five inches in diameter. Now connect the four parts by nailing four strips of wood one-fourth inch by one inch and eight inches long. Bolt on the records and place two wires in two of the holes formerly used for the wire hooks. Find center in ceiling and measure off eighteen inches—nine inches from center to right and nine inches to left. Put two screw eyes to hold wires supporting the completed center piece. Be sure it is exactly in the middle and all records bolted on straight. Place the large American coat of arms eight inches back of records and wire this to the top frame. Nail the two side panels and top frame together by a few nails and wire the entire and completed center decoration to ceiling or you can fasten it any way you find it convenient.

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.

Records adaptable for display are: "Home, Sweet Home," "My Country 'Tis of Thee," "Star-Spangled Banner," American War Songs, Army Bugle Calls, "Lincoln's Gettysburg Address."

Record rings should be made one-half inch smaller than the records, so the outer edge shows. The name of selection and name of performer should go on each record ring and you can fasten the rings to records with small office clips. 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 of top frame and bolt on record.

COST OR MATERIAL USED IN DISPLAY

- Sixty-five feet 1-in. x ¼-in. base wood strips..... \$.35
- Four coat hangers10
- Two rolls of white crepe paper..... .20
- Two folds stars and stripes crepe paper..... .40
- One dozen small American shields..... .10
- One dozen 1½-in x 3/16-in. stove bolts..... .10
- One spool soft iron wire, No. 24..... .10
- Two hand-painted cut-out torches, 42-in. long, 50c each (furnished by Ellis Hansen)..... 1.00
- Two American wreaths with eagles, size 16 x 22, hand-painted cut-outs, 75c. each..... 1.50
- One American coat of arms, 21 x 21 (furnished by Ellis Hansen)75

\$4.60

Show-card writing not included.

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

200, \$10.00
300, \$12.50
500, \$15.00

WE CARRY STOCK PRICE TRANSFERS FOR TALKING MACHINES AND PIANOS. SOLD ASSORTED. 50 1250 100 1500 250 1625 500 1800

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

SOLD BY **HUMES MUSIC CO.** COLUMBUS, GA.

"Sold By" names can be applied on Talking Machines, Pianos, Furniture, Sporting Goods, etc. Printed in one to three lines, size not to exceed ¾" x 2½". Outfit for transferring included with order. Prompt delivery. Mail us your copy and check to-day.

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

| | |
|--------|---------|
| 25 | 35 |
| 40 | 50 |
| 60 | 75 |
| 85 | 100 |
| 125 | 150 |
| 175 | 200 |
| 250 | 300 |
| 350 | 400 |
| 500 | 600 |
| 750 | 1000 |
| 1250 | 1500 |
| 2000 | 3000 |
| 4000 | 5000 |
| 7500 | 10000 |
| 15000 | 20000 |
| 30000 | 50000 |
| 100000 | 200000 |
| 500000 | 1000000 |

We Manufacture
Stay Arms—Modifying Rods—Brakes
and Needle Cups
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.



ANENT A REAL HOME-MADE ARTICLE

Delphoon 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 Delphoon phonographs manufactured by the Delphoon Co.,

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. The tone arm and sound

By means of these two splendidly equipped factories the Delphoon Co. is able to turn out a much higher class product than would be possible under any other conditions, and it is also able to effect a considerable saving in the manufacture of its phonographs.

In a chat with The World, Sales Manager Gresser said: "The last three or four week have been very busy ones in our plant and offices. At the present time we are doing more business than we figured we would be able to do within a year after starting to push the sale of our line on an extensive basis, and from the present growth of the demand for our product it looks as though we were going to do two or three times as much business as we had planned to do in 1917."



Delphoon Co.'s Cabinet and Assembling Plant

of this city. 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

box used are being made especially for the company in accordance with its specifications.

One of the photographs shown presents the veneer mill, and the other the cabinet finishing,



View of the Veneer Mill

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

assembling plant and executive offices. In the veneer mill are made all the veneers and veneer panels, and the up-to-dateness of this plant has been commented upon very favorably by visitors.

SPECIAL JEWISH-HEBREW RECORD

The international record department of the Columbia Graphophone Co. has just advised its dealers that actuated by popular request it has made special arrangements to supply Columbia representatives immediately with a special Jewish-Hebrew record made by David Medoff, a lyric tenor.

Louis D. Rosenfield, sales manager of this department, has called the attention of the company's dealers to the fact that Mr. Medoff made the hit of the season at the Thomashefsky Theatre, New York, with the selections recorded by the Columbia Co. 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

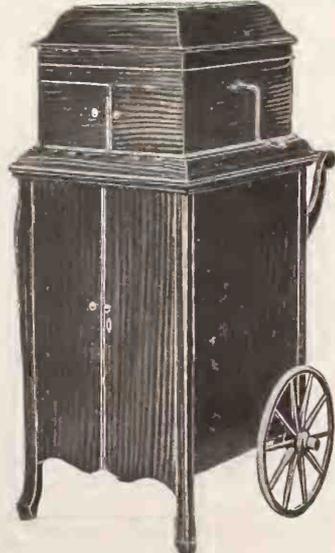
Are the ideal cabinets. Machine and records can be moved in a jiffy without trouble. Your stock is not complete without them.

BE SURE TO ORDER TODAY IMMEDIATE DELIVERY

*Construction and Finish Guaranteed
You Need Our Catalog at Once*

SCHLOSS BROS.

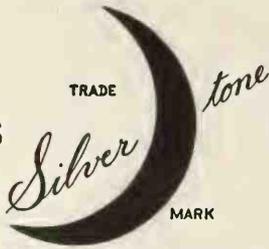
637-645 West 55th Street New York
Telephone Columbus 7947



702—Mahogany, Golden, Fumed or Weathered Oak. For Victrola IX. No. 701 for Old Victrola IX. No. 703 for Columbia Favorite. No. 704 for Edison A-80.

909—Mahogany, Golden, Fumed or Weathered Oak
MATCHES NEW VICTROLA IX.

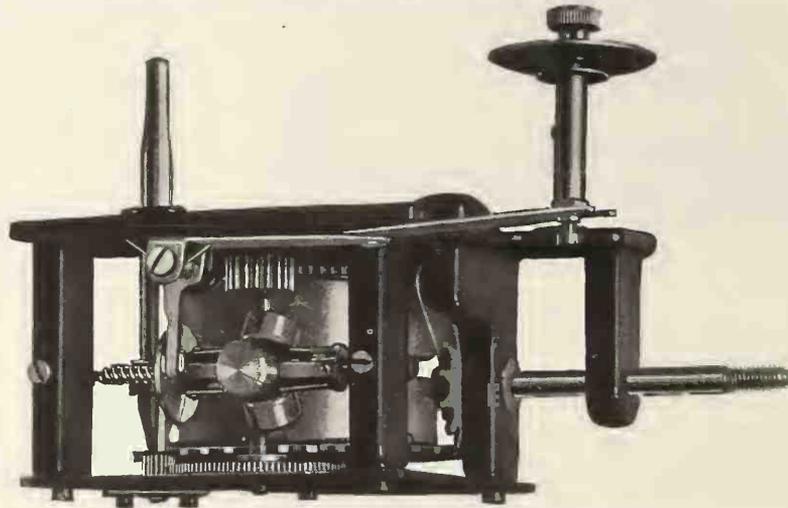
Jobbers and Dealers in the Famous



Creations Will Be Pleased To Learn

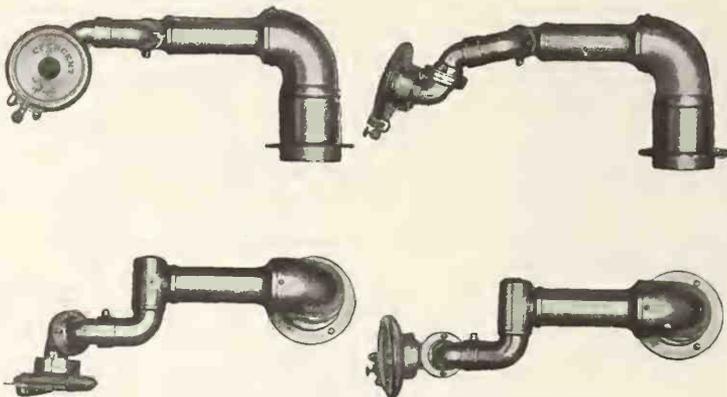
That Crescent Phonographs, "The Standard Universal Talking Machines" are now being equipped with **THE MOTOR OF OUR OWN MANUFACTURE**, which is the culmination of long experience and many months of expert development, incorporating many new features.

We
Guarantee
these
Motors
in every
Particular



Models Retail-
ing from
\$35.00 upward
are equipped
with this
MOTOR

Ask for our "Exclusive Agency" Proposition



TYPE "A" Universal Tone-Arm and Sound Box

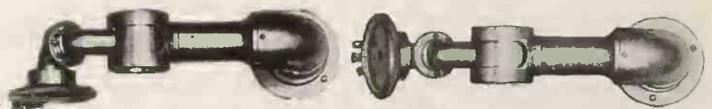
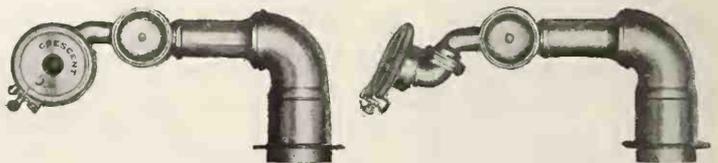
For the Manufacturer:
TONE-ARMS,
SOUND-BOXES,
AUTOMATIC STOPS,
PATENT SIDE-STAYS,
NEEDLE-CUPS,
TONE-ARM RESTS, Etc.

ACCESSORIES and EQUIPMENT DEPT.

For the Dealer:

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

"Playsall"- Stylus plays any Record.



TYPE "B" Universal Tone-Arm and Sound Box

89 Chambers Str. **CRESCENT TALKING MACHINE CO., Inc.** New York City
 CHICAGO OFFICE: CRESCENT SALES CO., 23 E. JACKSON BLVD. "Manufacturers of the Silvertone Line"
 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.

(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**



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 door-bell 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:

"Have you a Grafonola in your home?"

"No, sir, I have not!"

Even should the angry housewife slam the door in the Columbia salesman's face he has elicited valuable information that can be used by the progressive dealer with telling effect.

"But in real life this rarely happens. The person who answers the door bell usually answers 'yes' or 'no' to 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.

"Oh, 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 'fired 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 jots 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 householder in the block. Then he repeats 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 WESTERN TRIP

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.

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?

"This immediately gains the owner's good will and you have an opportunity of making her a paying customer at your store. By spending a few moments oiling and adjusting her instrument, the repairman puts it in order to reproduce music and at the same time makes a friend for your store.

"Reports at the end of the day, of course, will indicate name and style so that you can intelligently 'follow up' the prospect for both Columbia records and latest model Grafonola business.

"As a result of the oil can and screw-driver system the dealer knows the names and addresses of prospects around him for exchanges of out of date machines, etc., so he can make many 'killings' by simply adding these names to his mailing list and keeping after them until sales are effected.

"These extra prospects of machine exchange are additional to the advantage gained of increasing your mailing list for the monthly supplement so that between the two foregoing schemes every dealer has a practical working plan that does not lower the dignity of your Grafonola establishment."

W. W. COOK JOINS SONORA FORCES

Frank J. Coupe, director of sales and advertising of the Sonora Phonograph Corp., New York, announced this week the appointment of W. W. Cook as assistant director of sales and advertising. Mr. Cook was previously advertising manager of the Mitchell Publication and brings to his new post a valuable experience that will undoubtedly be reflected in the co-operation extended to Sonora dealers.

J. H. Smith, of Emporium, Pa., Victor dealer, has put in a large record rack. He also has added two booths finished in mahogany and furnished with wicker chairs.

The Eads Bros. Furniture Co., of Fort Smith, Ark., recently opened a department for the display and sale of a full line of Columbia Grafonolas and records.



Why You Should Handle the Pathe Line

THE PATHE LINE IS COMPLETE
Machines and Records of Every Class

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

PATHE DISTRIBUTORS

59 North Main Street, Memphis, Tenn.

DECALCOMANIE

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 ORIGINAL 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 Bruckner 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.

NEW VICTOR STREET CAR CARDS

Latest Series of Four Now Ready for Use of the Dealers in Local Campaigns

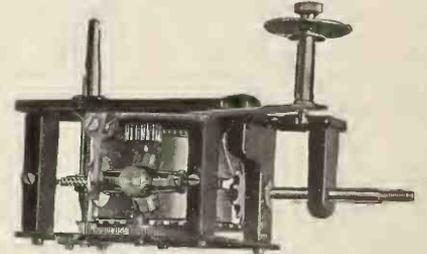
So successful has proven the series of street car cards issued by the Victor Co. for the use of their dealers that four new cards have been prepared and are now ready for use. All four cards are most attractively designed, the designs being in thorough keeping with the arguments presented in the text. One card calls attention to the fact that the Victrola will provide music for any occasion, any time and anywhere, the second card to the sacred music that may be provided by the Victrola, the third to Hawaiian music and the fourth card emphasizes the fact that "With a Victrola You May Choose Your Own Program."

Among the incorporations filed with the Secretary of State of New York at Albany last week was that of the Phonograph Filter Corp., musical instruments, phonographs, sound filters, shares no par value, begin with \$5,000; G. W. Hesselman, D. Weild, Jr., L. W. Rosenthal.

BRING OUT NEW MOTOR

Important Announcement Made by Crescent Talking Machine Co.—A Feature of Interest

One of the most vital and important parts of a talking machine is its motor. It is a subject that has been much discussed and the importance of having the right motor for the right machine has been proven beyond a doubt. The Crescent Talking Machine Co. have given much



The New Crescent Motor

consideration to this matter which has resulted in their bringing out an entirely new motor of their own which is expressly suitable for their machines retailing from \$35 to \$100. The motor of the double spring type contains many distinguishing features, according to the manufacturers, who say: "The speed lever need never be removed for shipping as it folds. The frame is cast, heavily japanned. All other parts are nickel and gold plated. The operation of the motor is absolutely noiseless."

Although it is their intention not to enter this field in a competitive way, Dr. R. E. Faldl, manager of the accessories' department, states that they have provided a factory output beyond their own needs and the surplus will be offered the trade through his department.

ATTRACTIVE 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 its behalf. At the bottom of the page, a border of Pathé artists was presented, including portraits of Muratore, Muzzio, Didur, Ober, Thibaud, De Cisneros, Slezak and Cavalieri.

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 time 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, is a loss, a serious loss.
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.

Use Louisville Built-up Stock

For Your

Talking Machine Cases

We furnish the veneered or built-up stock that is required for the Sides, Backs, Doors, Domes, etc., sawed to your dimensions and sanded smoothly, ready for finish. Mahogany, Quartered Oak and American Walnut.

All materials carefully selected and tested, face veneers of good figure, properly matched; well glued and workmanship first class in all respects.

Our facilities are strictly modern, and enable us to give dependable, prompt shipments. We manufacture all of our sawed and cut veneers.

WILL GLADLY QUOTE PRICE, PER SET,
ON YOUR SPECIFICATIONS

MINIMUM ONE HUNDRED SETS IN ANY ONE MODEL

THE

Louisville Veneer Mills

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

LOUISVILLE, KY.

WE MAKE NOTHING BUT

We have secured control of some of the largest regular supplies of finest domestic and imported

India Diaphragm Mica

in the United States. This enables us to give efficient service and fair prices. We refer to scores of satisfied customers

CRYSTAL EDGE
MICA
DIAPHRAGMS

The PHONOGRAPH APPLIANCE CO., New Brighton, N. Y.

WINS SUCCESS AS SPECIALIST

M. E. Taylor Features the Victor-Victrola and Victor Records Exclusively in Jackson, Miss.—Enjoys Four Years of Progress

JACKSON, Miss., April 3.—One of the particularly successful talking machine stores in this section



M. E. Taylor's Attractive Quarters

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 that 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. Frizzell, 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 clarinet 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.

WAR'S EFFECT ON INVENTIONS

Some Interesting Data Showing How War Hinders Inventions in General, Based on Experiences During Previous Conflicts, Given

It is evident that while war may stimulate the activity of the maker of military devices, it hinders invention during the war period to a material degree.

In 1860 the number of applications filed in the Patent Office was 7,653, a steady, natural growth from the 765 filed in 1840. In 1861, the first year of the Civil War, the number fell to 4,643, and though it grew slowly during the years of the war, in 1864 it was only 6,972. In 1865, the year the war ended, the applications jumped to 10,664, and in 1868 this number had

nearly doubled, remaining in the neighborhood of 20,000 a year for the next ten years.

In 1897 the applications were 47,905, but in 1898, the year of the war with Spain, they fell back to 35,842.

The applications grew steadily from 41,980 in 1900 to 69,121 in 1911. In 1914 they were 70,404, and in 1915, the second year of the war, 70,069. Last year there were 71,033 applications, with 45,927 patents and reissues granted.

ARMSTRONG CO.'S GROWING TRADE

MEMPHIS, TENN., April 6.—The Armstrong Furniture Co., 59 North Main street, distributor for the products of the Pathé Frères Phonograph Co., New York, reports the consummation of a number of important deals whereby well-known Southern retail houses will handle the Pathé line. The company is making extensive preparations to handle its fall trade, and at the present time is extending its dealers efficient and result-productive service.

MR. CHAMBERLAIN'S NEW POST

H. Chamberlain, who had been associated for a number of years with the Aeolian Co.'s advertising department, and who was recently advertising manager of Aeolian Co. has joined the advertising agency of Marx & Angus, New York, of which H. T. Proudfoot, who was advertising manager of the Aeolian Co. for several years, is vice-president.

Cleanrite
TRADE MARK
RECORD BRUSH

Patented September 25 and October 2, 1906. September 7, 1907.

Price 25c.



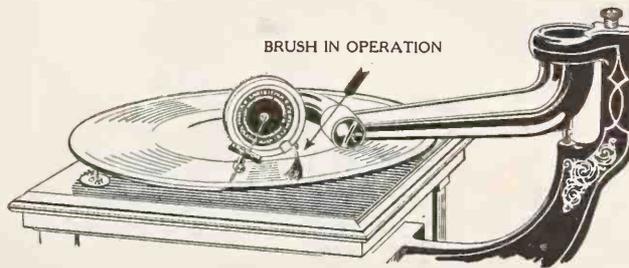
No. 10. For Victrolas and Sonoras.



No. 20. For Columbia.

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

A CLEAR REPRODUCTION



A quick seller. Its value being recognized at once. Liberal discounts to jobbers and dealers. Advertising matter supplied free with orders. Sample brush and price list mailed on request to qualified jobbers and dealers. In ordering give number of brush desired, as above.



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS



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 Williard 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 confrere 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 in-



Otto Paschkes

creased 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, thar was a minstrel comp'ny '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 ef them minstrels had gone an' tuck 'em."

P

ICKERING'S

PITTSBURGH, PA.

for
Pathe

TRADE MARK REG. U.S. PAT. OFF

PATHEPHONES AND RECORDS

THE KIND OF SERVICE IT PAYS TO TIE TO

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 Corp., 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,
Skies 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 sweepin',
Makin' trouble last?
What's the use of always keepin'
Thinkin' of the past?
Each must have his tribulation,
Water with his wine,
Life, it ain't no celebration.
Trouble? I've had mine—
But to-day is fine.

It's to-day that I am livin',
Not a month ago,
Havin', losin', takin', givin',
As time wills it so.
Yesterday 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

Herbert E. Young, formerly manager of the Edison phonograph department of the Fitchburg Hardware Co., and more recently a salesman for Thos. A. Edison, Inc., has taken charge of the Edison phonograph department of the Iver-Johnson Sporting Goods Co., Fitchburg, Mass.

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

**"The Friend of the Dealer"
The Hoffay AIRTIGHT Phonograph**



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

BRUNSWICK SHOP IN WATERLOO, IA.

Local Men to Act as State Distributors for the Brunswick Phonograph

WATERLOO, IA., April 4.—Through a deal consummated between Chas. E. Owens and J. K. Munn, of this city, and the Brunswick-Balke-Collender Co., Chicago, this city will be made the chief distributing point in Iowa for the Brunswick phonographs. The local men have leased the building at 502 Commercial street and will spend a large sum in remodeling the building and installing elaborate fixtures and lighting effects. It is expected to be ready for occupancy some time during the current month, and will be known as the Brunswick Phonograph Shop.

ISSUE NEW CATALOG

The K. Nicholson Furniture Co., Chase City, Va., has just issued an attractive new catalog of its talking machine record cabinets which shows four new styles of cabinets in addition to those previously listed. These cabinets have won recognition for their sturdy construction, and the fact that the best grade woods are used in their manufacture. The company is offering to send its dealers advertising helps which are said to be very effective, and have proven sales producers.

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.

Schmelzer 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 where the dealers could bring and send their customers with the knowledge that their requirements would receive careful attention. These showrooms were located at 56 West 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

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 Phonecover Co., 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

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. has recently leased quarters at 69 Canal street, Boston, in order to co-operate with its clientele in New England.

of 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. 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 Pavlowa.

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.

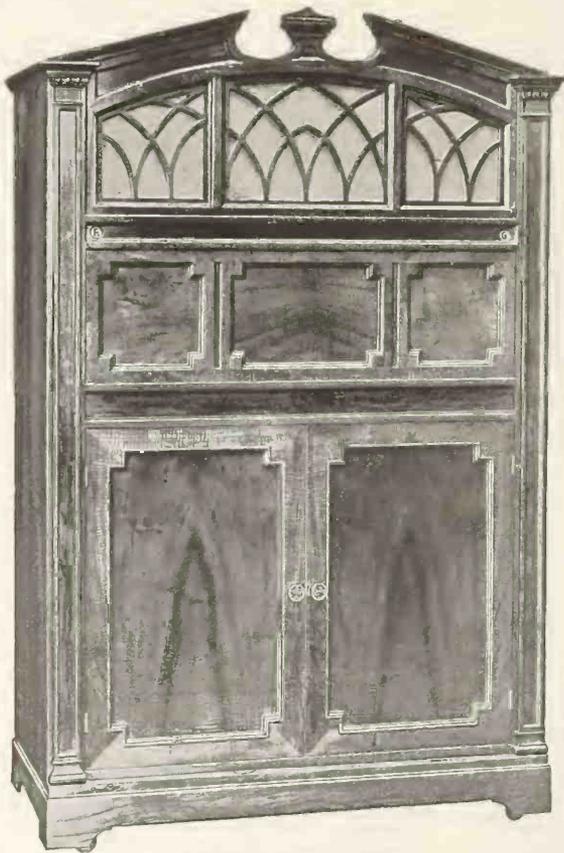
The envelopes will be furnished either plain or with return card printed in the corner. The plain envelopes will cost \$52.28 a thousand and may be obtained in any quantity; printed envelopes will cost 44 cents extra.

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 Fuhri, going over routine matters pertinent to 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.

SUPER— DEVELOPMENT



Gabel-Ola in Circassian Walnut

is
represented
in the

G
A
B
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A

You don't have to—
Change Needles—Change Records—Wind it up—

An entire evening of high-class entertainment is started by the pressing of a button. Ideal for the home, for the dancing school and for the restaurant.

GABEL'S ENTERTAINER COMPANY
GENERAL OFFICES AND FACTORY, 210 NORTH ANN STREET, CHICAGO
Loop Downtown Offices, Suite 512, 117 North Dearborn Street

Changes a Small Portable Talking Machine Into a Beautiful Cabinet Type Instantly

A Proved and Decided Success



Setting Machine Into the Open Cabinet

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 Converto Cabinets, a Victor dealer can successfully meet the competition of the numerous cheap, inferior talking machines now flooding the market.

Lundstrom
CONVERTO
PATENT APPLIED FOR

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.



Cabinet, Closed

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.

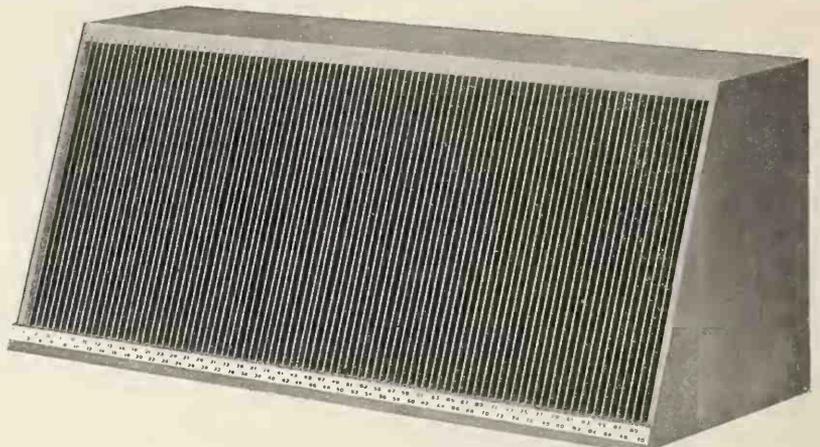
The second "Thing to Remember" is called "The Success of Perseverance." This calls to memory the story of the old Scotch hero, Robert Bruce, who, about to be defeated by his enemies, was hiding in a cave when he chanced to observe a spider spinning its web. Time after time Bruce tore the web down, but 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 GLOBE-WERNICKE SECTIONAL DISC RECORD CABINET

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

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



lookcase 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

of ninety gummed numbers are furnished with each index. This permits a double-faced record to bear its number on both sides. This device is one of several types manufactured by the Globe-Wernicke Company, of Cincinnati.

The last quotation I give is "The Power of Example." It is a little trait of human nature which we all possess—the desire to make a little better showing than someone else in our class, and to equal the "man higher up." Then why not specialize on the thing we are experienced in? Instead of trying to cope with a strange condition, why not become thoroughly efficient in our own line, thereby setting a standard for perfection for the "other fellow" to envy. This, on the surface, may appear a slightly selfish "virtue," but isn't it justifiable? If, by being selfish, we can set a good example for someone else to follow, is it not far better

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 Tonearn.

JOINS COLUMBIA WHOLESALE STAFF

R. F. 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.

FEWER BUSINESS FAILURES

First Quarter of 1917 Had 3,936—Liabilities \$52,307,099

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 \$52,307,099. This is the best numerical exhibit for the period since 1910, when there were 3,525 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 3,860 to 2,281, and a 32 per cent. contraction in amount, \$20,908,655 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 \$23,807,210 to \$20,082,297, or 16 per cent.

OCCUPYING NEW QUARTERS

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.

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 **ALETHETONE** For Immediate Profits and Increasing Business

(Pronounced Aleeth-atone)

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

Traveling piano salesmen desiring a profitable line on a commission basis are invited to communicate with our sales department.



LOS ANGELES DEALERS CATCHING UP ON THEIR STOCKS

Now in Better Shape to Handle Steady Volume of Business—War Situation Causes Worry Regarding Supplies—Several Local Concerns Enlarging Quarters—Interesting Personal Items

LOS ANGELES, CAL., April 5.—March so recently closed was an exceptional month for Los Angeles inasmuch as the local dealers have made a show of catching up with their back orders, besides having a small surplus on hand to care for present needs. The scarcity of both machines and records has been felt more keenly in this district this year than ever before. Just what effect the war times may have on transportation facilities is now the most important question before the merchants and it is causing them no end of worry at present. No part of the country seems to have such trouble in getting supplies as the Pacific Coast and until that matter is adjusted satisfactorily it will always be a source of trouble to Western dealers. The outlook this year is very bright and prospects point to the best years of all in the talking machine business. The growing demand for the larger model machines is a great source of gratification to the dealers and shows that the people are holding the talking machine in greater respect than heretofore.

H. M. Parcham of the Montana Phonograph Co., Edison jobbers in Helena, Mont., is visiting relations in this city. He says trade is very good in his home town and is very enthusiastic about the Edison line.

Miss Elizabeth O'Connor, representing the educational department for the Victor Talking Machine Co., has been in this vicinity for several weeks and is doing a great deal of good work in the city schools, most of whom have Victor machines. Miss O'Connor is very much pleased with the number and the success of the Victors in the schools.

Walter Allee, lately with the Paulin Music Co., of Santa Barbara, Cal., has taken a position with the Wiley B. Allen Music Co. in this city. Mr. Allee is very much pleased with his new place and reports business good. He sold a Victrola XVII Electric, driftwood finish, last week, the first one to be sent to the Coast.

The local Red Cross Society has been using an Edison Disc Model C250 and a Victor V as an incentive to bring people in to their headquarters, which are located on Spring street between Third and Fourth streets. The ladies say that the machines have been a great attraction and have been the means of bringing in many people.

O. A. Lovejoy, manager of the Diamond Distributing Co., 340 South San Pedro street, has been compelled to enlarge his place of business, owing to the large increase of his trade. The company now occupies the entire building at the above address.

C. S. Ruggles, local manager for Sherman, Clay & Co., located in the Parmalee-Dohrman Building, will extend his place to the front of the building. This will give them nearly the entire fifth floor and undoubtedly they will eventually have it all. Mr. Ruggles is more

than pleased at the present outlook and says his only worry is to get enough goods.

Herman Beck, the general manager of the talking machine department for the Geo. J. Birkel Music Co., exclusive Victor dealers, says things are humming in his line. Mr. Beck is very much pleased with the way things are going in his department and their business is increasing daily.

The Colyear Furniture Co., 507 South Main street, who handle the Pathephone, both wholesale and retail, have opened up quite an active campaign in their line and have licensed several new dealers lately. Mr. Colyear carries an up-to-date stock in both machines and records and considers the talker department one of the best in his large establishment.

The Andrews Music Co. have joined the ranks of the exclusive Victor dealers and are intending to carry a larger and more complete stock than ever.

The Broadway Department Store, exclusive Sonora dealers, are now featuring that machine and expect a large shipment of all models, although they now have a large and up-to-date stock. Mr. Guyette, the manager of that department, is figuring on enlarging his department to accommodate the business.

The Eastern Outfitting Co., of South Main

street, are now carrying a complete line of Columbia machines and records. The department is under the management of Mr. Scott, who was connected for a number of years with the Columbia Phonograph Co. Mr. Scott is building up a very nice business and is very much pleased with the results that he has achieved in that department.

DANCE OF COLUMBIA EMPLOYEES

All arrangements have been made for the subscription dance to be given by the employees of the executive office of the Columbia Graphophone Co. next Thursday in the ballroom of the St. George Hotel, Brooklyn, N. Y. A well-known orchestra has been engaged for the occasion and judging from the enthusiasm manifested on all hands, this dance will be the banner one in the series given by the Columbia Co.'s employees.

INCORPORATED

A certificate of incorporation was issued last week to the White Hall Co., Inc., of Jamaica, L. I., for the purpose of dealing in talking machines. The capitalization of the concern is \$15,000, the directors being Sidney Fuerst and Calvin V. and Marie B. Campbell.

D. W. Wile, of Ashland, O., dealer in Edison and Victor machines, has moved his business to a new location in the Santsell Building.



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

Important Letter Sent Out by Trade Promotion Department of the Columbia Graphophone Co. to Dealers Throughout the Country

The trade promotion department of the Columbia Graphophone Co. has sent out a letter to the company's dealers throughout the country suggesting that they make immediate plans for a timely and interesting window display based on the national airs of the various nations. It is suggested that an appropriate sign for such a display would be "National Airs and Songs of the People."

Accompanying this letter was a list of appropriate records for such a display, the idea being to make the "Stars and Stripes" the center of the window, with records and flags of all friendly nations clustered about the center, with one or more Grafonolas as part of this display.

A number of Columbia dealers throughout the country have already adopted this suggestion and timely window displays with patriotism as their theme are now being presented by successful dealers in different sections.

VISITOR FROM THE PACIFIC COAST

F. M. Steers, president of the Sonora Phonograph Co., distributor for Sonora products on the Pacific Coast, was a visitor this week to the company's executive offices in New York. Mr. Steers came East to place his orders for the fall and holiday season and to urge the company to make shipments just as quickly as possible.

In the past two years Mr. Steers' business has multiplied fifty times and the Sonora phonograph has steadily added to its publicity on the Coast.

SPEAKING OF MISTAKES

When a Plumber makes a mistake, he charges twice for it.

When a Lawyer makes a mistake, it's just what he wanted, because he has a chance to try the case all over again.

When a Carpenter makes a mistake, it's just what he expected, because chances are ten to one that he never learned his trade.

When a Doctor makes a mistake, he buries it.

When a Judge makes a mistake, it becomes the law of the land.

When a Preacher makes a mistake, nobody knows the difference.

SECURE BIG RESULTS FROM ADVERTISING IN THE WORLD

WM. PHILLIPS, PRESIDENT

MAURICE RICHMOND, TREASURER

MUTUAL TALKING MACHINE CO., INC.

MANUFACTURERS OF
PHONOGRAPHS AND TONE-ARMS
145 WEST 45TH STREET
NEW YORK CITY

PHONE BRYANT 4186

March 12, 1917.

Talking Machine World,
373 Fourth Avenue,
City.

Gentlemen:

It gives us great pleasure, after advertising in your magazine for the past several months, to write you this letter of thanks for the good results that we have received through your medium.

We can safely state that without advertising in the Talking Machine World, it would have cost us a large sum of money to have been able to procure the business that we did through our advertisement.

It was really a big surprise to us to receive requests from foreign countries, as we thought the Talking Machine World was a paper for the States only. If requests continue to come in the way they do, we, no doubt, will have to have an interpreter in our office, to translate the various letters in the foreign languages.

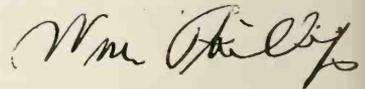
We take this liberty of thanking you for all the kind favors that you have extended to us, and hope that the Talking Machine World will always prove to be the business getter that it is.

Yours very truly,

MUTUAL TALKING MACHINE CO. Inc.

WP/RS

Per



When an Electrician makes a mistake, he blames it on induction; nobody knows what that is.

But, when a Trade Paper Man makes a mistake, good night!

Your sympathy, gentle reader, please.

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 unexcelled in quality.

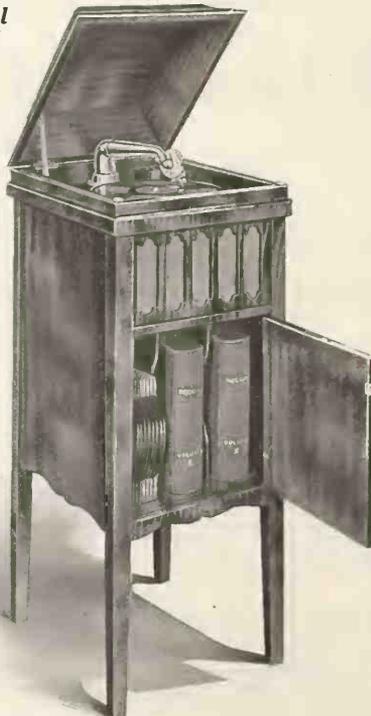
It is a full cabinet machine, finely finished in mahogany, with ample room for storing records.

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"

Model No. 1



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 it

Will bring a world of business to you \$35.00
Mr. Dealer, at its RETAIL PRICE of \$35.00

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 put 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.

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., April 12.—Quite a number of Western jobbers, including the Chicago houses, have been talked 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 no 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, judging not only from the indications of orders received, but from the reports of travelers. Local retail trade and business is by no means stagnant. It can 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 thoroughly understood that the man who simply copies established lines and attempts to do nothing of a distinctive and creative character has little hope for success.

Boosts One-Price System

Sometime it is good to see ourselves as others see us. The Gulbransen-Dickinson Co. manufacturers of pianos and player-pianos, of this city, have recently fixed the retail price at which

their instruments are to be sold by the retail dealer. This called forth an avalanche of letters from their merchants approving of the move.

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 people 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 (nationally 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, and we are at present loaded up with players, 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 describe, 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."

FlexiFile 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 machine cabinets and for surplus record cabinets.

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 Pathé 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.

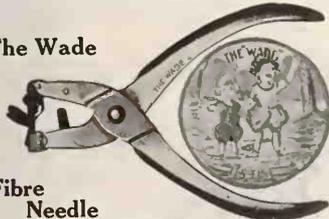
Manufacture New Record Rack

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 construction, the principle being a spring wire frame over which is held taut 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 filing 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

(Continued on page 81)

The Wade



Fibre Needle Cutter No. 1
Price \$1.50

Wade & Wade Products

FOR THE

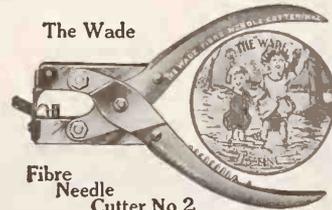
Talking Machine Owner

The Wade Fibre Needle Cutter is used in more homes in America than any other needle cutter ever made.

Wade & Wade

manufacture a fine lubricant oil for talking machines, a grease to eliminate the noise in gears, a spring barrel lubricant to stop the jumping of springs and a polish for cabinets.

The Wade



Fibre Needle Cutter No. 2
Price \$2.00

The Wade Fibre Needle Cutter has a device for holding the needle in position while repointing, and in addition to this a self acting stop which allows only a very thin shaving to be trimmed from the needle.

EVERY POSSIBLE EFFORT IS MADE TO FILL ORDERS THE SAME DAY RECEIVED

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.

Lyon & Healy

Offer new

Victor

Records for You

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 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 surface scratching needle noise, also that "canned music tone" and produces a mellow, sweet, pleasant, musical tone, that inventors and talking machine experts have been trying to get 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



COMBINATION ATTACHMENT COMPANY
524 Republic Building State and Adams Streets Chicago, Ill.

become more normal the difference will be still greater. The name of the concern is Carl W. Pierson & Co. and the factory is at 1225 Eighth street, Rockford.

Increase Fibre Needle Output

The B. & H. Fibre Manufacturing Co., manufacturers of the far-famed fibre needle, have been compelled to double their force at their plant at 35 West Kinzie street, to take care of the ever-increasing demand for their product. The company is receiving many sincere letters from dealers, complimenting them on the marked improvement that has been made in the already decidedly efficient needles.

Using More Cutters

S. O. Wade, president of the Wade & Wade Co., manufacturers of the Wade Fibre Needle Cutters, says that it is just about all he can do to supply the demand for his product. The special stress at this time is largely caused, no doubt, by the shortage of steel needles and the consequent increased use of fibre needles.

Change in Record Racks Brings Results

W. H. Wade, proprietor of the Grafonola Shop at 14 North Michigan avenue, states that his recent experiment of placing the record racks in the front reception-room has been successful and will be a permanent feature of the store. This, together with a liberal advertising campaign in the Chicago dailies, has resulted in a record business increase of approximately 86 per cent for the month of March. There is no doubt but that quick accessibility to the record stock bears importantly upon record sales. The Grafonola Shop plans for its next window display an arrangement which will feature dance records and which will include life-sized wax figures.

Ottawa Pianophone Co. to Move

The Ottawa Pianophone Co., located at 339 South Wabash avenue, Chicago, will shortly move to new quarters on the eighth floor of the Republic Building. Here they will have ample

facilities for demonstrating the "Hiawatha" machine manufactured by this concern.

New Columbia Store

A new retail talking machine store will be opened in Chicago some time during April at Lawrence and Kimbal avenues, which will handle Columbia Grafonolas and records and also the FlexiFile line of cabinets. The store is being opened by E. W. Genty, formerly connected with the FlexiFile Co.

Up-in-the-Air Advertising

A novel advertising proposition incorporating talking machines has been evolved by an Elgin, Ill., advertising company. A balloon of considerable proportion is anchored from a height of some 200 or 300 feet up in the air to a motor truck on the ground below. From the basket of the balloon three dummies with megaphones at their mouths cry forth the advertiser's message. The whole scheme is made possible by the use of phonographs and records.

Magnola Entertains by Telephone

One evening recently when Mr. and Mrs. M. J. Kirby, who live at the south end of Wilmette, Ill., were enjoying a concert all their own, with the aid of their Magnola, and a good selection of records, the telephonic rang. A lady friend of Mrs. Kirby was at the other end of the wire, the extreme south of Kenilworth. Her first question upon hearing the music was, "Have you a band at the house?" Being informed that the music was produced by a Magnola talking machine she asked to hear more records. They were put on and for a half-hour or more the Magnola entertained an audience of three, the Kenilworth lady naming each record correctly after they had been played, stating she could hear them just as distinctly as if the musicians and singers had all been before her.

When one considers that the telephone in the Kirby home is in an alcove partly shut off, at a distance of about thirty feet from the Magnola, and that there are two walls between,

which although not entirely closed would, in a measure, keep the music from being carried directly to the telephone, one must agree that the claims made by the Magnola Talking Machine Co. for their product are more than mere words.

The details of the above were given by Mrs. Kirby herself, and can, no doubt, be verified.

Chicago T. M. Co. in Big Month

G. P. Ellis, manager of the Chicago Talking Machine Co., reports the past thirty days as being surprisingly excellent in point of machines sold. The wholesale record trade has been great, but this was to be expected because of the unusually attractive March and April record lists. It was predicted, however, that the sales in machines would fall off considerably and the latter has been the case with a number of local retailers, but not so with the Chicago Talking Machine Co. They have been as busy as ever filling orders, or explaining why orders could not be filled.

It is undoubtedly true that the little "urges" sent forth by this concern to its numerous dealers in the form of inspirational letters, folders, advertising pin-pricks, etc., have been responsible in no small degree in securing the large amount of business. The Chicago Talking Machine Co. has recently prepared four new and attractive street car cards which are furnished without charge.

Edison Activities

C. E. Goodwin, manager of the Phonograph Co., reports that, due to generally improved transportation facilities, Edison business in March was slightly better than the month preceding. Sales of machines have been remarkably good and record business has fallen off but a very little. On April 7 an impressive Edison comparison recital was given before an audience of over 800 people. Hardy Williamson, himself, sang before the gathering. At the most recent meeting of the Edison Dealers' Association sixty members attended. Miss Elsa Winter, nationally known whistling artist, was heard at this time by the dealers with great satisfaction. C. H. Wilson, first vice-president, and Wm. Maxwell, in charge of the music department of Thomas A. Edison, Inc., were in Chicago at this time and addressed the association.

Sonora Adds Men

R. Hadert, wholesale representative of the Sonora Phonograph Corp. in this territory, has added two new men to the force which will travel through Middle Western States. E. A. Frank will travel Missouri and Kansas, and Franklin J. Strobel in Illinois and Indiana. A large contract was closed recently with H. Mack, of South Bend, Ind., whereby the Sonora agency in this city is to be opened immediately under the name of the Sonora Shop. Plans are laid for an attractive opening reception at the

(Continued on page 83)

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. Write to-day for our big, new catalog and unusually liberal offer to dealers.

EMPIRE TALKING MACHINE CO.

JOHN H. STEINMETZ, President

429 S. Wabash Ave.

CHICAGO, ILL.



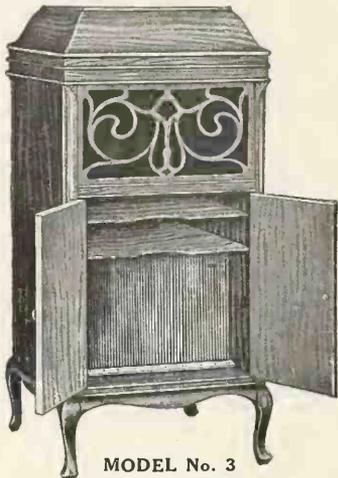
Model B

Price \$100

Mahogany or Oak

Empire**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 with the drawbacks eliminated. And,—we give you selling helps out of the ordinary.



MODEL No. 3
\$100.00

This is unquestionably the biggest talking machine value ever offered to the consumer for \$100.00.

Other Models at
\$35 to \$250

Two Letters

J. S. H. & Co.,
Gentlemen:—

We understand that you have been handling some of the phonographs manufactured by the Mandel Mfg. Co. of Chicago. If this is true, will you kindly advise what you think of their instrument and if it is giving satisfactory service?

Thanking you very kindly for this favor, and awaiting an opportunity to reciprocate, we are,

Yours very truly,
THE B. & R. Mfg. Co.

The B. & R. Mfg. Co.
Gentlemen:—

Acknowledging receipt of your inquiry of the 20th inst., it is a pleasure for us to recommend the Mandel Phonograph.

We have investigated the phonograph situation thoroughly and have concluded that the Mandel Phonograph is the most desirable both in quality and price.

The writer had the pleasure of going through their factory in Chicago, and their method of manufacture throughout their establishment indicates that their success is assured.

Yours truly,
J. S. H. & Co.

Names on Request

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 conversation, 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

FROM OUR CHICAGO HEADQUARTERS (Continued from page 81)

South Bend store. Mr. Hadert announces that he expects to move his offices from the present location at 320 South Wabash avenue to the McClurg Building, about the 25th of April.

Liked Old Songs Best

An interesting anecdote is told by E. W. Richards about the late General Frederick Funston, commander of the American troops during the recent Mexican excitement. Mr. Richards, who is now manager of the talking machine department of the Kennedy Furniture Stores, was some years ago managing the talking machine department of the old Simmons store of St. Louis, Mo. It seems that one day Mrs. Funston entered this establishment and purchased an old Victor No. 5 talking machine for her husband who was stationed at the Jefferson Barracks outside of St. Louis. Mr. Richards sent the machine to the military post the day following and with it a goodly assortment of grand opera records. Imagine this gentleman's astonishment when Mr. Funston himself returned a few days later with the assortment of grand opera records in his arms. The General wanted to know if "the store didn't have 'Annie Laurie' in stock." He left the store with "Old Black Joe," "Annie Laurie" and other equally venerable selections under his arm. Another incident which goes to show the homely and sentimental temperament of the man lies in a remark made the night before his sudden death. He was listening to a band play "The Blue Danube" and at this time he again made the statement that he greatly preferred the old songs best.

Otto Heineman Coming to Chicago

S. A. Ribolla, Western manager of the Otto Heineman Phonograph Supply Co., announces that Mr. Heineman will probably be in Chicago about the 15th of the month.

Department Stores in Slight Decrease

Spring fever with its accompanying outdoor sports and activities has commenced to draw the attention of the public away from the talking machine sections of the large department stores. The business in machines has fallen off considerably as was to be expected in April. The record sales, however, continue to hold their own in a most satisfactory manner. On the whole, the month of March compares very favorably with February and is markedly better than in previous years.

The Fair's talking machine department has undergone slight changes. The southern room is now devoted to Grafonolas and Victrolas, where before it contained only cheap makes of records. A. F. Butterfield, manager of the department, has disposed of all the "Fairviews" and other less known makes. "We find that the trouble in the way of repairs and refunds connected with these machines is altogether too great. We have disposed of all except the Columbia and Victor lines of machines."

Reprint World Article on Record Sales

Lyon & Healy have reprinted in an eight-page booklet an article entitled "Personality and Environment in Record Selling." This article, which describes in detail the modern and efficient methods developed by this large concern in the training and handling of record sales ladies, was published in a recent issue of The Talking Machine World. The little booklet is being sent to dealers and customers throughout the country.

Empire Has Good Western Business

John H. Steinmetz, of the Empire Talking Machine Co., of late has been finding the West a most fertile field for cultivation. A large number of new contracts have been received recently, and also a considerable amount of repeat orders. Mr. Steinmetz has just got out a new catalog for the use of dealers in handling prospects. It is smaller than the former catalog, and is made for the "catalog collector" who makes a practice of carrying away talking machine prospectuses indiscriminately. Cuts of all of the Empire models are shown and complete descriptions given.

Strike Hits Machine Deliveries

The recent strike in Chicago of the Piano

Movers' Unions had its effect, in a small way, on the deliveries of talking machines at Lyon & Healy. L. C. Wiswell states, however, that the tie-up was of very short duration, and now is entirely over with. The unions demanded an eight-hour day with the scale of wages paid for the present ten-hour time, with double-time pay for overtime instead of time-and-a-half. In spite of the strike, which lasted less than a week's time, Mr. Wiswell reports the past thirty days as being better in point of business accomplished than any similar time in any previous year.

Brunswick Travelers Active

A. J. Kendrick, central Western sales manager of the Brunswick-Balke-Collender Co. phonograph division, tells of a number of important accounts that have been opened during the past thirty days by the twenty-five hustling talking machine salesmen employed by this concern. Here are some of the more important agencies. C. M. Archer Music Co., Emporia, Kan.; H. P. Maus Piano Co., Freemont, O.; Specht & Finney Co., Valparaiso, Ind.; S. Grant

Furniture Co., Racine, Wis.; Halbach-Schraeder Co., Quincy, Ill.; Home Phonograph Co., St. Louis, Mo.; Smith-Wherrett Furniture Co., South Bend, Ind.; John S. Hale Co., Peru, Ind.; and the Burgess Carpet Co., of Wheeling, W. Va. The last named concern has opened a new branch in Moundsville, W. Va., where they will put in a line of Brunswicks. In a letter sent to the Brunswick Co. the Burgess Carpet Co. have this to say concerning the Brunswick phonograph: "We have averaged a little over three sales, cabinet machines, each day since we have had them and find that the name Brunswick is practically a household word." Mr. Kendrick has received a number of such letters as this from his dealers and is very pleased at the reception the Brunswick is receiving everywhere.

B. H. Brunswick, vice-president of this concern, was in Chicago on April 7 and told of excellent business conditions in Cincinnati. The company plans an extension of its business in

(Continued on page 85)

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 Unequaled 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,



Model A

Models Ranging from \$75 to \$250

Not a Single Element of Quality Has Been Sacrificed to Price

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.

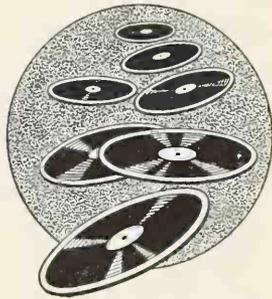
REPUBLIC PHONOGRAPH CO.

HENRY T. SCHIFF, President and General Manager

320 S. Wabash Avenue

CHICAGO

BRUNSWICK



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
Retails at \$175. Others \$70 to \$175*

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

The Perfect Automatic Brake



**For
Talking
Machine
Manufacturers
and
Dealers**

Simple construction. Easily attached. No Talking Machine complete without it.

Write for sample and attractive quantity prices

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

Song 1915; "Golden Sunshine—Mother"—"Her 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, "Halte-La" and "Tu Ne Sauras Jamais," by Lucien Muratore; "Lakme," Bell Song, and Chanson "Provençal"; "Watermelon Moon," "Waiting at the Old Church Door" and "Wedding of the Rose."

The six best Emerson records were "American Fantasie"; "What Do You Want to Make Those Eyes at Me For?"—"Love Is a Wonderful Thing"; "Naughty! Naughty! Naughty!"—"Keep Your Eyes on the Girlie You Love"; "They're Wearing Them Higher in Hawaii"—"Mother, May I Go in to Swim"; "Honky-Tonky Rag" and "Poor Butterfly," fox-trot.

J. L. Mitchell With Montgomery Ward

John L. Mitchell, who for several years has been connected with Lyon & Healy in charge of the automatic piano department, has resigned

this position to take up another with Montgomery Ward & Co. The latter concern is one of the largest mail-order houses in the country, and Mr. Mitchell will be buyer for the musical instrument and talking machine departments.

Mr. Mitchell will be succeeded at Lyon & Healy's by Ernest Clayson, who has been a member of the Lyon & Healy traveling salesmen force for a number of years.

Wedded

The Chicago office of the Columbia Graphophone Co. has lost one of its prettiest workers. Miss Blanche Olson, who formerly was employed in the bookkeeping department, was married recently. The favored of men is Frank Charleston.

"Testing Nameplates" Popular

Joseph Crampton, Jr., of the Meyercord Co., tells of the increasing number of dealers who are making use of "testing nameplates." He states that dealers who are using this idea find

(Continued on page 87)

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 also 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 warehouses.

New Brunswick Shop Ready May 1

The present first floor warerooms 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 connection with the Schmelzer Arms Co. he was with the Field-Lippman Piano Co. and the Columbia Graphophone Co.

Lyon & Healy Concerts

L. C. Wiswell, manager of the talking machine 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 program 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, Pianolist, and Miss Chowen, 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 "Havanola Fox-trot," Waltz from Drigo's "Serenade"; "Where the Black-Eyed Susans Grow"—"Tho' 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" (Gallucuri).

The six best Columbia records were Lucy Gate's "Nightingale Song," "Marche Slave," "My Hawaiian Sunshine," "Pack Up Your Troubles in Your Old Kit Bag and Smile, Smile Smile," "Keep Your Eye on the Girlie You Love" and "Canio's Lament," from "Pagliacci."

The six best Edison records have been "O'Brien Is Tryin' to Learn to Talk Hawaiian"—"Dancing Down in Dixie Land"; "Flora Bella," one-step—"Mo-Ana," Hawaiian waltz; Solenne in "Quest' Ora"; "Home, Sweet Home"—Cradle

The Supremacy of the VITA-NOLA Again Confirmed



Model 100

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

Distributors for New England States

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

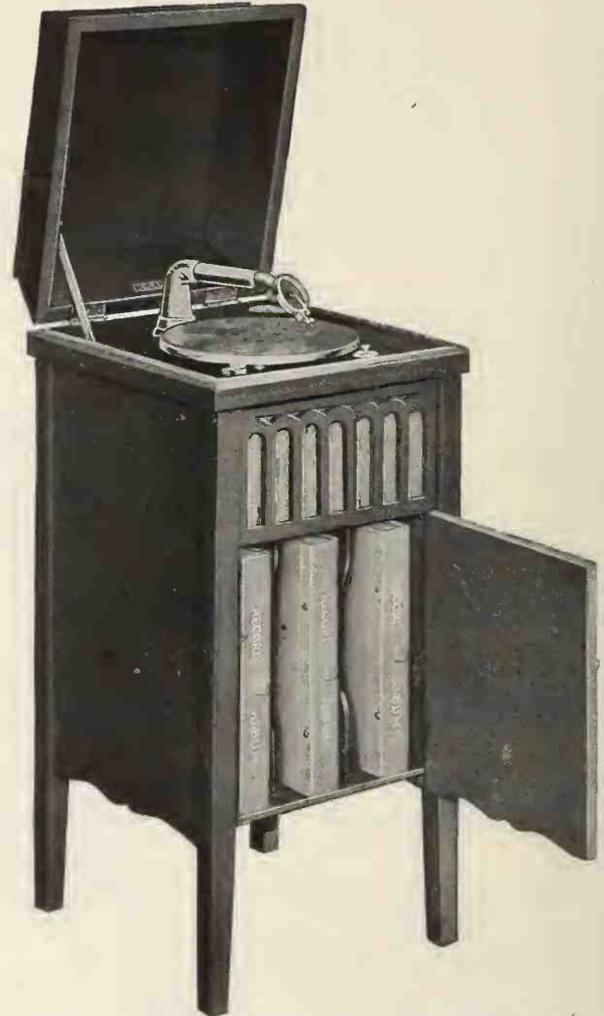
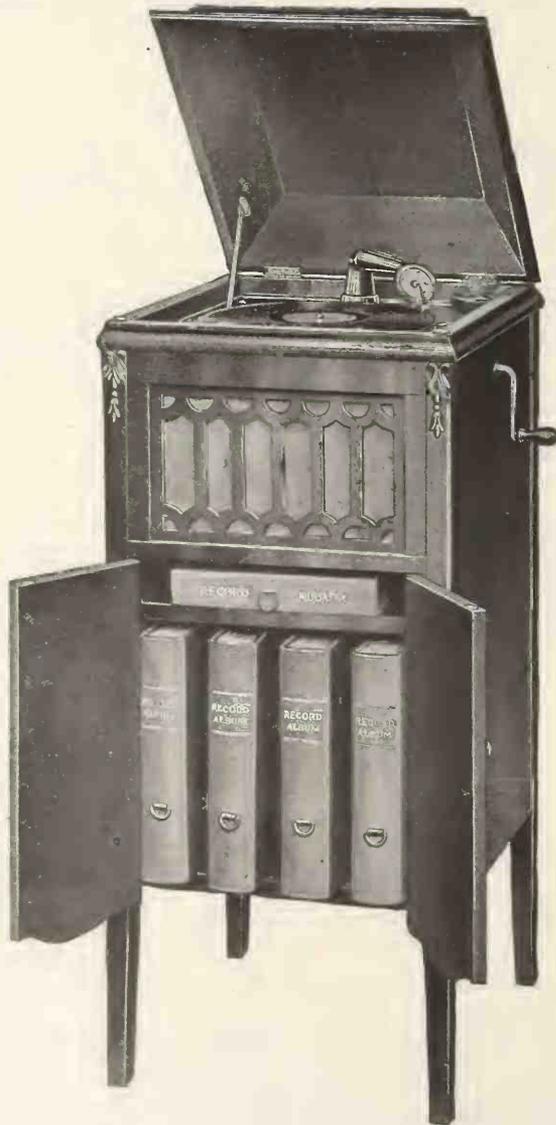
Motor—Double Spring

Equipment—Plays all makes of Disc Records

Trimnings—Nickel Plated

Dimensions—Height 42 in. Depth 20 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

Trimnings—Nickel Plated

Dimensions—Height 39 in. Depth 17½ in.

Width 15½ in.



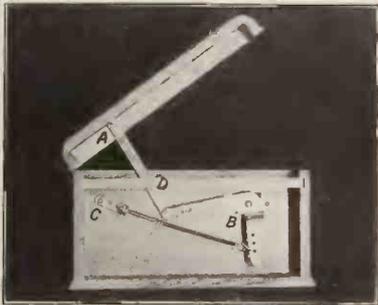
**JOBBER TRADE IS
EARNESTLY SOLICITED**

Write us for prices and outline of the general advertising campaign in which we co-operate with the dealer.

THOS. E. WILSON & COMPANY

CHICAGO, U. S. A.

The Cover Without a Catch
The Cover That Needs no Catch



Just a deft touch upwards
and the cover hangs poised.
DEMONSTRATES ITSELF

Refinement

Women constitute the majority of talking machine purchasers. They appreciate, and their decision is often swayed by, the little refinements of construction.

The machine equipped with our Cover Support is branded with quality. Now, when competition is keener than ever before, you cannot afford to do without the **CHICAGO COVER BALANCE.**

Chicago Hinged Cover Support & Balance Co.
144 S. Wabash Avenue
CHICAGO, ILL.

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 Heil 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 adver-

tising 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 equalled 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 become a member of the Hospital Corps and R. L. Orwig has joined the cavalry.

New Agencies for Pathé in West

R. O. Ainslie, 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.; Vanderville 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 \$11,786.70, 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)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 87)

panelled with rich inlay work, and the tone chamber is covered with a frieze of inlaid open work. 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 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.

BUILDS 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 demand for which has reached such dimensions as to involve the entire activities of the company. There is no change in the organization, which remains exactly as in the past with John Gabel as president and chief executive.

There has been, however, a subsidiary company organized, of which Mr. Gabel is also president, to be known as the Gabel's Entertainer Sales Co., for the purpose of affording aid and handling the sales end of the business. Offices have been established at Suite 512, 117 North Dearborn street, in charge of E. S. Garrett as manager. Here a complete line of the

Gabel-ola, the company's home machine, and the Gabel's Automatic Entertainer, the commercial machine, will be on exhibition at all times for the inspection of visiting dealers. Mr. Garrett 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.

URGES 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 cartage 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

The Gabel-ola is a very remarkable and very unique instrument. It is electrically operated and a complete evening's program of twenty-four ten and twelve-inch lateral cut disc records can be played without attention other than simply selecting the records, placing them in the machine and pressing the button. The records are then played one after the other, the changing of the records and changing of the needles being all done automatically. If for any reason an intermission is required or someone asks for a record other than that contained in the machine, these matters can be attended to by a simple twist of the wrist.

The Gabel-ola has been put on the market only after years of careful experimental work and practical experience of the inventor, John Gabel, with machines of another type and involving the same mechanical principles.

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:

| City | Express Rate | Freight Rate |
|----------------------|--------------|--------------|
| | Per 100 lbs. | Per 100 lbs. |
| Toledo, O. | \$1.15 | \$0.389 |
| Youngstown, O. | 1.60 | .462 |
| Cleveland, O. | 1.40 | .431 |
| Cincinnati, O. | 1.25 | .42 |
| Dayton, O. | 1.25 | .42 |
| Columbus, O. | 1.50 | .431 |
| Jamestown, O. | 1.40 | .462 |
| Newark, O. | 1.40 | .492 |
| Troy, O. | 1.15 | .404 |
| Springfield, O. | 1.40 | .42 |



The FlexiFile system installed in a talking machine. It can be adapted equally well to upright machines.

FlexiFile

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.

FLEXIFILE COMPANY
Musical and Office Filing Specialties
 27 SOUTH FIFTH AVENUE, CHICAGO
We do not manufacture or sell Talking Machines

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 88)

| | | |
|-------------------------|------|------|
| Boston, Mass. | 2.50 | .858 |
| New Bedford, Mass. | 2.65 | .858 |
| Waterbury, Conn. | 2.40 | .858 |
| Hartford, Conn. | 2.55 | .858 |
| New Haven, Conn. | 2.55 | .858 |
| Norwich, Conn. | 2.55 | .858 |
| Detroit, Mich. | 1.25 | .389 |
| Allentown, Pa. | 2.25 | .768 |
| Pittsburgh, Pa. | 1.70 | .473 |

EVERY LETTER A GOODWILL LETTER

An Edited Copy of a Bulletin Issued for the Correspondents of a Large National Advertiser—Practical Advice 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 of 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 a business institution plays a large part in the up-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 idle ones to the adjustment 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 management 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-spirited 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 expression such as "We hope that your outfit has arrived by this time and that you are getting along well with it" is often enough.

Be Truthful.—Now and then letters are called to the attention of the management that contain misleading statements. There is no need, either in our letters or in our printed literature, for outright untruths or exaggerations. Our records and the facts about our business afford all of the earnest, convincing arguments that a correspondent or circular writer could wish for. Deception merely leads to trouble, and we cannot stand for it. Earnest presentation of the truth commands respect and brings business that stays. To attempt absolute assurance of things about which we cannot give absolute assurance may later cause a real grievance difficult to adjust.

High-Sounding Language.—There is no place in our work for high-sounding language. Express yourself simply. Instead of "It is evident that all these propositions can be answered in the affirmative," say "Our answer to all these questions is 'Yes.'" "Pays well" is better than "sufficiently remunerative." Do not be lavish with adjectives. Most composition is spoiled by an overuse of them.

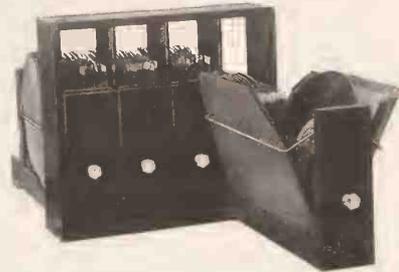
Conciseness.—Many mistake brevity for conciseness. Conciseness means saying much in a few words. With the idea that brevity is the principal thing to be desired in letter writing, it is easy for a correspondent to make the mistake of writing letters that appear curt or hurried. Make an effort to get as much meaning as possible in each paragraph, but always find time for some show of interest. Cold, slap-bang correspondence is almost as detrimental to our business as ill-spirited work.

Promptness.—I am led to believe that our various departments handle their own correspondence promptly, but occasionally a letter gets in the wrong department or has to be forwarded from one department to another and is delayed for a week or more. Recently a letter was delayed for ten days, when the customer had particularly asked for prompt attention. These delays are serious, for it is the general idea that our distance from our customers is a disadvantage, and we should do all we can to combat that idea. When a letter comes to you after a delay of this kind, unless the delay has been satisfactorily explained by the other department, report the matter to the management.

Hackneyed and Formal Language.—Most letter writing is lessened in effectiveness by stilted expression. Every correspondent for this institution should endeavor to get away from cut-and-dried language. The following are some of these undesirable expressions, and in paren-

(Continued on page 91)

— The —
Automatic RECORD CONTAINER
Patents Pending



Simple
Practical
Accessible
Attractive

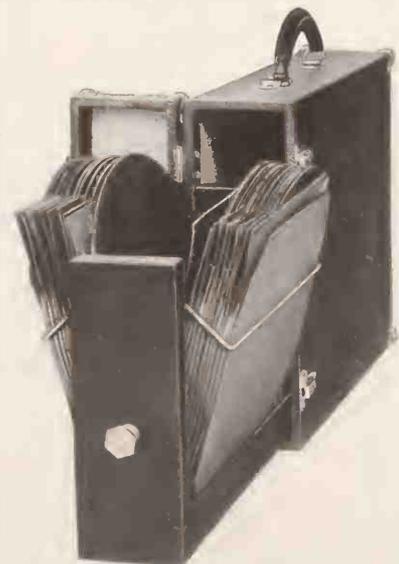
AUTOMATIC Because—

When the container is withdrawn the weight of the records automatically throws 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.



Mr. Dealer, write for particulars regarding this automatic record carrying case.

FRANK P. READ

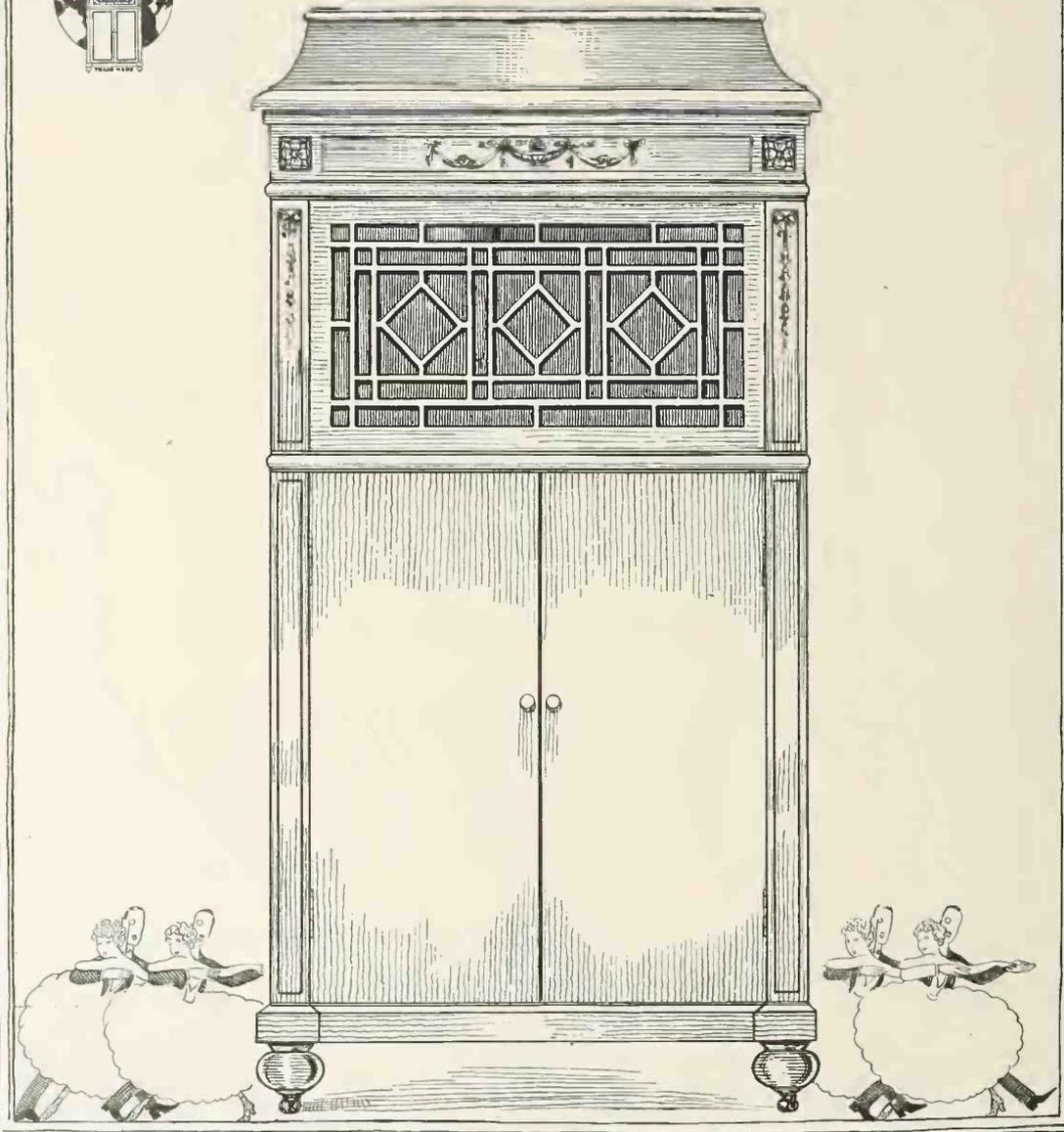
Phone Franklin 5293

27 S. Fifth Ave. CHICAGO, ILL.

WE MAKE
TURN-TABLES
FOR TALKING MACHINES
THE MODERN EQUIPMENT OF OUR
NEW FACTORY ENABLES US TO
QUOTE VERY ATTRACTIVE PRICES
SEND YOUR SPECIFICATIONS FOR ESTIMATE
BARNHART BROTHERS
& SPINDLER
MONROE & THROOP
STREETS & CHICAGO

TYPE USED IN ABOVE AD IS BARNHART'S PUBLICITY GOTHIC SERIES WITH RULE BORDER

The Concertola B



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 49 inches high, 24 inches wide, 22 inches deep. Improved noiseless 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 caters to the very best class of trade, we have a most attractive opportunity.

Concertola "A" Exclusive. Concertola "B" De Luxe. Concertola "C" Favorite. Concertola "D" Craft Reed. Send for circular "Music's Renaissance." Address Dept. D.

WORLD PHONOGRAPH COMPANY, 218 So. Wabash Avenue, CHICAGO

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"); yours 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 mar much correspondence that would otherwise be good.

INCREASE CAPITAL TO \$125,000

Fulton-Alden Co., of Waukeegan, 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. How, 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. The case designs are quite handsome.

AFTER PRIVATE HOUSE SALES

Many Complaints in St. Louis Regarding "Good as New" Work in Sainly 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.

LOOKING FOR LARGER QUARTERS

St. Louis, Mo., April 12.—H. A. Yerkes, 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.

PATHE DEALER IN ROCHESTER

The accompanying illustration shows an interior view of one of the largest talking ma-



A Pathe Dealer's Store in Rochester, N. Y., showing several of the most popular Pathephone models. This concern handles Pathephones and Pathe 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 Pathe dealers.

A Dealer Who Does Not Stock The *RECORD-LITE*

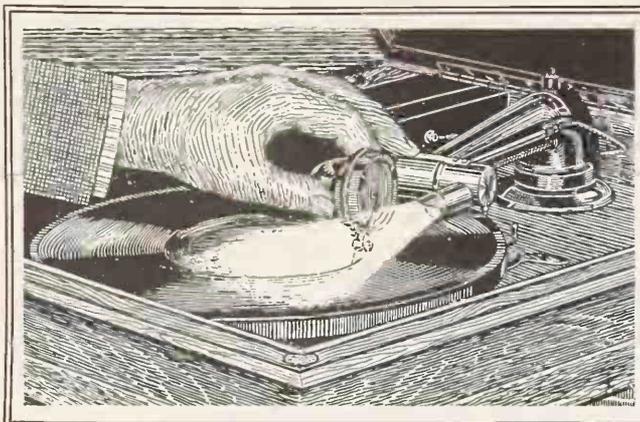
—Is neglecting the opportunity to handle a specialty that carries a good margin of profit.

—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 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.



THE *RECORD-LITE* It sells on sight

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.

THE *RECORD-LITE* COMPANY

INCORPORATED

135 Second Street

Sole Manufacturers and Patentees

MILWAUKEE, WIS.

TALKING MACHINE MEN TO DINE

Excellent List of Speakers Announced for Annual Banquet of Local Association—Dinner Program an Unusually Elaborate One

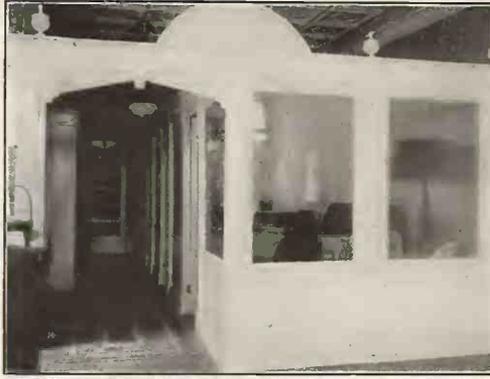
Plans are now practically complete for the annual dinner of The Talking Machine Men, Inc., which will be held at the Hotel McAlpin, New York, on April 17, and from present prospects the affair will be the most elaborate in the history of the Association. The committee plans to start the dinner promptly 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. Wiswell, manager of the talking machine department of Lyon & Healy, Chicago; Marion Dorian, 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 Pathephones is also on display there.

Owens & Beers Selected Van Veen Booths



Van Veen Interior in Owens & Beers Store, 1216 Flatbush Ave., Brooklyn, N. Y.

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

This Prominent Victor Dealer

Recognized the Merits of the Van Veen System

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

WE DESIGN and BUILD COMPLETE INTERIORS

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.

JOINS THE TRAVELING STAFF

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. Kilbourn, 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.

We carry
8
styles of
MOTORS

We manufacture
4
styles of
TONE-ARMS
and
14
styles of

SOUND BOXES

We fit any of our sound boxes to your tone-arms or vice versa.

MAIN SPRINGS — (Subject to Prior Sale)

- No. 11, 3/4 in. wide, .025 gauge, 8 1/2 ft. long, usable to any double-spring motor of three 10-in. record capacity28c.
- Hundred lots25c.
- Five hundred23c.
- No. 3, 1 in. wide, .021 gauge, 10 1/2 ft. long, usable for Heineman No. 3 motor and similar motors of 1 in. width38c.
- Hundred lots35c.
- Five hundred33c.

These two springs are of the finest tempered steel of American Steel & Wire Co.'s product

- Original Swiss-cut Edison sapphires, silver-plated shanks22c.
- Hundred lots20c.
- Five hundred19c.
- Original Swiss-cut Pathé balls, gold-plated shanks...22c.
- Hundred lots20c.
- Five hundred19c.

- We manufacture all parts including
- Graduated Disc**
 - Tabulators**
 - Turntables**
 - Table Brakes**
 - Tone-Arm Rests**
 - Record Cleaners**
 - Needle Cups**
 - Cabinet Lid Supports**
 - Sapphire Needles**
 - For Edison or Pathe Records
 - Main Springs**
 - Governor Springs**
 - ETC.

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.

54-56 Bleeker Street, New York City



\$85.00

Hoffay The Machine Supreme



\$125.00

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.

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 Airtight 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



\$175.00



\$225.00



Operaphone Records

The wonderful thing about Operaphone Records, is that every desirable feature credited to the higher priced records will be found in all truth to apply to the Operaphone.

Here is an infinitely varied range of quality selections—vocal, instrumental and novelty numbers.

Operaphone 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 Operaphone proposition.

Mail this coupon today.

Operaphone,
Dept. 9,
200 Fifth Ave.,
New York City.

Gentlemen:

Send me the details of the Operaphone 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 1917 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 sung 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. Goransky.

Keep the one-price flag flying—it is the banner of business success.

Nanes Art Furniture Co.
Grand Street and East River, New York

CABINETS for MANUFACTURERS



One of Our Standard Designs

We are equipped to handle contracts for cabinets of any description. Prompt deliveries guaranteed.

We have a number of standard designs or will manufacture according to your specifications.

**Let us Figure NOW on
Your 1917 Contracts**

MAIN SPRINGS

Special This Month Only

| | |
|--|--------|
| 1 in. x 10 ft. long x 0.22, one doz. | \$.40 |
| In lots of 100. | .36 |
| ¾ in. x 10 ft. long x 0.22, doz. | .38 |
| In lots of 100. | .35 |
| ½ in. x 8 ft. long x 0.22, doz. | .20 |
| In lots of 100. | .16 |
| ¾ in. x 8½ ft. long x 0.22, doz. | .24 |
| In lots of 100. | .20 |

Send for price list of accessories.

Favorite Talking Machine Co.
438 Broadway NEW YORK

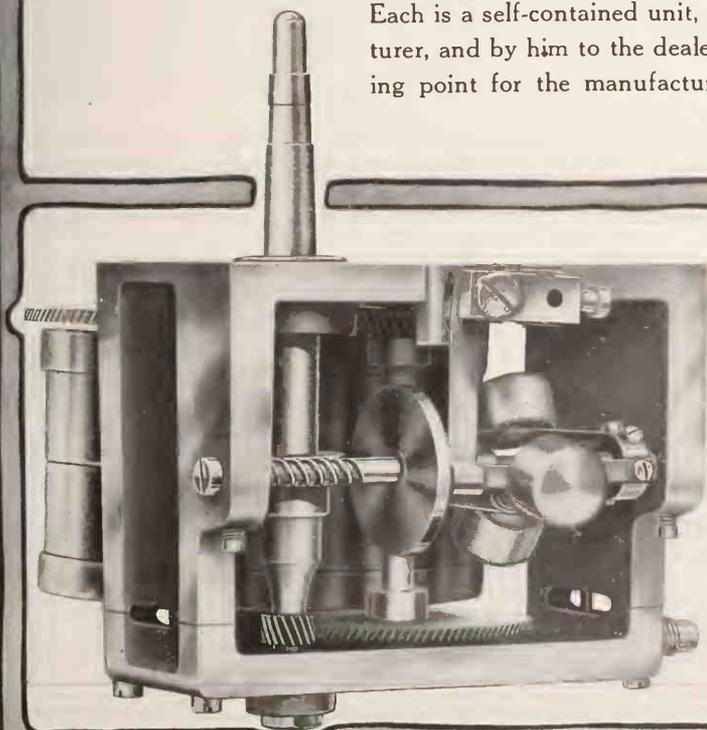
The Stephenson Precision-Made Motor



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 no 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 company's offices, 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 Victor department, 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)



The Oscar Saenger Course in Vocal Training

ANOTHER OPPORTUNITY FOR YOU to exploit Victor Supremacy and your own progressiveness. Advertise and demonstrate this Victor Achievement. If you do not have these records in stock do not fail to order them at once and secure the benefit of the Victor Company's advertising campaign.

C. BRUNO & SON, Inc.

(Established 1834)

Victor Distributors to the Dealer Only

351-353 Fourth Avenue

NEW YORK

We Do Not Retail

WHOLESALE
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.

(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

TRADE 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 the 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 department of the Victor Co., and Howard Shartle, head of the Victor Co.'s shipping department, were callers this week at the offices of the New York Talking Machine Co., Victor distributor.

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

WAUKEGAN, ILL., April 7.—The new addition to the factory of the Chicago Recording & Scale Co. is rapidly nearing completion, and the manager, Mr. Cherington, expects to have the entire plant in complete operation before much more time has passed.

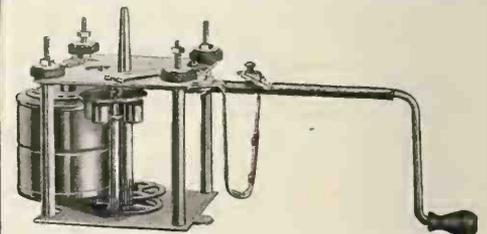
GIVING REBATES ON SALES CHECKS

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



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 Pathé records are handled in the department.

B. R. Megenity, who has been in charge of the talking machine department of the Southern California Music Co., Pasadena, Cal., for the past two years, purchased an interest in the Wilson Music Co., San Bernardino, Cal., and has located in that city.

The T. J. York Music Co., of Corsicana, Tex., has purchased the entire stock of Victrolas and Victor records from J. M. Stell, a furniture dealer, thereby becoming exclusive distributor of the Victor line in this section of the country.

The Imperial Talking Machine Co. was granted a Delaware charter this week for the purpose of manufacturing, buying and selling talking machines. Capital, \$2,000,000. The Wilmington incorporators are: Percy W. Green, R. H. Morton, J. P. Rutledge.

"Lundstrom"
IT GROWS WITH YOUR BUSINESS



Standard Sectional Record Cabinet

A practical, inexpensive, convenient cabinet for dealers; made on the sectional principle, affording the following advantages:

It grows with your requirements: You first purchase just the number of sections you actually need for your present requirements; as you need more space, add more sections.

Adapted to any space: As many sections as desired may be placed in a stack; as many stacks may be used side by side as wall space will permit.

Each section or shelf is indexed by a letter and each compartment by a number, forming a system of filing unsurpassed for simplicity and convenience.

Neat in appearance: No empty shelves; no overcrowding. Case always complete, yet always capable of additional expansion.

Carefully made and beautifully finished in plain and quartered oak, and in imitation and genuine mahogany.

Made in two sizes; to hold 10-inch and 12 inch records. Each section holds 200 records (100 Edison records). Stack may be made up with all sections of the same size; or sections for 10-inch records may be used above sections for 12-inch records by means of a reducing section as shown in accompanying illustration.

Record sections furnished with or without doors.

Price for section \$2.75 and up

Cases shipped on approval direct from factory at considerable saving to you; on orders amounting to \$10.00 and over we pay freight to all points East of Montana, Wyoming, Colorado and New Mexico. To points in and West of these states, we equalize freight charges. For further particulars and full list of prices for the different sections in the different grades, write for illustrated circular No. 70.

The C. J. Lundstrom Mfg. Co.
LITTLE FALLS, N. Y.

Branch Office, Flatiron Bldg., New York City
Fifteen Years' Experience Making High Grade Filing Cabinets and Bookcases

NEW ASSOCIATION IN WASHINGTON

Retail Talking Machine Dealers Form Organization With Percy S. Foster as President

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.

The charter members of the new organization, which plans to bring about several reforms in the trade, include Percy S. Foster Piano Co., E. F. Droop & Sons Co., O. J. DeMoll & Co., Cohen & Hughes, S. Kann & Sons Co., Hugo Worch, R. C. Rogers Co., the Sport Mart, Inc., Harry C. Grove, Inc., House & Herman, Antonio Durso, the Arthur Jordan Piano Co., and James Lansburgs & Co.

He—The Jones's 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 —Offers Good Chance for Record Sales

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 Phono 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 ever made in the motor field of the Phonograph Business! A new Epoch in Sound Reproduction will date from this red-letter achievement! Before you place your order for motors — wait — or communicate with me at once! —



LEONARD MARKELS
 "The Motor Master"
 165 WILLIAM ST., NEW YORK

WALL KANE NEEDLES

Have Taken the Market by Storm

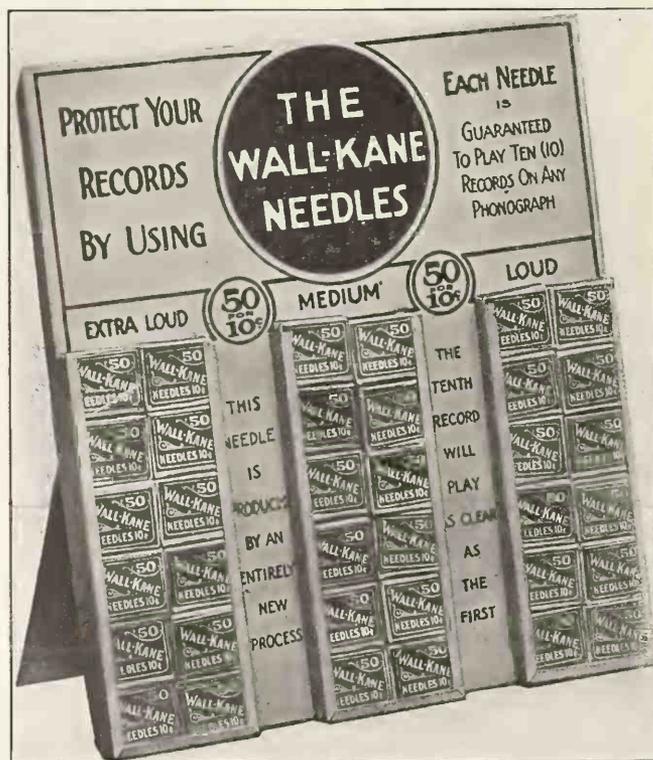
Each needle is *guaranteed* to play 10 records; the 10th record playing just as clearly as the first.

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



Medium
Loud
Extra Loud
Price
to Dealers
6 Cents
per package of 50 needles
retailing at
10 Cents
Send
for samples.

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-cut.)
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 arranged a thoroughly attractive window with the figure of a young lady draped in the Stars and Stripes and labeled "America" as the centerpiece. 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 laboratories, 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 manufacturers.

The "Butterfly" motor will be featured in a consistent campaign started within the next fortnight, and judging from the enthusiasm of the manufacturers who have visited the Markels plant recently this motor will be even more successful than advanced indications promise.

NEW EDISON POSTERS ISSUED

Thos. A. Edison, Inc., has just issued a most attractive series of posters featuring both Edison phonographs and records. The posters are designed both for use in the dealer's store and for outdoor display and should prove most effective 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 convention and the official program will be announced at a later date. Those in charge of the convention 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 before that connected with the International Correspondence 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" PHONOGRAPHS

The Metropolitan 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 Graphophone 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 underwriting syndicate.



—IF—

Some of the biggest Victor merchants 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.



STANDARD CLEANER
Price 50 cents, list

"SIMPLEX" CLEANER
Price 15 cents, list

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

KIRKMAN ENGINEERING CORPORATION

Successors to the Standard Gramophone Appliance Co.

237 LAFAYETTE STREET

NEW YORK

"STANDARD" "SIMPLEX" RECORD CLEANERS

SUPREME COURT DECIDES AGAINST VICTOR CO. LICENSE

Long Awaited Decision in Victor-Macy Case Handed 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 Isidor Straus, Percy S. Straus, Herbert N. Straus, trading as R. H. Macy & Co. The suit was originally brought in 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 it is stated: "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 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 vs. O'Donnell, otherwise known as the Sanatogen case, the outcome of which latter 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 "evade" 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 McKenna, 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

Record Cabinets

| | |
|--------|--------|
| H | S |
| E | T |
| HERZOG | STYLES |
| Z | L |
| O | E |
| G | S |

Cabinets to accommodate all phonographs and talking machines

WRITE FOR CATALOG
No. 18

A Book De Luxe

HERZOG ART FURNITURE CO.

Saginaw, W. S., Michigan

years or more after he has paid for it and in all probability long after it has been worn out or become obsolete 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 report 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 'use' the most obvious requirements for securing 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, may or may not be incorporated in the machine. There remains for this 'license notice' so far as we can discover, 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 perversely 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 ours, because obnoxious 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 machines, within the grant of the patent laws, but is 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 recognized that not one purchaser in many would read such a notice, understand its involved and intricate phraseology, which bears many evidences of being formed to conceal rather than to make clear its real meaning and purpose. It would be a perversion of terms to call the transaction intended to be embodied in this system of marketing plaintiff's machines a 'license to use the invention.' (Bauer vs. O'Donnell, 229 U. S., 1, 16.)

"Convinced as we are that the purpose and effect of this 'license notice' of plaintiff, considered as a part of its scheme for marketing its products, is not to secure to the plaintiff any use of its machines, as is contemplated 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 passed into the possession of dealers and of the public, we conclude that it falls within the principles of Adams vs. Burke, 17 Wall, 453, 456; and of Bauer vs. O'Donnell, 229 U. S. 1; that it is, therefore, invalid, and that the District Court properly held that the bill must fail for 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., has taken the agency for that city for the Sonora talking machine, and will carry a complete line of the instruments. The company, formerly the Carlton Music Co., is managed by E. M. Bonnell, who for a time controlled the Sonora agency for this city, until it was taken over 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.

A Bigger Better Business

Wake Up Man
Make More Sales
File Your Records

The Ogden Way

Is Unconditionally
Guaranteed by

Your Jobber

SELLS
FILES
FINDS **More Records**

IN THE SHORTEST TIME—
IN THE SMALLEST SPACE

Order Direct Naming Your Jobber
Rush Orders Shipped From Stock
Will pay for itself during the rush

1000's of satisfied Dealers our reference
ORDER NOW—SAME LOW PRICE

Patented—Patented—Patented

Ogden Sectional Cabinet Co.
Lynchburg, Va.



Models No. 1 and No. 31. High Grade Cabinets for record parlors.
Models No. 2 and No. 62. Low in price. High efficiency. Patented.

ONE PRICE POLICY MUST PREVAIL

Its Value Demonstrated Through the Growth and Prosperity of the Talking Machine Industry—General View of Recent Victor-Macy Decision Held by Members of the Trade

The recent decision handed down by the Supreme Court of the United States in the Victor-Macy case has naturally created quite considerable 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 machine 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 outgrowth of the policy of price maintenance. It has been a policy that has not only given protection 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 experiment, 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 maintenance generally; that the retailers who have seen the benefits of the policy will continue to adhere to it regardless of contract or agreement or line of goods handled for their own protection.

HAVE YOU TRIED A WOODEN TONE-ARM?



A Better TONE-ARM

Send \$3.25 for sample
Prompt deliveries guaranteed

(Patent Applied for)

This wooden tone-arm has been perfected after years of experimenting. 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.

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, for patriotism is not confined to those called upon to bear arms and suffer privations on the field of battle, but is displayed quite as strongly in the determination to keep things going under handicaps and to carry out the slogan, "Business as usual," during the war.

According to the present plans of the government 2,000,000 men or more will be drawn from business pursuits to make up the army and this withdrawal will naturally have a decided effect on industry. It is to be considered on the other hand, however, that there will be increased activity in many lines, notably those connected in any way with the furnishing of military supplies. This increased activity will mean more money for the wage-earner and experience has proven that this increased income is, nine times out of ten, spent for luxuries. Under such conditions it is well to class talking machines and records as luxuries.

It is true that business is somewhat disturbed and will probably remain disturbed for some time or until definite war policies are outlined by the government that will let the business man know just where he stands. The country has enjoyed several years of unexampled prosperity, and it is not to be assumed that business is going to the demitison bow-wows just because there is a war on hand.

This is the time for members of the talking machine trade to display courage in business—a courage that is just as essential and worthy as that which prompts men to face the guns of battle. The man who can see nothing but a black cloud on the business horizon, who is afraid of ruin and who shrinks at the first sign of an industrial storm is just as lacking in cour-

age as the man who drags in the rear of the charge, or who turns tail and runs.

The country is bigger and richer than ever. It has weathered numerous wars and panics in the past and come through with colors flying. There is no reason to assume that what has been done before, under less favorable conditions, cannot be done again.

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.

OPENS OFFICES IN CHICAGO

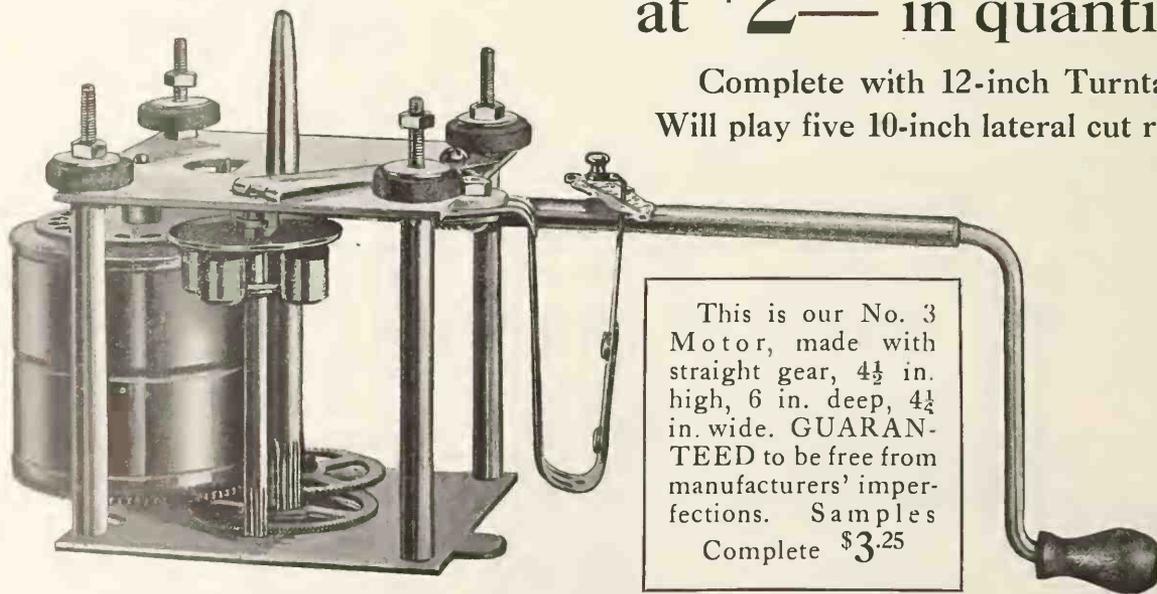
CHICAGO, ILL., April 10.—The Ottawa Piano-telephone Co., of Ottawa, Ill., makers of the "Hiawatha" line of talking machines, has opened offices in the Republic Building, 209 South State street. Charles H. Bartholomee is president.

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, 4¼ in. wide. GUARANTEED to be free from manufacturers' imperfections. Samples Complete \$3.25

All orders for samples must be accompanied by check or money order. Terms, net cash, f. o. b. New York.

Phonograph Parts Company 7 West 22nd Street
New York

IMPORTANCE OF CREDIT STATEMENT

Dealers Should Be Impressed With the Importance of Accuracy in Preparation of Credit Statements and Cautioned to Take the Matter 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 are 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 unconsciously, 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 their face. Analysis always provides for depreciation in assets, at least, but to estimate the average statement as totally undependable is doing untold 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.

Room 73
New York City

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

65 Nassau Street
Phone, 2124 Cortlandt

A SIGNIFICANT ILLUSTRATION

There was recently published an article which illustrated twenty-seven different makes of the \$100 type of talking machines. These instruments were made by prominent manufacturers, and it is interesting to note that out of the twenty-seven machines illustrated twenty of them were equipped with the Standard Heineman motor.

This is a record that the Otto Heineman Phonograph Supply Co. can well afford to be proud of as an average of 74 per cent. in the most popular types of machines made by the leading manufacturers is an indication of the popularity which this motor has achieved. It should also be considered that the Heineman motor has been on the market less than two years which makes this record all the more remarkable.

The \$100 machine is accepted as the standard type of talking machine and the fact that twenty out of twenty-seven manufacturers have selected the Heineman motor for use in their machines gives additional force to the company's advertising phrase, "The Heineman Motor Is the Standard Motor."

The New York Curb Association has listed 75,000 common and 25,000 preferred shares of the American Graphophone Co., both at a par value of \$100.

HELP FOR HONEST DEBTORS

Credit Men Seek Means to Reduce Bankruptcy Litigation

Five hundred members of the New York Credit Men's Association gathered at the Hotel Astor last Monday night and considered means to decrease the waste caused by unnecessary bankruptcy litigation in the courts. The solution of the problem, it was declared, depended upon co-operation by creditors in adjusting weakened credits in instances where insolvent or embarrassed debtors were shown to be honestly disposed.

W. F. H. Koelsch presided. He said adjustment bureaus were maintained by sixty local associations affiliated with the National Association of Credit Men for the purpose of meeting honest debtors half way and making for closer co-operation.

There is a great big fundamental prosperity that is working twenty-four hours a day, and it isn't going to lay off the minute somebody in the next yard quits scrapping and decides to go to work.

If the salesman can possibly help it he should not enter into an argument with his customer or contradict him, as this is sowing seeds on stony ground. A joke will not go amiss if indulged in judiciously.



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; 1,000 Boxes, \$150.00.
Express Prepaid to any part of U. S. A.

THE EASTERN AGENCY

Box 108, Sannomiya

KOBE, JAPAN

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, approximate, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

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, 713 Frankfort Ave., Cleveland, Ohio.

POSITION WANTED—Salesman and manager—five years' experience—desires position anywhere in United States, preferably in West. Have handled Victor, Edison and Columbia. Can consider good offer on short notice. Address "Box 418," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Man familiar with vertical cut recording. State salary required—confidential. Address "Box 419," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Man capable of helping to develop a disk recording pressing plant. Preferably with knowledge of stock and pressing operations. Address "Box 420," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—In a central State, city of 100,000, a live 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 "talkers." 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 records. Bear Jewelry, 80 Fifth Ave., New York.

POSITION WANTED—Mechanical engineer, designer, machinist, practical man—experienced on record machines, shaving and edging machines, hydraulic presses, pumps, accumulators, cored mould, no-backing of production process; knowledge of stock and plating. Young man, live wire for progressive company. Best references. Address "Box 421," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Experienced Victor man, age 26, college graduate, married, who has represented the Victor Talking Machine Co. for the past 14 months in various Eastern states, desires position as representative for a jobber or manager of a retail talking machine department. Willing to go anywhere. Best references.

Address "F. A. R.," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Man who is familiar with talking machine business, both manufacture and sale of same, to manage business. Can participate in profits or become a stockholder after trial. First-class references required. Correspondence conducted confidentially if desired. Address "Manufacturer," care The Talking Machine World, 373 Fourth Ave., New York.

POSITIONS WANTED—By young man and wife, both thoroughly familiar with Victor, Columbia and Edison lines. Would like positions as manager and assistant. Man—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 "Familiar," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Man who is experienced in the retail selling of talking machine records, to travel as investigator, salary and expenses paid. No selling. Permanent position. Write fully to A. O. B., 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 get results. Now employed. Highest references. Young man. Knows all the latest methods. Address "Box 401," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By young lady. Pleasant personality. Exceptional knowledge of Columbia line, wishes to connect with progressive Columbia dealer where enthusiasm for line can be demonstrated as valuable sales assets. Well informed on musical topics. Understands advertising. \$25.00 or salary and commission. Address "Box 406," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Salesman with managerial duties, competent repairman. Edison Laboratory experience. Address "Box 407," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced piano and talking machine salesman and general office man with executive ability, desires connection with reputable distributor or dealer. Address "Box 408," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By two experts in manufacture of disc records. Thoroughly familiar with latest and best method of recording, electrotyping, pressing and equipments. Address "Box 378," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED POSITION as State of Michigan representative for talking machine. Salary and commission preferable, best of references. Want privilege of carrying side line. Nothing but universal machines considered. Will consider Indiana and Ohio. Address "Box 409," care The Talking Machine World, 373 Fourth Ave., New York.

VICTROLA SALESMAN WANTS to make a change. Capable of inside and outside selling. Best references. Address "Box 410," care The Talking Machine World, 373 Fourth Ave., New York.

MANUFACTURING POSITION wanted by thoroughly experienced man. Expert in wax making, electrotyping, thoroughly competent, lateral cut recorder, also hill and dale and good plastic man. One who has had special experience in Europe and America. Address "Box 411," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED DRAFTSMAN to design and supervise construction of phonographs. Good opportunity for right party. State age, experience, etc. Address "Box 412," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Seven years experience as sales correspondent, talking machines and records. Can produce business. Address "M. A. 11," care The Talking Machine World, 220 South State St., Chicago, Ill.

MK. DEALER—If it were possible to get in touch with a competent manager for your talking machine department—one whose road and retail experience has fitted him to surcharge such a department with energy and movement toward greater success—would you consider it worth while to request him to call upon you at his expense for a personal interview. Awaiting the opportunity to show the right dealer my credentials, address "Box 413," 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 manager, desires position with wholesale or retail Victor dealer. Highest reference. "Box 414," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED by expert in record end of talking machine business. Results to show that have no equal in point of quality of tone. Address "Box 422," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Competent tuner, player and phonograph repairman would like to locate with good house in or out of town. All references. Address "Box 423," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—As salesman, three years' experience, capable of taking charge of department. Edison line preferred. Address "Box 424," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young, married man, of good appearance, with long experience as piano and sheet music salesman, desires position with talking machine house. Greater New York or New Jersey. Address Will R. 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 Victorolas

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 number of 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 Proposition

Shelton Electric Co. 30 East 42nd Street, NEW YORK

Advertisement for record envelopes featuring a list of 30 records and illustrations of the envelopes. Text includes: "Thirty desirable records. You may not have all of these selections. We will gladly play any record for you." Lists include "Patriotic" and "Vocal" records.



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

Write for samples and prices

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA

every phonograph is

\$3.50
\$5.00 IN CANADA

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.

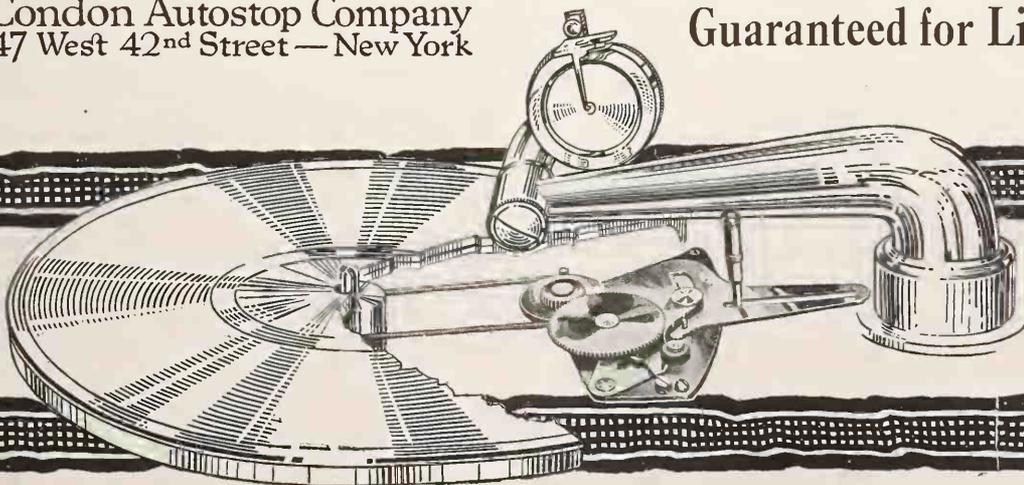
?

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



The NEW HOME of the
PADDACK DIAPHRAGM

451 Hudson Avenue, Brooklyn, N. Y.
(One block from Nevins Street Subway Station)

We have increased our factory facilities and are now in a position to handle any sized contracts for the **Paddack Diaphragm**.

We will be glad to have you visit our plant and we will show you that the **Paddack 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 Paddack 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.; Stultz & Bauer, 65 Flatbush avenue, Brooklyn, N. Y.; Hardman, Peck & Co., 45 Flatbush avenue, Brooklyn; Pease Piano Co., 34 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 phono record 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 Phono Record 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 Heineman motor No. 7 is featured on an attractive mailing card that the Otto Heineman 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: 17x19x40
—19x20x41. Table Cabinet: 20x22x14.
Birch-Mahogany Finish—Nickel Trim—
Well-Finished.

Stock on hand

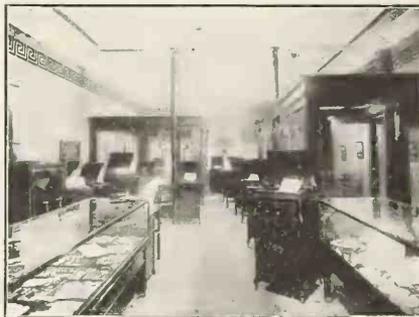
SAMUEL WEINSTEIN

134 Duane St. Established 1899 New York

A CITY STORE IN A COUNTRY TOWN

The Victrola department of C. W. Parker, jeweler, Dansville, N. Y., which is illustrated herewith, is most attractive in every way.

When you enter this establishment you immediately feel you have entered a high-class store in some large city. It is so spacious and light, everything neat and nicely arranged on wall and floor with plate glass and mahogany



C. W. Parker's Attractive Store

showcases. Only the best class of merchandise is carried.

At the rear of the store, artistically arranged, is a complete Victrola department. On one side are two booths for the playing of records, on the other a larger one for the demonstration of machines. Mr. Parker is very enthusiastic over the Victor line. Each year he has shown a splendid increase in this department. March just passed has only been beaten in business volume by December.

The P. J. Mann Co., 24 Pearl street, Worcester, Mass., had added another room to its store, where needed space will be provided for the display of Victor talking machines.

PLANS LIVE CAMPAIGN ON NEEDLES

The Progressive Phonographic Supply Co., New York, sole distributor of the Wall Kane needles, is making plans for an aggressive campaign in behalf of this product. Arrangements have been completed to co-operate with the dealers throughout the country in every possible way, and manufacturing facilities have been increased so that orders of all quantities can be filled promptly.

This needle has been on the market the past few months, and owing to its special construction has achieved remarkable success. Each needle plays ten records, and it is claimed that the tenth record is just as clearly reproduced as the first. It is manufactured in three styles, medium, loud and extra loud.

FEATURING ACCESSORIES

To hold heights gained in these strenuous days it is necessary to keep forging ahead and the talking machine manufacturer that would have his machine keep its high standing must needs add to it the many improvements that will make it stand out. The Crescent Talking Machine Co., Inc., are now equipping all their models with a patented "One-Hand" Side-Stay, which is a decided convenience in opening the cover of the talking machine.

The accessories and equipment department are meeting with much success with their newest accessory, the Stops-All, which, as its name implies, efficiently stops the record and accomplishes the result without sweeping the stylus from the record grooves, even where the sapphire ball point stylus is employed.

Morrow's Music Store, at 111 First street, Elizabeth, N. J., has recently installed several new demonstration rooms for Victor-Victrolas and records.

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

OPEN VOCALION DEPARTMENT

Carpet and Furniture Co. of Peoria, Ill., Gives Big Demonstration Recital

PEORIA, ILL., April 12.—On Tuesday evening, April 3, the Day Carpet & Furniture Co., this city, opened up a Vocalion department with a big demonstration recital at the beautiful Shrine Temple. Admission was by cards, which were distributed free from their store. About 1,200 people composed the audience that gathered to hear, for the first time in Peoria, the wonderful tone of the Vocalion. The program was opened by three numbers on the great organ, after which the massive velvet curtain went up trailing a mammoth American flag, disclosing a stage set in the form of a living room, in which were seated the performers. This made a very pleasing effect.

The program proper consisted of numbers on the Vocalion, which was the chief attraction of the evening, interspersed by numbers both vocal and instrumental, one of the pleasing records being "Dawning," by John McCormack, on the Vocalion, and an accompaniment by Mrs. Blanch Morgan Allen at the piano, and a violin obligato by Mrs. Cowell.

The evening was declared by all who attended to be a great success, and the Day Carpet & Furniture Co. are to be congratulated on their enterprise, and no doubt will be rewarded by an excellent business in their new department.

Serge Halman, sales manager for the Aeolian Co., of St. Louis, had charge of the program and certainly demonstrated his ability to show up every feature of the Vocalion.

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 so 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 extended 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 Fillipo 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. Schlicking and D. H. and W. B. Jolley, of Richmond.

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., post-cards 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.

ORIOLA

The **PHONOGRAPH** of Quality



Machine De Luxe

Beautiful mahogany Cabinet, same finish inside as outside. 48 1/2 inches high, 23 1/2 wide, 23 1/2 deep. High-grade, double-spring, worm-gear motor, noiseless winding and running. Universal tone-arm, playing all records without an attachment.

This is one of our new types, ranging in price from \$25 to \$200 list. Write for catalogue and discounts.

We can furnish **MOTORS, TONE-ARMS, SOUND-BOXES, CABINETS, etc.** and can also assemble complete machines.

Metropolis Sales Company
27 Union Square
NEW YORK CITY

Clearitone Talking Machines



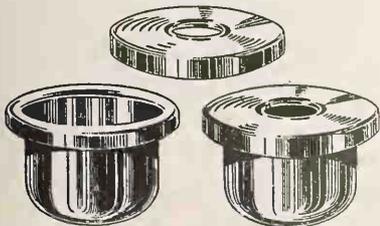
As Large As Many \$150 Talking Machines. 46 Inches High.

Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different style talking machine and over 500 different phonographic parts, also gives description of our efficient repair department.

Wholesale \$26.50

No. 75B—Mahogany or Oak finish. Size 18 wide, 19 deep, 46 height. Double spring motor, 12-inch turntable. Plays three records with one winding.

Needle Cups Now Ready for Delivery



Cups, \$20 per thousand; Covers, \$10 per thousand; Gold Plated Cups, 5c. each; Covers, 3c. each.

Governor Springs Now Ready for Delivery in Any Quantity

\$10 per thousand; to fit the following motors: Victor, Sonora, Meisselbach, Heineman, Markels, Flemish-Lynn, Thomas Mfg. Co., Kirkman.

Get in touch with us for anything you need in the talking machine industry

Lucky 13 Phonograph Co.
3 East 12th Street, New York City, N. Y.

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.

STAVING IT OFF

The street piano was out our way the other night and our next-door neighbor didn't like it.

"Here's a nickel," he shouted to the grinder, "if you'll go away at once."

"Ees der someboda wat ees seeck?" asked the grinder.

"Not yct," answered our neighbor—"hurry!"

Now is the time to place emphasis on patriotic records.

FEES FOR MOTOR TRUCK TRAILERS

Bill Now Before the Legislature Provides Annual License for Automobile Trailers 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 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 it was fair to discriminate against a corporation because of "the accident of incorporation."

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 3840)
202 So. Clark St. CHICAGO, ILL.

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, patterns, for manufacturing tone arms, straight and reversible, horn and hornless reproducers, turntables, handles, etc. Established business. An "on-the-level-opportunity" at \$2,000 cash. Address "Box 5,000," 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

 Special Added Attraction — Star Spangled Banner Poster in Colors 

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 of 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 the incomparable library of Victor records, making it possible to demonstrate at once the very point he is endeavoring to make clear to the students. One can teach more about music in ten minutes by demonstrating with a Victor

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 will be available for the production of the "Mascot" talking machines. 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"



STYLE A
Height, 45½ in.
Width, 17 in.
Depth, 21 in.
Retail Price, \$55



STYLE B
Height, 47 in.
Width, 23 in.
Depth, 24 in.
Retail Price, \$100



STYLE C
Height, 47 in.
Width, 23 in.
Depth, 24 in.
Retail Price, \$100

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. Write or wire for exclusive territory still open.

MOZART TALKING MACHINE COMPANY

1432 N. 20th Street

J. P. FITZGERALD, President

ST. LOUIS, MO.

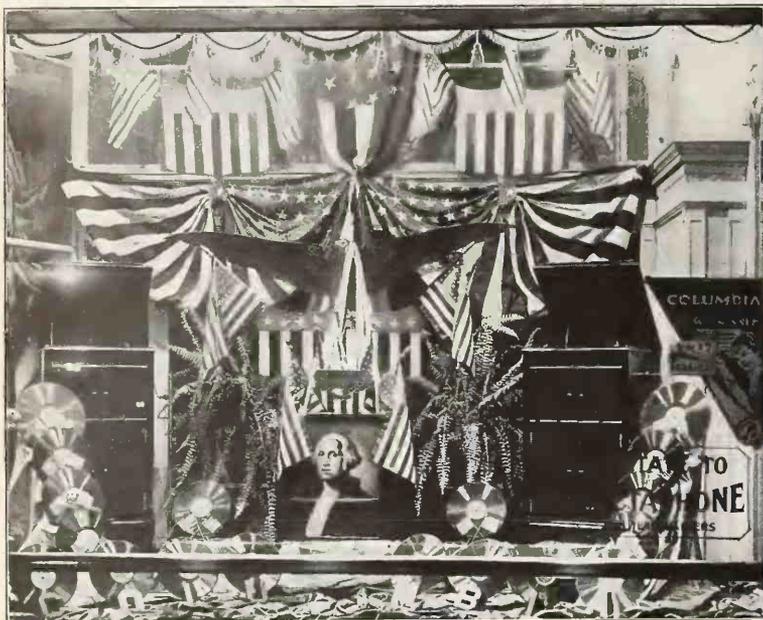
WINNERS IN COLUMBIA CO. WINDOW DISPLAY CONTEST

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

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



Prize Window, Branch Store Section, Boston Store

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



Prize Window, Dealers' Section, Doyle Furniture Co., Galesburg, Ill.

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

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



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



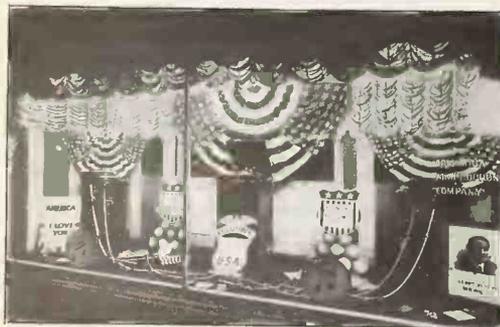
Display of D. W. Lerch Co.

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.



Judges and Referee at Work

Left to Right: Messrs. Plummer, Dawson and Wilson Machine World and The Music Trade Review, and Harry Chapin Plummer, of The Music Trades. F. F. Dawson, of the trade promotion



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



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 construction at prices
BELOW COMPETITION
Write for a copy of the catalog and our
special free advertising help for dealers.
K. NICHOLSON FURNITURE CO., Chase City, Virginia
Sectional Bookcases and Record Cabinets



SOSS DIE-CASTINGS

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

Player Piano Parts, Tone Arm Supports, Sound Boxes, Bases

and other attachments, when **SOSS DIE CAST** in quantities enable you to secure an accurate, beautiful product, with perfect finish and fit, ready to assemble. **SOSS DIE CASTINGS** cost less, give better results and permit of quick assembly. **SOSS DIE-CASTING** process is eminently successful in turning out large quantities of intricate parts. We have specialized for years in the production of die-castings. Our increased facilities insure you of moderate prices, accurately finished die-castings, as well as prompt deliveries. Submit models or blue prints for estimate, stating quantity required.

SOSS MANUFACTURING CO., Inc.

435-443 Atlantic Avenue, BROOKLYN, N. Y.

MAKERS OF **SOSS** PRODUCTS

BRANCHES: Chicago, 160 No. Fifth Ave. Los Angeles, 224 Central Bldg. San Francisco, 164 Hensford Bldg. Minneapolis, 3416 2d Ave. South Detroit, 922 David Whitney Bldg.
Canadian Representative, J. E. Beauchamp & Co., Montreal.

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

BALDWIN CO. A LIVE FACTOR IN INDIANAPOLIS TRADE

Piano House Inaugurates New Columbia Department With Energetic Campaign—Stewart T. M. Co. Contributes to "Awakening Fund"—Staging Edison Tone Tests—Other Activities

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 Columbia machines were featured in the Baldwin windows along with Al Jolson's Columbia records, and on Tuesday afternoon Al Jolson's famous beauty brigade was at the store to demonstrate his song hits.

Miss Alice M. Pinkham and Vernon W. Bennett, graduates from Castle House, N. Y., were scheduled to appear later in the week to give a dancing exhibition in the Baldwin windows in connection with the Columbia demonstrations. Newspaper advertising has been well used in helping to make Baldwin's talking machine department one of the busiest in town.

The Stewart Talking Machine Co., jobbers of the Victor line, has contributed \$500 to "an awakening fund" for Indianapolis. Emerson Knight, advertising man for the Stewart Co., tells of the "awakening fund" in this manner:

"When, by the force of Destiny, a certain man named Smith was dropped into the pool of civic affairs at Indianapolis the surface of the waters broke into unmistakable waves. Gloomy citizens viewed the entry of the new secretary of the Chamber of Commerce, and commented: 'Some splash.' But wait 'till he gets to the bottom.' Smith went to the bottom of things,

sure enough, but pretty soon he came up and began splashing around in a way that has agitated the whole town in all its commercial divisions.

"An awakening fund"—that's a Smithism for moneys to be contributed by Indianapolis business concerns for supporting movements for civic betterment. The mark was set at \$50,000. That was quickly passed. Now they are raising \$100,000 and maybe they will go higher than that. Indianapolis is eager to advance."

"Into this movement the talking machine and phonograph industries have been prompt to project themselves. The Stewart Talking Machine Co. entered among the first business concerns with a liberal contribution. It believes that the advancement of Indianapolis as a commercial center signifies an equal advance of all businesses finding their home in the Hoosier capitol.

"Indianapolis is extraordinarily prepared for a jobbing center through her net of transportation lines, and in all movements of this sort it is distinctly a jobber's privilege to figure."

Walter Kipp, of the Kipp Phonograph Co., jobbers of the Edison machine, reports that the biggest trouble is the difficulty in getting goods from the factory.

The Edison Shop is staging a series of tone test demonstrations of the Edison machine, using Indianapolis violinists and harpists. The concert hall of the Edison Shop is steadily growing in public favor. When it comes to decorating its display windows, the Edison Shop is one of the leaders in Indianapolis.

At the Pathé Pathephone store, business is reported as good. The \$125 and \$175 model machines appear to be the best sellers.

The Starr phonograph is being featured in a clever Easter window display at the Starr Piano Co. store. The phonograph is set inside a large red Easter egg surrounded by lilies.

The Vocalion has been featured in newspaper advertising from the standpoint that "it's different." The advertising has an especial appeal in favor of the Vocalion, and from reports received at the Aeolian Co. store, the Vocalion is proving a popular seller.

A. W. Roos, manager of the Columbia store, reports that business in March exceeded that of March last year by nearly 40 per cent. The cash collections are larger. Comparing the business done thus far this year with that done in all of 1914, Mr. Roos said that the first three months of this year was only \$3,000 behind the total for 1914.

The Norman Furniture Co., a new furniture store which will begin 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

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 co-operate with the Canadian manufacturers, rendering them practical assistance in producing their phonographs.

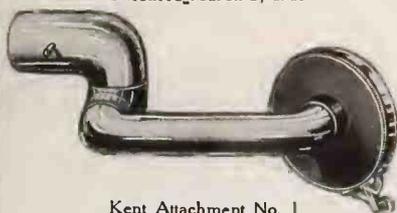
Maurice Jonas, stationer at Dobbs Ferry, N. Y., has secured the agency for Columbia line.

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.

100 LOUD PLAYING



For Use on all DISC TALKING MACHINES

"The Needle they come back for and pay the price, 10c."

**HIGHEST GRADE
EVER MADE**

NEW YORK DISC NEEDLE CO.

287 BROADWAY

NEW YORK

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, "Charmant Oisea," 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 every one 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 the 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-at-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-Schiffelin 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 3 1/2 inches in size, which they find very popular at present. The circular also describes the "Magnet" decalcomanie window signs, which prove very attractive.

E. T. Bates Co., of Meadville, Pa., has added two more booths to their store, making four in all.

The H. C. Ehlers Co., of Dunkirk, N. Y., have added two large booths of glass and beaver board.

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 & JOBBING CO., Winnipeg, Can.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

from the
DORAN CO.
145 MICHIGAN AVE.
DETROIT, MICH.

URTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
ITALIANO

We can furnish the same or similar style as shown herewith, according to the price scale given below.

| | | | |
|---|------|------|------|
| | 250 | 500 | 1000 |
| Gold letters, black edged . . | \$12 | \$15 | \$20 |
| Black letters, solid gold background, with fancy border | \$16 | \$20 | \$25 |

Samples upon application.
GEO. A. SMITH-SCHIFFELIN CO.
136 Liberty Street, New York, N. Y.

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (former Radio Road)
PHONES - BRADFORD 2140 - CANTON 1400
CLEVELAND, OHIO

SOLD BY
WALTER D. MOSES & CO.
Old City Music House in Va. and N.C.
102 E. BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

Some of the Columbia Grafonolas 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.)

Columbia Graphophone Co.
Woolworth Building, New York



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't get enough patriotic records to supply the demand," declared Lawrence McGreal, president of the recently incorporated Pathé Talking Machine Corp., remarking on the live and sprightly condition of all factors in the talking machine realm. The utterance 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 melodies are in extremely great demand, and it is unfortunate that there is not at the present time some musical outburst typical of the world situation at the present time which might be carried to the American ear through the talking machine."

"The people are all anxious to hear their native songs, and I think that the extremely large sales of records at the present time may be attributed to this period of prevalent patriotism," said Thomas I. Kidd, manager of the Brunswick-Balke-Collender Co., 275-279 West Water street.

Working against a military band, several other machines, and the vociferation and shuffling of an excited crowd of visitors, the Brunswick stood in the rotunda of the new Plankinton Arcade, the central recruiting station of Milwaukee, during the highest pitched period of enlistment. Emil O. Schmidt, phonograph and piano shop, this city, representative of the Brunswick, and who, locating on the mezzanine floor in the rotunda, was the first occupant of Milwaukee's concentrated shopping center, played concerts on the Brunswick from the time the recruiting offices opened in the morning until the bugles blew "taps." The entire arcade was a regalia of flags. The red, white and blue adorned every conspicuous spot in the building. Soldiers in blue and khaki stood about the big machine guns, and the Brunswick, with military band snap and vigor, filled the air and the surging crowds with the spirit of Sousa's "Stars and Stripes Forever."

"The patriotic record sale is certainly big," said H. W. Gausewitz, of the Edison Shop, 215 Second street, "and we could have sold many more had we always had the goods on hand at the time they were called for."

The Edison Shop is a believer in the cylinder record and takes pride in demonstrating its Dia-

mond Amberola. At present the house is being flooded with requests that Helen Clark be booked for an engagement in Milwaukee. The popular contralto is at present touring territory of the Edison Shop making tone tests on the Edison.

The music loving public of this city may have the opportunity of hearing Caruso, as an effort is being made by the Badger Talking Machine Co., 135 Second street, to bring this world-famed artist here, and if it is successful, Milwaukee will be the fourth city in the country to hear him. "Caruso expects to leave shortly for a South American tour," said Harry 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 McGreal, 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 Sailstad & 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.

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 anxious to enjoy her presence. 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. Al. W. Fuchs, jeweler, 1403 Green Bay avenue, is now advertising Brunswicks.

The Sonora is enjoying a new home in this city. C. J. Orth, 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. Orth 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.

S. Jennings & Barney, Gay Mills, Wis., have taken the agency for the "Harrolla."

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 Flanner-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)



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

BADGER TALKING MACHINE CO. 135 Second Street
WILWAUKEE, WIS.
VICTOR DISTRIBUTORS

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. Kollinski 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.

QUADRUPLES 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. Schmidt 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.

GOOD REPORTS OF BUSINESS

Artophone Co.'s Interesting Statement of Progress—New Styles Popular—General Manager Jonas Establishes Many New Agencies

St. Louis, Mo., April 6.—The Artophone Co., of this city, manufacturer of the well-known Artophone machines, is making noteworthy strides in the development of its activities. Its business for 1916 was far beyond expectations, and from present indications, sales will steadily increase. The company reports that over 200,000 catalogs will be sent out from St. Louis within the next few months with a full page or two, dis-



Julius Jonas, General Sales Manager playing the four models retailing at \$65, \$75, \$100 and \$150. The new Artophone 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

Jewel Needles**DIAMOND, SAPPHIRE, AGATE***For All Types of Records*

Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

Dixon Manufacturing Co., Inc.
295 FIFTH AVENUE NEW YORK

in his mission, and the company's distribution is now nearly 100 per cent. efficient. Well-known jobbers and dealers are handling the Artophone product 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 presented 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 solist with the New York Symphony Orchestra, the Russian Orchestra and finally with the Boston 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 PATHE 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 Pathephone line this folder briefly gives some of the exclusive features of the Pathephone 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 disc, 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. Diamant, formerly an executive in the factory of the Triton 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, Ia., has just installed a complete line of Columbia graphophones and records. Demonstration rooms will also be provided.

The LYRIAN

\$25. Cabinet Phonograph

"A new standard of value"

Specifications:

- Universal tone arm. Plays any record.
- Excellent tone. Worm driven motor.
- Stands 36 inches high, closed.
- Mahogany finish. Beautiful design.
- Cabinet for records.

This wonderful machine fits in with any line. It positively sells itself.

Dealers should act quickly.

Write for Catalog

LYRIAN PHONOGRAPH CO.

DEPT. T.

7 SOUTH STREET

CINCINNATI, O.



FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

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—Pathé Frères Developments—General News

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 which prevail to-day it might not have been surprising to experience a regular slump, but far from this being the case, trade could scarcely be in a more healthy state. This, in particular, applies to record sales which total a really remarkable figure each week. It is true that signs point to a slight falling off as we approach the dog days, but the diminishment is partly the result of manufacturing and distributing difficulties. Of the latter it is unfortunately a fact that relief cannot be expected while the war continues. On the contrary it is evident that we are by no means at the end of our troubles. The gramophone trade will go on whatever happens. It may be necessary to make regulations that will affect our industry rather badly, but the government has clearly and definitely expressed its intention to avoid

legislation that will compel any wholesale extinction of even luxury trades. The interests of the gramophone business will therefore be preserved as far as possible. That in itself is good enough foundation upon which to build a structure of future policies, providing no very radical departure is made from present methods. Perhaps, unintentionally, the government, however, is making it very difficult from the manufacturing side to maintain trade on a substantial and necessarily profitable basis. It is not by reason of this or that piece of legislation, but 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 continue. Notwithstanding, record and machine production is difficult to the breaking point. It will not come to that, I am sure, but the position is serious enough to warrant increased activity 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 removal 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 designed to seriously hamper the activities of manufacturer, wholesaler and dealer.

Another very serious factor in the machine trade is the report that Swiss motors and parts must not in future be imported. This ban, if true, is almost a knockout blow to further sales of gramophones, for there will be none to sell, broadly speaking. As it is, the supply is far short of the demand, and in their eagerness to obtain a stock of machines dealers are willing to pay almost any price demanded. Pre-war prices are to-day well up over 100 per cent. for the cheaper grade of gramophones; except in small quantities, the better type of machine is unobtainable.

More Trade Restrictions

Legislation that tends to seriously limit the scope of trade activity is on the increase. Now that the need has arisen for directing all available labor into channels of national utility, it is, of course, the luxury trades which are the first and most hardly hit. There is absolutely no question of the gramophone industry being

(Continued on page 118)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnens, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 58-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbinger, Post Box 106, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 88, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterdamsche Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



SOMETHING NEW!!!

This Gramophone

is the line that has proven the greatest seller among traders throughout the world. It is the famous

COMPACTOPHONE

- the smallest complete machine on the market
 - with a tone, both in quality and volume, equal
 - to the largest. IT HOLDS 12 DISC RECORDS.
- Outside measurements when closed 14 x 11½ x 7 inches

JOBBER—DOES THIS LINE INTEREST YOU?

WRITE US FOR FULL PARTICULARS, TRADING TERMS, ETC.

MOTORS WE ARE SOLE AGENTS IN GREAT BRITAIN FOR THE WELL KNOWN SWISS MOTORS MADE BY MERMOD FRERES

THE STERNO MANUFACTURING CO., Ltd., 19 City Road, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued from page 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. A strong effort in this direction 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 disappointing 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 do 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 ½d.

"This leaves you a better margin of profit than before, so that the advance in price is materially to your 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.

WYPER ACCORDEON RECORDS

"These are now being issued in a special Black Label Series, to be retailed at 2/ 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/ for these wonderful records."

Difficulty in Securing 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 wel-

come 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" claim. 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 staunch cylinder enthusiasts, whom no amount of persuasive publicity or other argument will rally in favor of the disc. For various reasons not unconnected 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

GUARDSMAN RECORDS

REGISTERED



TRADE MARK

10 inch and 12 inch Lateral Cut

The best business of all Mr. Dealer is the repeat business.
Every customer who buys a Guardsman Record from you is a satisfied customer.
Every satisfied customer is a regular customer.
Every regular customer is an asset to your business.
Records made by the most famous recording artists in the world on Guardsman Records are the world's best records.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

Cables

FROM OUR LONDON HEADQUARTERS—(Continued from page 118)

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 10 despatch 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 or delivery thereof. 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 some gramophone fittings imported from Holland and presumably of enemy origin should not be forfeited. The defendants said the goods came from Swiss makers, whose receipts invoices they produced. They also put in a certificate of origin from a British Consul in Switzerland. For the Customs it was maintained neither the Consul's certificate nor the invoices were legal proof.

Sir William Treloar said that according to strict law he must make an order of forfeiture. He did not, however, see that there was any proof of the goods being of enemy origin. What more could these unfortunate people do than they had done? He regretted he had to make the order of forfeiture and refused an application by the Customs for costs.

The first-named defendant, a Roumanian, is by the way, serving in the British army. In all the circumstances he is entitled to some sympathy, and we are glad to note Sir Wm. Treloar's remarks. There is no more suspicion attaching 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 employes 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 every £5 invested the firm 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 record, too, that the recently incorporated Columbia Graphophone Co., Ltd., has offered its employes excellent advantages in the purchase of war loan by instalments repayable over two years, without interest. Where necessary, the company willingly advanced to their employe-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 country.

Speaking of the war loan reminds me that few persons realize exactly what £700,000,000 means. Its immensity may be grasped to some extent by working out how long it would take to count such a sum in sovereigns. Assuming it possible to count 120 a minute, it would take a person working twelve hours each day just twenty-two years and three months to accomplish the golden task. It is spent more quickly!

Hard Pressed—But Not Beaten!

The usual Zonophone monthly bulletin, to hand, comments pithily upon present-day conditions, as follows:

"Our old friend, Demand, is beginning to look like an enemy. He has got us up against the wall! It'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 orders 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 intend to disappoint 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 war-time 1916 was easily the largest in history. Concrete evidence, indeed, of the ever-growing clamor for the 'Quality' record!"

Where They Should Write

"Winner" record dealers overseas who have not received a copy of the complete catalog of "Winner" issues to date should apply by trade card to the Winner Record Co., Ltd., Willowbrook Grove, Camberwell, London, S. E.

Records of "Blighty" Songs

There is a regular crop of "Blighty" 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. Enough 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 importation of goods from France a thing of memory. Such a proposition 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 upon it the success of the future plans and policy of the company is molded. The initial step is the transference of headquarters from Lambs 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 immediate 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 firms 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 trade-card request. 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" 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. Ricketts, the British sales manager, deals with the exhibition sound box and interestingly

(Continued on page 120)



GRAMOPHONE RECORDS

10 Inch Double Sided
"NEEDLE CUT"

for Overseas Keen Buyers

A British Firm of Repute
Manufacturing

HIGH CLASS PRODUCTS

OFFERS CLOSE QUOTATIONS

5,000 Lots and Up to CUSTOMER'S SELECTION

"OPENING ORDERS" for sample 1000 "assorted" "containing" 75% of Bands and Instrumentals, and 25% of latest vocals, accepted and despatched at Bulk Rates.

CORRESPONDENCE INVITED

POINTS

- Repertoire, nearly 2000 Titles.
- Hundreds of Superb Bands and Orchestrals.
- Lightning Shipments under Export Licenses.
- Packing by Experts.
- Real Rock Quotations.
- F. O. B. London or Port of Entry.

Address

SOUND RECORDING CO., Ltd., "Export Dept."

18-19 Swallow Street, Piccadilly

LONDON, ENGLAND

Cables "GRAMMAVOX" London

FROM OUR LONDON HEADQUARTERS—(Continued from page 119)

Soundboxes

If you are after a genuine offer of soundboxes, you'll do well to communicate with us 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

Wire "Knotaslepe, 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 home that 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 enthruse a prospective customer with the perfection of this instrument as against other manufactures. "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. Large consignments of "Grammavox" and "Popular" records are going to British Colonies, America and other (for the present) neutral countries, and this is not unexpected in the circumstances of the firm's enterprising efforts to provide the right stuff at the right price based on consumers' requirements. "Full steam ahead" is ever the company's motto, notwithstanding submarines and innumerable other difficulties of manufacture and dispatch not unconnected with shortage of labor and materials. Lists, catalogs and close prices for the asking at 19 Swallow street, Piccadilly, London, W.

Teaching by Gramophone

Some possibilities of the gramophone as a teacher of foreign languages was demonstrated at the Belfast Royal Institution recently by Daniel Jones, when lecturing on the "science of speech." Two records gave a very clear pronunciation of the cardinal vowels, and the lecturer said he believed that the gramophone in time to come would become an efficient teacher of foreign languages.

The apparatus, be it known, was loaned by our old friend, Thos. Edens Osborne.

Concentrate on Records

With their latest supplement of fine records, the "His Master's Voice" Co. have sent to dealers the following inspiration:

"The giants of the race are men of concentration—men who have struck sledge-hammer blows in one place until they have accomplished their purpose. Concentrate on the record trade, keep it fresh in the minds of your customers by means of the new issues, whether Specials or Monthly Supplementary. The amount of your record trade will be in ratio to the energy and persistency you expend. We offer you the March Supplementary list in full confidence—

we know each record is a Seller." That's the kind of argument that gets there all the time! "Zig-Zag" for Columbia

Revue may come and revue may go, but judging by the reception accorded to the new Hippodrome production, "Zig-Zag," the end of the revue as an attracting power is a long way out. No revue has ever received such a unanimous chorus of praise on all its component parts—music, spectacular display, comedy and novelty. It is a de Courville triumph.

Unusual expectation exists for the records of this brilliant show, and it gives us pleasure to announce that these have been issued by Columbia, which company has secured the exclusive rights, by kind permission of Albert de Courville. The series include records by Shirley Kellogg, George Robey, Daphne Pollard, Cicely Debenham, Bertram Wallis and the Hippodrome Joy Babies.

The Columbia record of the real "Blighty" song ("Take me Back to Dear Old Blighty") is, we understand, mounting well up into five figures in sales. It is sung by the inimitable Unity Quartet.

Remarkable Record of "The Palms"

Unquestionably, the notable record of the month will be the timely issue of "The Palms"—that wonderful sacred song of Faure's—by Madame Clara Butt and chorus. As if that combination were not generous enough, there is an accompaniment by the Regimental Band of the Grenadier Guards, under Dr. Williams. We are accustomed to great achievements from the house of Columbia, and this must rank among their greatest. The record is a noteworthy addition to the Clara Butt repertoire.

Barrientos introduced on Columbia last month as the world's supreme coloratura soprano in the Mad Scene from "Lucia," gives this month another air from that opera, the Cavatina, "Regnava nel silenzio." It is a remarkable piece of soprano recording, displaying to the full her superlative vocal equipment.

The famous Grieg Symphonic Dance (No. 2) and the Mozart Minuet in D, are two dance

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 artists of 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

UKULELES

"Hanalei Royal Hawaiian"

and

"Kumalae Gold Medal"

Strictly hand made of thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality.

Exclusive agencies granted for Hanalei Ukuleles—write for terms. Illustrated circulars and wholesale price list on request.

SHERMAN, CLAY & CO.

Sole Distributors

163 Kearny Street San Francisco

J. Stead & Co., Ltd.

Manor Needle Works
SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine
Main Springs

Best Prices—Best Quality
Inquiries Solicited

movements in genial vein on Columbia this month that reveal Sir Thomas Beecham and the Beecham Symphony Orchestra in one of their most attractive moods.

Music Trade Convention in London

Notwithstanding, or rather because of, the many wartime difficulties which beset the British music industry, the usual annual convention has been decided upon. London is this time the venue; the date—yet to be definitely fixed—towards the end of June. It is considered advisable this year to abandon all social functions, that is, officially, for no doubt Provincial visitors will individually arrange their own plans in this direction. The music trade convention proceedings 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 disparagement of neutrals' commercial developments in this country.

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.

BUY YOUR

SAPPHIRE NEEDLES

WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

Supertone supplies are made right and are the ideal needles for securing good music.

Don't delay but write today for prices

Supertone Talking Machine Co.

8 West 20th Street NEW YORK

THE PREMIER CABINET CO.
Makers and Distributors of the
Premier
TALKING MACHINES and CABINETS

CHICAGO, ILL. WILLIAMSPORT, PA. GOSHEN, IND.

Williamsport, Pa.

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 of the talking machine men to hear during the past year. He dwelt mostly upon the efforts the Columbia Graphophone Co. were using to make music a factor in the public schools and colleges of the country and incidentally to bring more business to the dealers who take advantage of the opportunities in that field.

One of the particular points of interest in Mr. Wilson's address was the use that can be made of talking machines in teaching penmanship, a point which was entirely new to most of his hearers. Placing a record upon a machine he demonstrated the value of music in its relation to the alphabet for children who are past the primary stage. The ease with which this can be accomplished when the selections are chosen with a view to the proper rhythm for the different words is surprising, and the pleasure this method has for children cannot be overlooked. "Music Moods," the booklet which the Colum-

bia Co. issues with a view to showing the different moods of records, and cards with the descriptive moods of individual records, were described and passed around, and their use in conjunction with school work was covered.

Mr. Wilson also made the point that excellent results are obtained with the use of talking machines in both military and physical training and told 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 committees and to show he was thorough in his efforts he immediately stated he would not keep the position throughout the coming year if he did not immediately add 100 members to the organization before the next election, which takes place at the April meeting.

A nomination committee was appointed for the selection of nominees for officers 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.

A committee was appointed to draw up new bylaws and constitution, as many members thought in the future the constitution should not be changed without a notice being sent to every member, and for the purpose of allowing the nominees for office to be taken from wider territory. This committee will probably report at the next meeting.

WHOLESALE SALESMEN'S CONTEST

Winners in Contest Inaugurated by Columbia Co. Have Been Just Announced—Gold Watch Chains for Ten Salesmen

The Columbia Graphophone Co., New York, announced last week the winners in a wholesale salesmen's contest which commenced on February 10 and closed on March 10.

This contest was under the auspices of the trade promotion department, and according to the letter which was sent out to the various Columbia wholesale establishments, the purpose of the salesmen's contest was set forth as follows:

"The successful salesman usually presents forcefully some particular part or distinctive feature of the article he is selling which, in his experience, he has found highly effective and appealing to the dealer with whom he is ne-

gotiating. Such 'stunts' are being put into action daily all along the line by our wide-awake men. It is the purpose of this contest for each wholesale salesman to submit in writing a brief digest of the three best such 'stunts' which he has successfully used in his work. All of the suggestions so submitted will be considered carefully by competent judges."

After giving careful consideration to the hundreds of suggestions received the judges 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. P. J. Kelly, Pittsburgh; T. N. Mason, Boston; P. W. Peck, Baltimore; B. G. Powell, Atlanta; R. R. Sparrow, Atlanta; A. Thallmayer, 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.

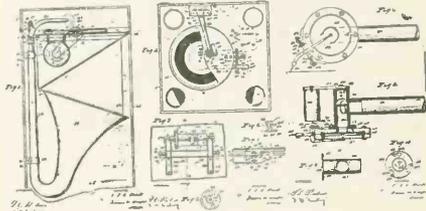
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 6.—TALKING MACHINE.—Charles F. A. Sturts, San Francisco, Cal. Patent No. 1,196,899.

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 damped in any way, but will be sustained, thus reproducing the original sounds with great accuracy.

A further object is to provide such a machine in which the disc can be rotated at 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 transverse section of the same in a different position, showing also a section of the end of the sound-conveying tube; Fig. 9 is a plan view, and Fig. 10 an end view of means for connecting the sound box and the conveying tube.

PHONOGRAPH.—Edgar J. Griswold, New York. Patent No. 1,211,573.

This invention relates to improvements in phonographs, and seeks to provide a novel and efficient shock absorber to relieve the weight of the horn, tone arm and sound box of a phonograph when the same arc lowered into operative position with respect to a sound record.

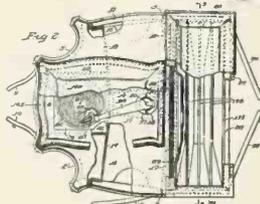
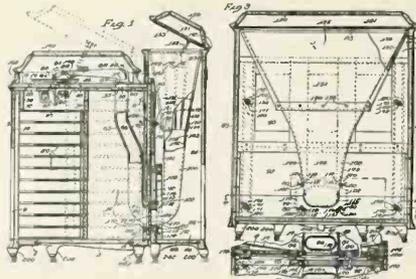
Referring to the accompanying drawings in which the invention is illustrated, Figure 1 is a side elevation partly in section of a phonograph structure embodying the invention; Fig. 2 is a side elevation of the shock absorber; Fig. 3 is a plan view thereof; Fig. 4 is a perspective view of the shock absorber in modified form.

TALKING MACHINE.—Eldridge R. Johnson, Merion, and John C. English, Philadelphia, Pa., assignors to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,217,869.

Among the principal objects of this invention are to provide a talking machine having amplifying means of relatively great size, and a long, preferably tapering, sound-conveyer 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-conveyer 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 sounding-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 toward 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 any of the operative parts 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 shown in elevation for the sake of clearness; and Fig. 4 is a fragmentary, transverse, horizontal section taken on line 4-4 in Fig. 3, looking in the direction of the arrows.

TALKING MACHINE ATTACHMENT.—Eugene F. McDonald, Jr., Chicago, Ill. Patent No. 1,217,794.

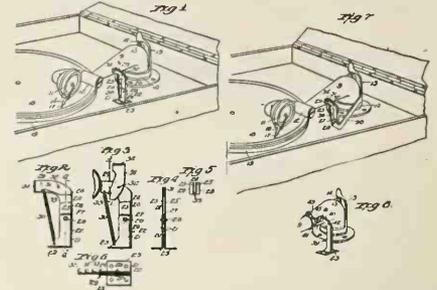
The attachment of this invention is designed to act as an adjustable stop member for limiting the outward throw of the tone arm of a talking machine, and for imparting a slight inward thrust thereto sufficient, when the disc record is in position and rotating, to throw the needle into engagement with the beginning of the record line.

In the operation of talking machines, difficulty and inconvenience 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 before it is finally positioned on the surface, 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.

The present 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 transverse 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.

Fig. 1 is a perspective view of the tone arm, turntable, and associated parts of a Victor talking machine, shown by way of illustration, to-

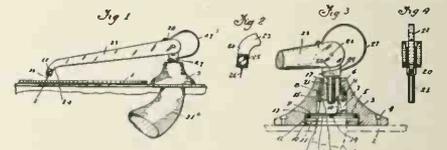


gether with the device of the present invention. Fig. 2 is a side view partly in section of the device adjusted for use in connection with a ten-inch record and in its inwardly projected position. Fig. 3 is a similar view showing the device adjustable for a twelve-inch record and in its outwardly projected position. Fig. 4 is a section taken on line 4-4 of Fig. 2, looking in the direction of the arrow. Fig. 5 is a sectional view taken on the line 5-5 of Fig. 3, looking in the direction of the arrow. Fig. 6 is a slight 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.

PHONOGRAPH.—Roy A. Dunbar, Evans City, Pa. Patent No. 1,217,723.

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 an 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

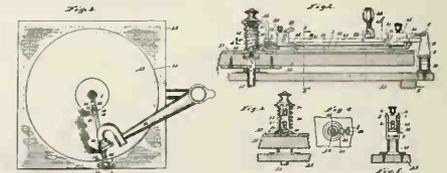


is a sectional elevation illustrating an element of the machine. Fig. 4 is a detail of a transferring arm joint.

REPEATING ATTACHMENT FOR SOUND REPRODUCING INSTRUMENTS.—Eskil H. Josephson, Chicago, Ill. Patent No. 1,218,408.

This invention relates to improvement in sound reproducing instruments, and has for its object the provision of an improved repeating attachment thereof, 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.

TALKING MACHINE.—John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,219,275.

The main objects of this invention are to pro-

vide a compact, efficient and improved talking machine comprising an inclosing casing having a cover adjustably arranged 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

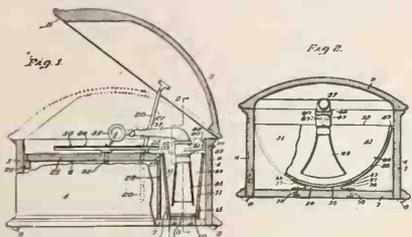


Fig. 2 is a transverse section on line 2-2 of Fig. 1, looking in the direction of the arrows.

TALKING MACHINE.—Mark Jay Samuels, New York. Patent No. 1,219,164.

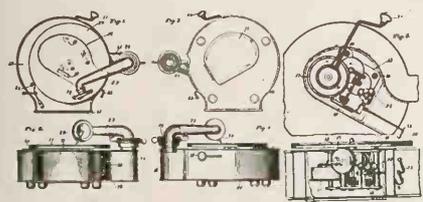
This invention relates to talking machines of the disc type. For the purpose of improving the appearance of machines of this type, it has become popular to dispense with the sound amplifying horn and to use a wooden sounding board, or sound box, situated in the support as a substitute for the horn. The results obtained by this substitution have been satisfactory to a certain degree, but great difficulty is encountered in producing a number of instruments which will give exactly the same tone quality, since it is practically impossible to obtain two pieces of wood for use as a sounding board, or sound box, which are exactly the same.

To obviate this difficulty, this invention contemplates the use of an entirely metallic sound amplifying device which takes the place of the horn heretofore used and of the sounding board, or sound box, now commonly in use, and serves also as a support for all of the remaining parts of the phonograph.

It is also an object of this invention to provide a sound amplifying device which shall be composed entirely of metal, and in which there shall be no soldered joints, since soldered joints interfere considerably with the tone reproduction.

Another object of this invention is to provide improved means, preferably supported by the sound amplifying device for driving the record supporting disc. This means consists essentially of a friction driving wheel, the periphery of which is adapted to contact with the lower surface of the record supporting disc and thus impart rotary motion thereto. 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 instance, 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 means for automatically raising the sound reproducer from the record on the record supporting disc when the effective part of the record has been traversed by the sound producer.

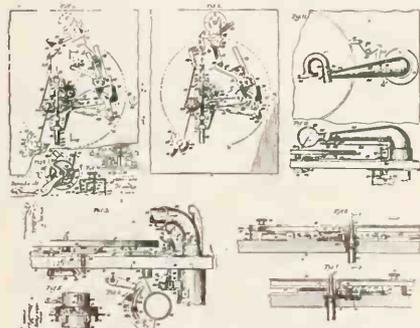
In the drawings, Figure 1 is a plan view of

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 sectional view showing particularly the spring motor; and Fig. 6 is a vertical sectional view.

REPEATER FOR TALKING MACHINES.—John Para, Elizabeth, N. J. Patent No. 1,219,144.

Among the principal objects which the present invention has in view are: to automatically replace the recording needle used in talking machines at the beginning of a record groove of a record disc; to automatically control the number of repetitions and the operation of the mechanism effecting the same; to set the mechanism to a point where it is intended that the repetition should be inaugurated; and to avoid discordant, harsh, or violent sounds when disengaging the needle from and when engaging it with the record disc.

Figure 1 is a top 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



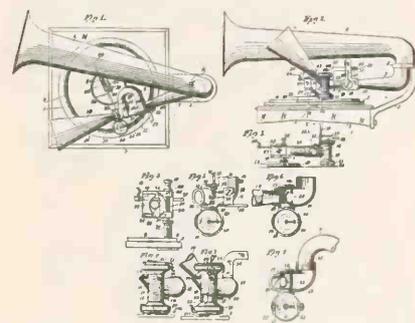
in their normal or inactive position; Fig. 2 is a similar view showing the parts actively disposed; Fig. 3 is a side view of said mechanism, and showing in conjunction therewith, fragments of the tone arm, machine top, and record table, the same being shown on an enlarged scale; Fig. 4 is a section taken as on the line 4-4 in Fig. 3; Fig. 5 is a side view of a fragment of a resonating horn and an elevating table connected therewith for operating the needle-lifting mechanism; Fig. 6 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.

SOUND RECORDING AND REPRODUCING MACHINE.—Horace H. Brown, New York, assignor of one-half to Gottfried Piel, same place. Patent No. 1,218,625.

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 styli positioned as in Fig. 1, and the box of the machine broken away; Fig. 3 is a side elevational 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 styli toward the center of the record disc, parts being shown broken away; Fig. 5 is a plan view of the sound box and coupling elbow with parts broken away, and the recorder stylus turned to inoperative position; Fig. 6 is a plan view 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 recording stylus in contact with the record-disc, and Fig. 9 is a plan view, partly in section, of the parts in the positions shown in Fig. 8.

Other patents received at this office, but not described or illustrated in these columns, include the following: Multiple Disc Record for Phonographs.—Neil B. Wolcott, Washington, D. C., Patent No. 1,213,990. Tone Purifier for Talking Machines.—Charles P. Marshall, Watertown, N. Y., Patent No. 1,214,050. Talking Machine.—Clinton E. Woods, Bridgeport, Conn., Patent No. 1,214,106. Phonograph Turn-Table.—John P. Leach, Chicago, Ill., Patent No. 1,214,191. Talking Machine.—Harry W. Hess, New York, Patent No. 1,214,304. Repeater Attachment for Phonographs.—George L. Minns, Cleveland, O., Patent No. 1,214,352. Needle Attachment.—Porter H. Adams, Brookline, Mass., Patent No. 1,215,328. Phonograph.—Clinton B. Repp, Plainfield, N. J., Patent No. 1,215,410. Vibration Governing Device for Sound Reproducing Machine.—Wm. J. Tanner, Bridgeport, Conn., Patent No. 1,215,744. Annotator for Commercial Phonographs.—Martha L. Hunter and Albert B. Church, San Francisco, Cal., Patent No. 1,216,232. Multiple Horn Phonograph.—Julius Roever, New York, Patent No. 1,216,500. Divided Horn Phonograph.—Julius Roever, New York, Patent No. 1,216,501. Tone Arm Support for Talking Machines.—Louis K. Scotford, Chicago, Ill., Patent No. 1,216,614. Talking Machine.—Frank L. Capps, Bridgeport, Conn., Patent No. 1,216,656. Talking Machine Attachment.—William M. Hilliard, Haverhill, Mass., Patent No. 1,216,691. Convertible Sound Box.—Richard J. Prette, Jamaica, N. Y., Patent No. 1,216,839.

Stephenson, Inc., New York, has been incorporated for the purpose of exploiting a new type of talking machine motor and other talking machine accessories: The incorporators are H. S. Sloan, of DeCamp & Sloan, Newark, N. J., and A. F. Florey and F. T. Nutze.

The Park Music House, Louisiana, Mo., has made some extensive alterations in the store to accommodate the increasing Victrola business.

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RECORD BULLETINS FOR MAY, 1917

VICTOR TALKING MACHINE CO.

Table listing records from Victor Talking Machine Co. including categories like POPULAR SONGS, MISCELLANEOUS INSTRUMENTAL RECORDS, VOCAL RECORDS, and RED SEAL RECORDS. Entries include titles like 'Those Hawaiian Melodies', 'My Lullaby', and 'The Bird's Song'.

Table listing records from Marcel Journet, including 'Chant Patriotique Belge' and 'Poor Butterfly'.

COLUMBIA GRAPHOPHONE CO.

Table listing records from Columbia Graphophone Co. including categories like POPULAR HITS OF THE DAY, MISCELLANEOUS INSTRUMENTAL RECORDS, and VOCAL RECORDS. Entries include titles like 'Star Spangled Banner', 'The Erlking', and 'I Met You Dear in Dreamland'.

Table listing records from other companies including ECHOES, Biltmore Kalaluhi Hawaiian Orchestra, and EDDY BROWN VIOLIN GEMS. Entries include titles like 'Berceuse from Jocelyn', 'The Palms (Faure)', and 'Hungarian Rhapsody No. 2'.

THOS. A. EDISON, INC.

Table listing records from Thos. A. Edison, Inc. including categories like NEW DIAMOND DISC RE-CREATIONS, MISCELLANEOUS INSTRUMENTAL RECORDS, and VOCAL RECORDS. Entries include titles like 'I'll Make You Want Me', 'Put on Your Slippers and Fill Up Your Pipe', and 'Explanatory Talk for E lucevan le stelle'.

EDISON BLUE AMBEROL RECORDS

Table listing records from Edison Blue Amberol Records, including 'The Hit from "The Big Show"'.

RECORD BULLETINS FOR MAY—(Continued from page 124)

CONCERT LIST

- 28261 Annie Laurie (Lady John Scott). Soprano, orch. accomp. Anna Case
- 28263 Carme (Canto Sorrentino) (G. B. de Curtis). Tenor, in Neapolitan, orch. accomp. Guido Ciccolini
- 28262 Ein Schutz bin ich—Das Nachlager in Granada (C. Kreuzer). Baritone, in German, orch. accomp. Otto Goritz

REGULAR LIST

- 3166 Cross My Heart (And Hope to Die) (H. Von Tilzer). Comedienne, orch. accomp. Ada Jones
- 3169 From Here to Shanghai (Berlin). Tenor and Baritone, orch. accomp. Arthur Collins and Byron G. Harlan
- 3165 Hot Dogs' Fancy Ball (Muriel Pollock). Tenor, orch. accomp. M. J. O'Connell
- 3147 Little by Little and Bit by Bit—Go to It (David Hargreaves). Tenor, orch. accomp. Billy Murray
- 3150 One Kiss, and All Is O'er (Jack Frost). Tenor, orch. accomp. George Wilton Ballard
- 3163 Rolling Stones (All Come Rolling Home Again) (Archie Gottler). Baritone, orch. accomp. Arthur Fields

SONGS AND BALLADS

- 3159 In the Sweet Long Ago (Heath-Lange-Solman). Tenor, orch. accomp. George Wilton Ballard and Chorus
- 3151 Marie, My Own Marie (Harry Israel). Soprano, orch. accomp. Gladys Rice
- 3156 Santa Lucia (Neapolitan Boat Song). Baritone, in Neapolitan, orch. accomp. Fernando Guarneri
- 3160 Shall We Gather at the River? (Rev. Robert Lowry). Mixed Voices, orch. accomp. Metropolitan Quartet
- 3148 Songs of Other Voices—No. 5. Mixed Voices, orch. accomp. Metropolitan Mixed Chorus
- 3170 Why Don't You Come Back Home Again (We're Too Old to Go to You) (Harry de Costa). Tenor, orch. accomp. Maud Romain

BANDS AND ORCHESTRAS

- 3164 Loin du Ball (Gillet). Creator and His Band
 - 3168 Sons of Australia March (Lithgow). Sodero's Band
 - 3171 Whispering Flowers (von Blon). American Symphony Orchestra
 - 3162 Flora Bella Waltzes (M. E. Schwarzwald). For dancing. Jaudas' Society Orchestra
 - 3167 Perfect Day Waltz (Carrie Jacobs-Bond). For dancing. Jaudas' Society Orchestra
- TWO HAWAIIAN FAVORITES**
- 3149 Aloha Oe. Baritone and Chorus, orch. accomp. Ford Hawaiians
 - 3153 One, Two, Three, Four, Medley—Waltz. Waikiki Hawaiian Orchestra
- A CLASSY XYLOPHONE NUMBER**
- 3155 Caprice Viennois (Kreisler). Xylophone, orch. accomp. George Hamilton Green
- A FASCINATING MARIMBA RECORD**
- 3154 Sari Waltz (Kalman). Imperial Marimba Band
- FUN FOR EVERYONE**
- 3152 Band Festival at Plum Center (Rube Sketch with Band) (Charles W. Doty). Ada Jones, Byron G. Harlan and Steve Porter
 - 3158 Coon Waiters, Vaudeville Sketch with Banjo. Billy Golden and James Marlowe
 - 3161 Ragtime Drama (Blanche Merrill). Musical FOR THE KIDDIES. Sketch. Ada Jones and Billy Murray
 - 3157 Story of Chicken Little (Rewritten by Horace E. Scudder). A Bed-Time Story. Edna Bailey

PATHE FRERES PHONOGRAPH CO.

- NEW RECORDINGS BY DAVID BISPHAM**
- 59001 The Two Grenadiers (Schumann). Size David Bispham, Baritone 12
 - She Wandered Down the Mountain Side (Clay). David Bispham, Baritone 12
- ORCHESTRAL RECORDINGS**
- 40066 Panama-Pacific March (Aiford). Pathe Concert Orchestra 12
 - Caravane Arabe (Goesslett). Pathe Concert Orchestra 12
- CORNET AND FLUTE SOLOS**
- 20148 The Children's Home (Cowan). Cornet Solo, Sergeant Leggett 10
 - Pleasant Murmurs Gavotte (Maquet). Flute Solo. Pathe Military Band 10
- RECITATIONS BY HARRY E. HUMPHREY**
- 40065 The Blue and the Gray (Finch). Harry E. Humphrey, Elocutionist 12
 - Jim Bludsoe (Hay). Harry E. Humphrey, Elocutionist 12
 - WHISTLING DUETS
 - 40069 El Otario (Martinet). Whistling Duet. Wills and Lawrence 12
 - Tesoro Mio (Bacucci). Whistling Duet. Wills and Lawrence 12
- HAWAIIAN NOVELTIES**
- 20149 Kamehameha March. Louise & Ferera Hawaiian Troupe 10
 - Honolulu Hulals. Louise & Ferera Hawaiian Troupe 10
- DANCE NOVELTIES**
- 20147 Dance and Grow Thin (Perlin)—Fox-trot, Wilbur Sweatman and his Jass Band 10

- Boogie Rag (Sweetman)—Fox-trot, Wilbur Sweatman and his Jass Band 10
- POPULAR "HITS" OF THE MONTH**
- 20144 What Do You Want to Make Those Eyes at Me For? (McCarthy and Monaco). Joe Remington, Baritone 10
 - She's Dixie All the Time (Tierney). Joe Remington, Baritone 10
 - 20143 From Here to Shanghai (Berlin)—Duet. Collins and Harlan 10
 - That Funny Jass Band from Dixieland (Marshall). Arthur Collins, Baritone 10
 - 20088 Bachelor, Girl and Boy, from "The Girl from Brazil" (Romberg). Elida Morris, Soprano, Henry Burr, Tenor 10
 - Hello, Little Miss U. S. A. (Gifford). Jack Charman, Tenor 10
- MUSICAL COMEDY SUCCESSES**
- 20141 And I Am All Alone, from "Have a Heart" (Kern). Harry McClaskey, Tenor 10
 - You Said Something (Kern)—Duet. Eldora Stanford, Soprano, and Louis J. Winsch, Baritone 10

STARR PIANO CO.

- POPULAR SONG HITS**
- 7585 Indiana (MacDonald-Hanley). Tenor Solo with America, Here's My Boy (Sterling-Lange). Tenor Solo with orch. accomp. Henry Burr
 - 7583 Night Time in Little Italy (McCarthy-Fisher). Vocal Duet with orch. accomp. Collins and Harlan
 - 7584 For Me and My Gal (Leslie and Goetz-Meyer). Vocal Duet with orch. accomp. Campbell and Burr
 - Oh Lady (Young and Lewis-Snyder). Vocal Duet with orch. accomp. Collins and Harlan
- LIVELY DANCE MUSIC**
- 7587 It Wasn't My Fault—One-step. Introducing "Don't Tempt Me" (from "Love O'Mike") (Kern). Starr Military Band
 - Poor Butterfly—Fox-trot (Hubbell). Starr Military Band
 - 7589 Step With Pep—One-step (Kaufman). Weber's Prize Band
 - Fun on the Levee—One-step (Johnson). Weber's Prize Band
- INSTRUMENTAL RECORDINGS**
- 7588 The Lime-Klin Club's Soiree—Negro Characteristic (Laurendeau). Starr Orchestra
 - 7586 The Thunderer March (Souza). Starr Military Band
 - Wellington March (Zehle). Starr Military Band
- ENTRANCING VIOLIN NUMBERS**
- 10007 Old Black Joe (Foster). Violin with piano accomp. by Walter Bouteille. Louis Rich Traumerei (Reverie and Romance) (Schumann). Violin with piano accomp. by Walter Bouteille. Louis Rich
- RECORDS TO PLAY ON DECORATION DAY**
- 7585 America, Here's My Boy (Sterling-Lange). Tenor Solo with orch. accomp. Henry Burr
 - Indiana (MacDonald-Hanley). Tenor Solo with orch. accomp. Henry Burr
 - 7579 The Heart of America—March. (Hacker). Weber's Prize Band
 - Grüss in die Ferne (Distant Greetings). (Doering). Weber's Prize Band
 - 7574 Comrades in Arms (Cardozo-Dekoven). Baritone Solo with band accomp. John W. Dodd
 - Kings of the Road (Weatherly-Bevan). Baritone Solo with band accomp. John W. Dodd
 - 7501 Stars and Stripes Forever—March (Souza). Starr Military Band
 - El Capitan—March (Souza). Starr Military Band
 - 7580 American Medley March (Brooks). Weber's Prize Band
 - Prudence—Entr' Acte (Luz). Weber's Prize Band

EMERSON PHONOGRAPH CO.

- SEVEN-INCH DOUBLE DISCS**
- PATRIOTIC SELECTIONS**
- 7149 American Patrol (Meacham). Medley of Patriotic Tunes. Emerson Military Band
 - Star Spangled Banner (Key). American National Hymn. Emerson Symphony Orchestra
- POPULAR SONG HITS**
- 7142 They're Wearing 'Em Higher in Hawaii (Higher-Higher) (Goodwin-Mohr). Baritone Solo, orch. accomp. Arthur Collins
 - Mother May I Got in to Swim? (Macdonald-Carroll). Character Duet, orch. accomp. Van and Schenck
 - 7143 Put on Your Slippers and Fill Up Your Pipe (You're Not Going Bye-Bye To-night) (Moran-Heelon-Von Tilzer). Soprano Solo, orch. accomp. Ada Jones
 - When the Sun Goes Down in Dixie (And the Moon Begins to Rise) (McCarron-Von Tilzer). Tenor Solo, accomp. by Violin, Cello, Flute and Piano. Henry Burr

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 - Chinese Blues (Moore-Gardner). Character Song, piano accomp. Gene Greene
 - 7141 Circus Day in Dixie (Yellen-Gumble). Descriptive Duet, orch. accomp. Collins & Harlan
 - My Little China Doll—Oriental Serenade (Van-Schenck-Yellen). Tenor and Baritone Duet, orch. accomp. Van and Schenck
 - 7153 Don't Leave Me, Daddy (Verges). Tenor Solo, orch. accomp. William Schefer
 - Somewhere in Dixie (Kilgour-Von Tilzer). Tenor and Baritone Duet, orch. accomp. Burr and Campbell
- POPULAR DANCE HITS**
- 7144 Give Me All of You Waltz (Carroll-Schwarzwald). From the Operetta "Flora Bella" at the Casino Theatre, N. Y., Emerson Symphony Orchestra
 - Kangaroo Hop—Fox-trot (Morris). Piano, Banjo and Saxophone Trio. Van Eps Trio
 - 7145 Razzazza Mazzazza Fox-Trot (Arthur Pryor). Emerson Military Band
 - Joe Turner Blues Fox-Trot (Handy). Introducing "Down by the Chattahoochee River." Emerson Military Band
 - 7146 Inner Circle Toddle (Green). Banjo Solo, piano accomp. Fred Van Eps
 - Dixie Medley. Banjo Solo, piano accomp. Fred Van Eps
- STANDARD INSTRUMENTAL**
- 7148 Our Own Polka (Jules Levy). Cornet Solo, accomp. by band. Jules Levy, Jr.
 - Son of Jules Levy, the Great Cornetist
 - French National Défilé March (Turlet). Emerson Military Band
- HUMOROUS MONOLOGUES**
- 7152 Four Minutes with Jules Jordan, Part 1. Four Minutes with Jules Jordan, Part 2. Humorous, Character Monologue. Jules Jordan
- STANDARD VOCAL SELECTIONS**
- 7154 La Donna e Mobile (Woman Is Fickle). From Act III of Rigoletto (Verdi). Tenor Solo, in Italian, accomp. by Emerson Symphony Orchestra. A. De Crescenzo
 - Vesti la Giubba (On with the Play). From Act I of Pagliacci (Leoncavallo). Tenor Solo, in Italian, Arthur Bergh at the piano. Paul Tuzzo
 - 7155 Irish Love Song (Lang). Soprano Solo, orch. accomp. Laura Combs
 - Sing Me to Sleep (Bingham-Greene). Tenor Solo, orch. accomp. Henry Burr
- SIX-INCH DISCS**
- POPULAR SONG HITS**
- 5177 Put On Your Slippers and Fill Up Your Pipe (You're Not Going Bye-Bye To-night). (Moran-Heelon-Von Tilzer). Soprano Solo, orch. accomp. Ada Jones

(Continued on page 126)

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Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

RECORD BULLETINS FOR MAY—(Continued from page 125)

- 5175 Chinese Blues (Moore-Gardner). Character Song, piano accomp.....Gene Greene
- 5176 Ephraim's Jazho Band (Brockman). Character song, orch accomp.....Arthur Collins
- POPULAR DANCE HITS**
- 5190 Kangaroo Hop. Fox-trot (Morris). Piano, Banjo and Saxophone Trio.....Van Eps Trio
- 5179 Inner Circle Toddle. Banjo Select (Green). Banjo Solo, Piano accomp.....Fred Van Eps
- STANDARD, INSTRUMENTAL AND VOCAL SELECTIONS**
- 5180 French National Défilé March (Turlet). Emerson Military Band
- 5182 Herd Girl's Dream (Alp Maid's Dream) (Lahitzky). Harp, Violin and Flute Trio, Emerson Instrumental Trio
- 5183 The Last Rose of Summer (Moore). Soprano Solo, orch. accomp.....Laura Combs
- SACRED SELECTION**
- 5187 Holy, Holy, Lord God, Almighty (Heber-Dykes). Vocal Quartet.....Peerless Quartet
- HUMOROUS DIALOGUE**
- 5189 A Colored Man's Conscience. Humorous Dialogue.....Browning and Hughes

PAROQUETTE RECORD MFG. CO.

- 88 For Me and My Gal (Mayer).....Campbell and Burr
- Those Quaint Old Melodies (Jacobs)....Henry Burr
- 89 My Own U. S. (Edwards). John Wilbur and Peerless Quartet My Hawaiian Sunshine (Morgan), Webster and Gillette
- 90 Georgia Moon (Barron).....Sterling Trio
- Sweet Rose Marie (Barron).....Echo Quartet
- 91 'Twas Only an Irishman's Dream (Cormack), Henry Burr
- Come Back to Erin (Claribel).....Henry Burr
- 73 Grand March From "Tannhauser" (Gagner), Rogers' Concert Band
- Minuet (Paderewski).....Rogers' Concert Band
- 75 America (McCabe).....Male Chorus and Band
- Dixie (Emmett).....Male Chorus and Band
- 92 Feast of the Flowers (Losey) (With Bird Warblings).....Joseph Belmont and Orchestra

EDISON PHONOGRAPHS, 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 Phonographs, Ltd., a \$400,000 corporation recently organized to job the Edison phonograph line in the San Francisco 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 Phonographs, 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 Pathé Frères Phonograph Co., Brooklyn, N. Y., has formally announced the appointment of the Michigan Drug Co., Detroit, Mich., as Pathé jobber in the State of Michigan. This company takes over the business of the Pathephone Co., of Detroit, who formerly distributed Pathé products in this territory.

- Valse—"Spring, Beautiful Spring" (Linke), Par-O-Ket Concert Orchestra
- 93 Cohen at the Telephone.....George L. Thompson
- A Darkey's Attempt at Suicide...Golden and Marlow
- 94 I'm alongin' fo' You (Medley Waltz) (Lath-away).....Par-O-Ket Dance Orchestra
- "Wild Flowers," Waltz (Gruenwald), Par-O-Ket Dance Orchestra
- 95 Banana Peel Rag (One-step) (Winkler) Rogers' Band
- Honeysuckle (One-step) (Johnson)....Rogers' Band

OPERAPHONE MFG. CORP.

- SEVEN-INCH DOUBLE DISC**
- LATEST POPULAR SONGS**
- 1934 Come Out of the Kitchen, Mary Ann.....Dunning
- There's a Little Bit of Monkey Left in You and Me.....Dunning
- 1935 What Do You Want to Make Those Eyes at Me For.....Sam Ash
- There's a Little Bit of Scotch in Mary.....Dunning
- 1936 That Funny "Jazz" Band from Dixieland, Arthur Collins
- Yaddie Kaddie Kiddie Kaddie Koo.....Arthur Collins
- 1937 I've Got the Sweetest Girl in Maryland.....Dunning
- Here Comes the Groom.....Dan Quinn
- POPULAR STANDARD SONGS**
- 1833 Macushla.....Will Darr
- Any Place is Heaven if You Are Near.....Will Darr
- 1834 The Rosary.....Margaret Horton, Contralto
- For You Alone.....H. E. Geehl, Tenor
- DANCE RECORDS**
- 1631 Poor Butterfly (Fox-trot).....Ossman Banjo Orchestra
- Hello, I've Been Looking For You.....Ossman Banjo Orchestra
- 1632 Topsy (One-step).....Ossman Banjo Orchestra
- Havanola (Fox-trot).....Ossman Banjo Orchestra
- 1633 Tripping Along (Fox-trot).....Orchestra
- Throw Me a Rose (from "Miss Springtime") (Waltz).....Orchestra
- 1634 There's Egypt in Your Dreamy Eyes (Fox-trot), Orchestra
- La Confession (Waltz).....Orchestra
- 1635 In the Garden of Romance (from "Miss Spring-time") (Waltz).....Orchestra
- Tremolo Rag (Fox-trot).....Orchestra

The Michigan Drug Co. is one of the leading concerns in the State of Michigan, and has a merchandising outlet which will aid it immeasurably in developing Pathé business. Its mercantile and financial strength are recognized throughout business circles in the Middle West.

This important deal was closed by Joseph F. Collins, sales manager of the Pathé Frères Phonograph Co.

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 150, Louis XVI design, and Style 200, Adam design.

Each instrument is shown separately on one page, together with details of its construction and design, special attention being called to the balanced spring support of the cover, the tone reflector, tone graduator, universal sound box, together with the FlexiFile system of record filing, which is one of the interesting Magnola features. On the facing page is shown a view in colors 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 UPHOLDS VICTOR CONTRACT

United States District Court for Southern District of New York Issues Permanent Injunction Against Globe Talking Machine Co.—Letter Calls Attention of Dealers 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 Co. from any violation thereof, "particularly from selling, marketing, leasing or otherwise parting with possession, or offering so to do at less than the full list royalty price marked upon each machine or record, and upon the label license fixed upon or appurtenant thereto, 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 case of the Aeolian Co. vs. the Victor Talking Machine Co. The closing paragraph of the letter, over the signature of Louis F. Geissler, 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 1216 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 Paroquette 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 its records in the Bush Terminal Building, Brooklyn, N. Y., with executive offices in the Marbridge Building, New York.

C. G. Baker, who handles Columbia Gramophones, 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.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS
Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.



211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginetaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

NEEDLES
WE MANUFACTURE
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery
MERMOD & CO., 505 5th Ave., N. Y.

Keep Your Record Stock with



Costs about \$2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

Some of the Leading Jobbers of Talking Machines in America

1856 **WURLITZER** 1916

VICTOR DISTRIBUTORS

VICTORS EXCLUSIVELY

*We make a specialty of getting the order
out on time—every time.*

The Rudolph Wurlitzer Co.
CINCINNATI AND CHICAGO

Two points of supply; order from the nearer

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

*Quick Service for all points in the North-
west. Machines, Records, Supplies.*

The PERRY B. WHITSIT CO.
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*
ALBANY, N. Y.

This Refers to You!

EVERY jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure to have your card in this department of The Talking Machine World for each month. It will pay.



Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries
from Convenient Shipping Centers
all over the United States.

Distributors

Atlanta, Ga., Columbia Graphophone Co., 63 N. Pryor St.
Baltimore, Md., Columbia Graphophone Co., 111 West German St.
Boston, Columbia Graphophone Co., 137 Federal St.
Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
Cleveland, O., Columbia Graphophone Co., 1375 Euclid Ave.
Dallas, Tex., Columbia Graphophone Co., 1011 Elm St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Graphophone Co., 401 Woodward Ave.
Indianapolis, Ind., Columbia Graphophone Co., 44 N. Pennsylvania St.
Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
Los Angeles, Cal., Columbia Graphophone Co., 745 S. Broadway.
Louisville, Ky., Columbia Graphophone Co., 403 S. Fourth Ave.
Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
Minneapolis, Minn., Columbia Graphophone Co., 412-414 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 25 Church St.
New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
New York City, Columbia Graphophone Co., 63 Chambers St.
Omaha, Neb., Schmoller & Mueller Piano Co.
Philadelphia, Pa., Pennsylvania Talking Machine Co., 210 N. Broad St.
Pittsburgh, Columbia Graphophone Co., 101 Sixth St.
Portland, Me., Columbia Graphophone Co., 43 Exchange St.
Portland, Ore., Columbia Graphophone Co., 429-431 Washington St.
Rochester, N. Y., The Grafonola Co., 23 Clinton Ave., South.
Salt Lake City, Utah, Columbia Stores Co., Dooly Block.
San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.
Spokane, Wash., Columbia Graphophone Co., 318 Sprague Ave.
Springfield, Mass., Columbia Graphophone Co., 289 Main St.
St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
Tampa, Fla., Tampa Hardware Co.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.

Headquarters for Canada:
Columbia Graphophone Co., 363-5-7 Borsuren Ave.
Toronto, Ont.

SERVICE FIRST

EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY

Standard Talking Machine Co.
PITTSBURGH, PA.

Victor Exclusively
EASTERN TALKING MACHINE CO.
177 Tremont Street, Boston
VICTOR DISTRIBUTORS

Sherman, Clay & Co.

San Francisco, Los Angeles, Portland, Seattle, Spokane
PACIFIC COAST DISTRIBUTORS
Victrolas and Victor Records, Steinway Pianos, Pianola Pianos, Holton Band Instruments

The Chicago Edison Jobber

The perfection of musical instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.

THE PERFECTION OF SERVICE—Our Service.

The Perfection of advertising for the dealer—Our plan.

The PHONOGRAPH CO.
229 So. Wabash Ave., CHICAGO

Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.
WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

**OLIVER
DITSON
COMPANY**
Largest VICTOR Talking Machine Distributors East of Chicago.
BOSTON
Creators of "The Fastest Victor Service." Let us tell you more about our service.



The New Edison Diamond Amberola.
Model 30. Retail price \$30.

The New Edison Diamond Amberola



The New Edison Diamond Amberola.
Model 50. Retail price \$50.

"Stamped With the Edison Hallmark"

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 pur-

chased at retail for \$30, \$50 or \$75 and the wonderfully "true to life" Blue Amberol Records for 50c and 75c.



The New Edison Diamond Amberola.
Model 75. Retail price \$75.

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.

JOBBER'S OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

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| <p>CALIFORNIA Los Angeles—Diamond Disc Distributing Co. San Francisco—Edison Phonographs, Ltd.</p> <p>COLORADO Denver—Denver Dry Goods Co.</p> <p>CONNECTICUT New Haven—Pardee-Ellenberger Co., Inc.</p> <p>GEORGIA Atlanta—Phonographs, Inc.</p> <p>ILLINOIS Chicago—The Phonograph Co. James I. Lyons. (Amberola only.)</p> <p>INDIANA Indianapolis—Kipp Phonograph Co.</p> <p>IOWA Des Moines—Harger & Blish. Stout City—Harger & Blish.</p> | <p>LOUISIANA New Orleans—Diamond Music Co., Inc.</p> <p>MASSACHUSETTS Boston—Pardee-Ellenberger Co.</p> <p>MICHIGAN Detroit—Phonograph Co., of Detroit.</p> <p>MINNESOTA Minneapolis—Laurence H. Lucker. St. Paul—W. J. Dyer & Bro. (Amberola only.)</p> <p>MISSOURI Kansas City—The Phonograph Co. of Kansas City. St. Louis—Silverstone Music Co.</p> <p>MONTANA Helena—Montana Phonograph Co.</p> <p>NEBRASKA Omaha—Shultz Bros.</p> <p>NEW YORK Albany—American Phonograph Co.</p> | <p>New York—The Phonograph Corp. of Manhattan.</p> <p>Syracuse—Frank E. Bolway & Son, Inc. W. D. Andrews Co. (Amberola only.)</p> <p>Buffalo—W. D. & C. N. Andrews Co. (Amberola only.)</p> <p>OHIO Cincinnati—The Phonograph Co. Cleveland—The Phonograph Co.</p> <p>OREGON Portland—Edison Phonographs, Ltd.</p> <p>PENNSYLVANIA Philadelphia—Grard Phonograph Co. Pittsburgh—Buehn Phonograph Co. Williamsport—W. A. Myers, Ltd.</p> <p>RHODE ISLAND Providence—J. A. Foster Co. (Amberola only.)</p> <p>TEXAS Dallas—Texas-Oklahoma Phonograph Co.</p> |
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