

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, June 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

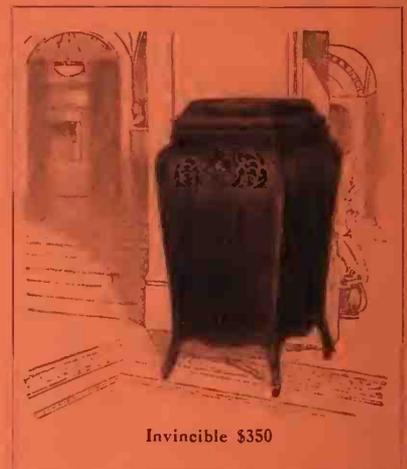
THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



THERE will be spent in this country during the coming year not millions but billions of dollars in excess of normal. This money will be kept in this country and will circulate here. Holiday business in the phonograph trade especially will be exceptionally good.

Never, however, have manufacturers been confronted with such difficult problems as they now have and will have in the securing of requisite raw materials, the speedy transportation of incoming and outgoing shipments, the maintenance of a skilled force of workers, and finally the method of adjustment of construction and selling in order to make timely deliveries.

You will therefore see why there is such tremendous importance in this advice—



You MUST anticipate your wants if you wish to have goods to sell this Fall

TODAY write for complete information

Ten models

\$45 \$60 \$75 \$100 \$150 \$175 \$190 \$250 \$350 \$1000

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, President

Executive Offices, 57 Reade Street, New York City

BOSTON: 165 Tremont St.
 PHILADELPHIA: 1311 Walnut St.
 DETROIT: 3 Madison Ave.

CHICAGO: 320 S. Wabash Ave.
 SAN FRANCISCO: 616 Mission St.
 TORONTO: Ryrie Building

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

The Talking Machine World

Vol. 13. No. 6

New York, June 15, 1917

Price Twenty Cents

CAPITALIZING CHARACTERISTICS

How the Service of the Store May Be Adapted to the Peculiar Desires and Ideas of the Various Customers With Success and Profit

Capitalizing a customer's characteristics is a mighty good plan. It is one of these small things that brings big results. The story is told of a merchant who keeps in a drawer of his desk a card file on which he lists every detail, even the smallest personal peculiarity of each one of his acquaintances, his family connections and other matters that the ordinary mortal would deem of no importance. He says that this file is one of the most valuable things in his possession and by using it, sometimes surreptitiously, he is never at a loss to place anyone whose record he has.

Another man uses the same idea for the benefit of his salesmen. Customers are listed by name, each one on a separate card, a keyed record of the necessary information having first been arranged and numbered. For instance, after the customer's name and address comes, No. 1, his occupation; No. 2, his official position; No. 3, the name of his wife and the date of the marriage where it can be obtained. Then come family connections, relatives living near, politics, college, church, clubs, hobbies, etc. The names of his children with the dates of birth where possible are also included, and facts regarding probable income and habits, whether he buys cheap or expensive goods, and whether or not he pays his bills promptly. All these items are keyed and numbered; each card has certain numbers and information so arranged that it is clear to any one having the key.

With such a file of customers and prospects—a file which may be started at any time and which will grow amazingly—the store could adapt its service in many ways so as to meet the probable requirements of many of the varied purposes of the house.

Clifford A. Wolf, manufacturer of diamond and sapphire phonograph points, has found it necessary to move to larger quarters. He has removed to 136 Liberty street, New York, and is located in Room 419.

HOW WILL THE WAR AFFECT THE PHONOGRAPH BUSINESS?

E. A. Widmann, President of Pathé Frères Phonograph Co., Sends Inspiring Letter Regarding Conditions and the Future to the Company's Dealers—An Able Summary

E. A. Widmann, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., and a recognized authority on financial and industrial affairs as pertinent to the talking machine industry, recently sent out the following interesting letter to Pathé dealers in response to the query: "How will the war affect the phonograph business?"

"I have had a number of letters from distributors and dealers as to what bearing we thought the war situation would have on the sale of Pathé phonographs and records.

"I believe the best answer to this question can be drawn from parallel situations in other countries. Compare the United States as of to-day with Canada in the summer of 1914; we are forced to the conclusion that we are in about the same situation that Canada was, except that we have had the three most prosperous years in our history; billions of money have been spent here and billions of money are about to be spent. Canada did not find herself in such position at the beginning of the war, even relatively.

"Further, there seems to be no question that our burden to carry on the war will not be nearly as great as is Canada's. Our war will probably consist of nine-tenths preparation and one-tenth waste. Altogether, we therefore, should be better off three years hence than

TALKING MACHINE MAN IN ARMY

H. H. Noyes, of Buffalo, a Veteran of Spanish-American and Border Campaigns and Goes in Again, Securing the Rank of Major

BUFFALO, N. Y., June 2.—One of the members of the local talking machine trade who is doing his bit for his country most enthusiastically is H. H. Noyes, who for several years was traveling salesman for W. D. & C. N. Andrews, Victor distributors in this city. He was well



Major H. H. Noyes

known and popular among the dealers in this locality.

Mr. Noyes enlisted in the navy when quite young and received an honorable discharge after suffering an injury to his foot in the service. Later he enlisted in the Spanish-American War, and at its close received another honorable discharge. Last summer he attended the training camp at Plattsburg, and again enlisted in January and went to the Mexican border. He is now stationed at Fort Sam Houston, San Antonio, Tex., where he has the rank of Major.

Canada is to-day. But, as a matter of fact, the phonograph business in Canada is very flourishing; relatively, taking the per capita demand, the demand is greater in Canada than it is here. This does not apply to phonographs alone, but to similar articles sold for pleasure and on time payments.

"In England, one of the largest companies, and one of which I happen to have some fairly accurate information, is doing the largest business and especially in records, that it has ever done in its history. This at advanced prices and in some cases almost double prices. The information that has come to me from Germany is hardly believable, but in the record business and even in the machine business they are doing as well as ever, and the records are sold at practically double their old prices.

"It seems that the incessant war talk, the strain and the tense situation brings about a condition that actually makes for a demand for something that distracts, and there is nothing that supplies this so much as the phonograph.

"Temporarily, it may go through the minds of some of the careful people in the country to retrench in one way or another, but this will be more than counterbalanced by the billions that are going to be earned and spent by others. In my opinion, this year will be the greatest in phonograph history."

BUILDS MACHINE ON NEW PRINCIPLE

No Reproducer or Tone Arm of Accepted Form or Even Diaphragm in Talking Machine Constructed by F. D'A. Goold—Its Features

A thoroughly new and most interesting type of talking machine, the result of a number of years of study and experimenting, has just been perfected by the inventor, F. D'A. Goold, and is now being displayed at his workshop in New York.

The machine is constructed on an entirely original principle and the unusual feature is that there is no metal reproducer, no diaphragm and no metal tone arm, to bring forth the sound waves from the record. As a matter of fact the only bit of metal in the reproducing mechanism is the small needle holder.

In Mr. Goold's new machine, one first sees a cabinet in shape, size and general appearance resembling a small grand piano. The turntable occupies a section of what, in the piano, would be the key-bed, while from the interior of the instrument, carefully balanced and swinging in a wide slot, projects what in another machine is termed the reproducer. This is of special wood, several inches long, quite high, and resembling as much as anything a section of the sharp prow of a motor boat in inverted position. This projecting section has at its point a needle holder which is centered on the record in the usual manner and provides for the use of the ordinary steel needle. The vibrations are then conveyed to the interior of the instrument and to a special set of "vibrators" which, pending patent protection, still remain the secret of the inventor.

The reproduction of the instrument is in many respects remarkable, especially with records of instrumental music. The tone of the violin, the 'cello, and of the brass instruments, comes out with a faithfulness that is most satisfying. The music is not projected from a horn as is usually the case, but is released through all sides of the instrument, and may be heard with equal distinctness from any part of the room.

Mr. Goold is a veteran talking machine man and for many years was connected with the laboratories of prominent concerns both in Europe and in this country. He states that following the perfection of his reproducing machine, he plans to develop a recording system along the same lines. It is his plan to release the patent rights for this country on a royalty basis, but he will give his personal attention to the production of the machine in quantities.

Whatever may be the actual commercial value of Mr. Goold's machine and the new principle he has incorporated in it, the fact remains that the instrument is thoroughly interesting as marking a new and unlooked for development in talking machine production.

FEATURE PATRIOTIC WINDOW

Shipley's Temple of Fancy Has Timely Display of Victor Records and Machines

Among the many talking machine houses who realized the possibilities that lie in featuring patriotic music in record form at this particular time is to be included Shipley's Temple of Fancy, Frederick, Md., where a spread of three show windows was devoted to a "Star Spangled Banner display" in which Victrolas and the Victor dog, together with appropriate Victor patriotic records were featured amid a profusion of flags of various sizes. The talking machine department at Shipley's is under the management of C. W. Shepherd, who has built up a very successful business.

Don't live on past reputation—make it new each day.

TWIN CITY TALKING MACHINE MEN A CONTENTED LOT

Report a Growing Demand for Better Grades of Machines—Effects of Grand Opera Season and Accompanying Publicity Campaigns Still Being Felt—What Jobbers Are Doing

MINNEAPOLIS AND ST. PAUL, MINN., May 28.—If everyone in the world was as satisfied and contented as the talking machine and phonograph dealers of St. Paul and Minneapolis the millennium might be expected any minute. Without any exception the dealers of the Twin Cities, and the jobbers are doing more business than they handled a year ago, and 1916 was not a slow year for them, far from it. Not only are they selling more and better instruments, but they could show a substantial increase over even the present satisfactory volume could they but obtain the goods desired. So they say.

The grand opera season is over, and the tonic tests as well, so there is not as much activity in public affairs pertaining to the trade, but the people are buying instruments and records. It seems that the public has accepted a general dictum that "No home is complete without a talking machine." At any rate, without any special publicity, or any great effort the people are buying.

Of course, many of the city folks have gone to their summer homes along the rivers, on the lakes and in the wilderness, and the need for phonographs and records at these places may have stimulated the trade somewhat.

Manager George A. Mairs, of the Victrola department of W. J. Dyer, states that their sales are far ahead of the totals for a year ago.

"We could close many more sales, if we could get all we wanted of certain popular styles," he said. "But we can't. We had hoped all along that the shortage of supply which has been acute for a long time, would be overcome, and we could stock up, but we find no relief. For fear this may continue we already have placed orders for the fall trade. Three of our salesmen are on the road all the time, and are getting all the business that can be handled to advantage.

The Minnesota Phonograph Co., in addition to its regular business, which has been increasing monthly, still is feeling some of the stimulation from the big Edison convention, banquet, recital and tone test. It was a big event for the Edison dealers and their hosts, and President L. H. Lucker has reason to feel elated.

Like other jobbers Mr. Lucker complains that they want the same styles of machines as he wants, the result being that he can't get all the machines that he wants, and the final consequence being that he loses business every day. Aside from that May was a much better month in every way than April, and is something like 20 per cent. ahead of the May of 1916.

By making the most strenuous sort of effort the Beckwith-O'Neill Co. is trying to accumulate a stock of Victrolas for what is coming later, but it can hardly be said that their labors are profitable or even encouraging. There are a few machines in the main storeroom, but too few by far. They report that the great caution so noticeable in the April orders has quite disappeared and the rural dealers are ordering about at their normal rate. With the volume of business greater than a year ago the house has reason to feel considerably at ease.

A switch has occurred in the Columbia management for the Northwest. W. L. Sprague, formerly at Buffalo, is now in charge. Just where Robert Souders, who has been boss here for two years, will go, has not been learned. The company is reported to be doing a nice business, especially with its Dictaphone line.

J. W. Shaw, formerly St. Paul manager for the Cable Piano Co., is on the road for the G. Sommers Co., Northwestern jobbers for the Pathé machines and goods.

J. L. Pofahl, manager of the Victrolas in the big Golden Rule store, St. Paul, attended the

piano conventions in Chicago, particularly to view the displays.

A lady, Miss Gladys Hutchins, formerly with the New England Furniture Co., is manager of the Victrola department of Davis & Ruben, 313 East Hennepin avenue.

This placard has been posted in every department of W. J. Dyer & Bro. All department heads pronounce it to be of inestimable value in stimulating the interest of the employes:

The Success of This Business
Depends on the
Co-operation of Every
Employe
From Errand Boy to Manager
**WAGES MUST BE EARNED
BEFORE THEY CAN BE PAID**
Anything that Hurts this Business
Will Hurt Every Employe
Protect it in Every Way
You Can

May it Grow, and Grow With It.

The military spirit has entered the soul of F. S. Smith, manager of the Victrola department of the Cable Piano Co., St. Paul. He is drilling nightly with the Civilian reserve, and may get the shoulder straps of an officer later.

RIMINI JOINS PATHE STAFF

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has announced the addition to its staff of recording artists of Giacomo Rimini, leading baritone of the Chicago Opera Co., and prominent in musical circles here and abroad. His first recordings will be issued on June 20, at which time the July Pathé records are announced to the public.

Mr. Rimini achieved phenomenal success with the Chicago Opera Co. the past season, and proved such a favorite with opera-goers that the management of the opera company re-engaged him for a number of years. His first Pathé recordings are: "Faust" (Gounod) "Invocation" in Italian; and Otello (Verdi) "Brindisi" (drinking song) in Italian.

HERE'S VACATION DOLLARS! FOR VICTOR DEALERS!

It sells itself—just what your trade has been waiting for! A light, handy carrying case for portable styles of Victrolas—makes it possible to take along one of these entertaining instruments on vacations, outings, etc. Convenient as a grip—safe as a trunk!



Fibre Victrola Trunks

TWO SIZES — BOTH WINNERS!

Give them a place in your Victor Department—display them in your window—see how they will attract buyers without a word. It fills a long felt want.

Victrola IV Trunk, 3-ply veneer, covered with hard fibre, fibre bottom, steel trimmings, excelsior back, shaped to fit instrument snugly. Strong lock and handle. Dimensions 17½ x 13¼ x 11 ———— **\$5.50**

Victrola VI Trunk, same construction, but made for the larger size Victrola. Dimensions 20½ x 15 x 13. Best of construction—very attractive design and finish. ———— **\$6.50**
Price

These dandy Trunks will make Victrola sales for you. Your customers who own cabinet machines will want a portable style with one of these carrying cases.

Write or wire your order today!

Prompt shipment made immediately upon receipt. Now is the time to cash in on this live proposition—be the first to show them in your locality!

The Corley Company

ORIGINATORS OF FIBRE VICTROLA TRUNKS

213 East Broad Street

Richmond, Va.



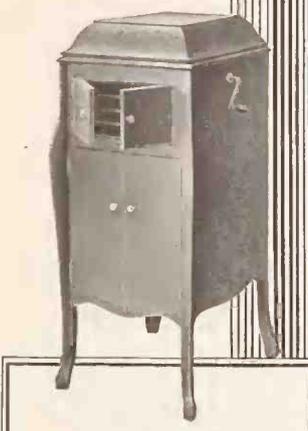
Victrola IV, \$15
Oak



Victrola VIII, \$40
Oak



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



Victrola X, \$75
Mahogany or oak

Victrola supremacy

The supremacy of the Victrola is as evident in the prosperity of Victor dealers as in the great musical accomplishments of the instrument itself.

Victrola supremacy means dealer success.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized by our special processes of manufacture, and their use, one with the other, is absolutely essential to a perfect Victor reproduction.

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

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

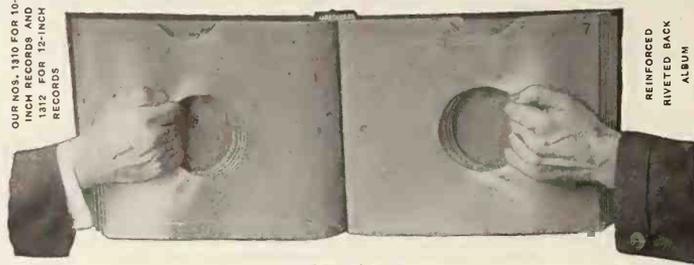
- Omaha, Nebr..... A. Hospe Co.
Nebraska Cycle Co.
- Peoria, Ill..... Putnam-Page Co., Inc.
- Philadelphia, Pa... Louis Buehn Co., Inc.
C. J. Heppie.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
- Pittsburgh, Pa.... W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard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



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

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

PATENT APPLIED FOR

STRENGTH AT THE STRESS AND STRAIN POINT PRACTICALLY UNBREAKABLE FOR REGULAR USAGE
We manufacture disc Record Albums containing 12 pockets to fit the Victrola Cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS
CORRESPONDENCE SOLICITED WRITE FOR PRICES **NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.**

ACCOUNTING METHODS IN TALKING MACHINE BUSINESS

By CHAS. A. HARRINGTON, Wilmington, Del.

Charles A. Harrington, a certified accountant's senior, who recently became associated with the Imperial Talking Machine Co., Wilmington, Del., has written the following interesting article on accounting methods in the talking machine business which can be perused to advantage by all factors of the industry:

Modern accounting methods are as essential to the success of the talking machine business as they are to any other progressive industry and to designate the science of recording the human voice merely as "progressive" is to draw it mildly, to say the least.

Whether manufacturer, distributor or retailer, the business administrative must meet and solve the fundamental problem of merchandising, that of finance, and he can properly do that by equipping himself with a bookkeeping system that will regularly and accurately reflect his true business condition.

The retailer, for instance, should not only know his cash balance, how much he owes and how much is owed to him but also how much he makes, and he should know that important fact, not once a year, but at the very least, once a month.

The manufacturer should know his costs. In these days of rising prices when all materials are doubling and trebling in value that knowledge becomes imperative. If the producer would keep his hand on the pulse of his business, he must know the source of abnormal expenditure and how it comes about. With these facts before him he is intelligently able to face the situation and retrench whereafter possible when necessary.

It is safe to assume that many manufacturers are approaching the breaking point and it is just as safe to assume that some of them don't know the exact cause of their weakness. Instead of offering an organized resistance to business disaster, they invite it by a state of "unpreparedness."

How many of the following questions could you, Mr. Retailer, answer:

What were your profits for May?

What are your profits for the year up to May 31?

Is your stock decreasing?

Are your quick assets increasing?

Do you owe more than you did?

If you are "on the toboggan" why is it?

Of your expenses what part is advertising?

What can be eliminated safely in order to increase your advertising?

Is your "burden" proportionately too high?

Where is your leak?

And you, Mr. Manufacturer?

How much more did your product cost in May than it did a year ago?

Have you graduated your selling prices accordingly?

If not, have you reduced your manufacturing expenses wherever possible?

In open competition, how much of a margin have you got over the other "fellow?"

Are your selling expenses too high?

Are your advertising contracts too low?

What percentage have record materials increased?

Are all your manufacturing departments working at their highest efficiency?

What is the value today of your completed and partially completed stock?

Are you properly absorbing your factory "overhead" in your production?

How much can you safely expend on material purchases?

Is the business gaining or sliding back?

These questions are perfectly pertinent to a going business. An executive can consider himself safely "on the job" if he is able to tell his partner or his board of directors just how matters are going and how to be weaned away from encroaching weakness.

(Next month *The Talking Machine World* will publish an article by Mr. Harrington on a simple, comprehensive and accurate accounting system for the retailer, illustrated by the few forms necessary which will be followed in later issues by articles covering manufacturing costs and trading costs of the producer and distributor.)

THE VICTOR SHOP IN CORRY, PA.

Barlow Hardware Co. Opens Handsome Quarters in That City—Those in Charge

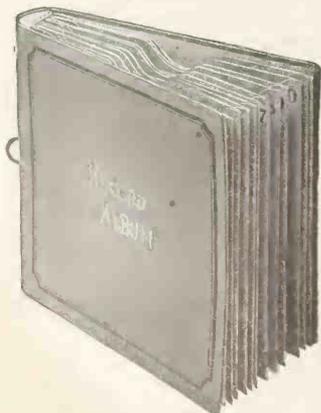
CORRY, PA., June 2.—One of the most attractive retail talking machine establishments in this section is the new Victor Shop of the



Victor Shop, Corry, Pa.

Barlow Hardware Co., recently opened at 44 North Center street, this city. The entire store, a view of which is shown herewith, is finished in white enamel with walls tinted in green and green runners on the floor by way of contrast. Two sound-proof demonstrating booths are provided, each of them supplied with a Victrola XI, and there is a plentiful supply of comfortable chairs both in the booths and in the main show-room. The shop is decorated with palms and flowers, and the walls are hung with large portraits of famous Victor record artists.

J. E. Hornberger, of Pittsburgh, is in charge of the Victor Shop, and Miss Dorothy Davidson looks after the clerical work. Miss Anne Bell Robbins, of Pittsburgh, is in charge of the demonstration booths, work for which she is well fitted, for she is thoroughly familiar with the many records in the Victor catalog, including the educational records for school use.



Metal Back
The Quality
Album

The heavy Green Pockets are guarded against opening on the side by being both glued and stitched to a heavy piece of flexible Duck Canvas. Then in turn the Envelopes are bound to a back consisting of one piece of metal fastened with wire rods.

The Album opens easily, and lies absolutely flat. Practically indestructible where the strain is greatest.

An Album you can take pride in recommending, as you can guarantee it to your customers, and we stand behind the guarantee.

Better Albums for your money—No matter what grade Albums you sell

Write for Samples of Our Three Grades

New York Album & Card Co., 23 LISPENARD STREET NEW YORK



Victrola IV, \$15
Oak



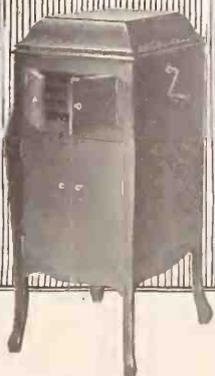
Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



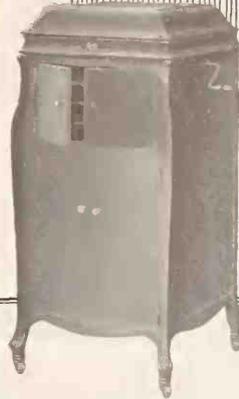
Victrola IX, \$50
Mahogany or oak



Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak

Victor supremacy is lasting

It is built on the solid foundation of great things actually accomplished.

And the success of every Victor dealer increases with every new development of this wonderful instrument.

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

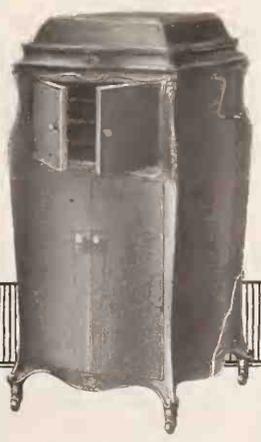
Berliner Gramophone Co., Montreal, Canadian Distributors

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



Victrola XVII, \$250
Victrola XVII, electric, \$300
Mahogany or oak





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NEW YORK, JUNE 15, 1917

THE business outlook is necessarily the theme of a thousand preachments, but so far as the talking machine industry is concerned reports from our correspondents in widely separated sections of the country would indicate a greater feeling of optimism regarding the general situation than existed a month ago. Commonsense is replacing fear, and people are realizing that every man must take hold and do his part to the end that business equilibrium is maintained.

There has been a lot of silly nonsense uttered by would-be statesmen, and a lot of newspapers, about economy, which has created a feeling of uncertainty among the rank and file of the purchasing public which it has been very hard to overcome. Meanwhile it has kept these men and these papers busy recently trying to straighten out the absurd, hysterical economy statements made following the severance of our relations with Germany.

Nobody can uphold wastefulness, which is one of our national weaknesses, but this term has been grossly misapplied to necessities, such as musical instruments and other requisites which are a part of our very life. In war times music is conceded a necessity, and the talking machine is one of the foremost vehicles for satisfying the needs of those musically inclined. As John McCormack, the famous tenor, said the other day, "Any discouragement of music at the present period would be the worst thing possible for the country. Its educational value, its social value, and its nationalizing value are urgently needed at this time."

The talking machine dealer has two big duties now facing him outside of those which his country may demand of him. One is to fight the false economy propaganda, and the other is to advertise talking machines as never before.

This campaign against so-called luxuries means that if we cut all purchases down to the necessities of mere existence, we will cut down the business of the country one-half. Thus prosperity may be undermined, resulting in unemployment and hard times. If we want to foolishly run over the precipice, and bring about disaster, there is no surer way.

The talking machine dealer must now, as never before, keep himself in the public eye through advertising. He must reassure the public that "business is going on as usual"; that there is more money in circulation than ever before; that wages and employment this year will reach the highest mark ever attained; that if everybody will do their part and shelve fear and pessi-

mistic prognostications, the fall of the present year will witness a business boom that will break all records.

Within a very short time Congress will have disposed of a number of war measures, which for the past two months have made business men somewhat uncertain of their plans, but with all the war campaign preliminaries out of the way, and the President strengthened by the passage of the necessary legislation, there can be no question as to a resumption of even greater business than we have hitherto enjoyed.

Increasing Government demands are resulting in a tremendous stimulus in all manufacturing fields, and this, of course, means a greater circulation of money among the masses of the people, which must wend its way back to the merchants in due course. Talking machines and records will get a share of this wealth, provided dealers do their duty to themselves and to the industry by keeping their product and their houses before the public in a manner that will attract attention.

If they hide their light under a bushel and think and act economy, they will find that others will think as they do, and stop buying. It is the time to be up and doing, to have faith and confidence in the industry, and in the country. Let us educate the people through advertising, through demonstration, through our personal influence, to know that good times are ahead, that patriotic music should be in every home, and that the talking machine is the great factor in this connection.

Let us be active in every movement for the country's good, keeping ever in mind music's great place in war as well as peace times. Let us educate Congress when necessary, that it is not wise to kill, or even injure, the goose—Business—that lays the golden eggs of financial stability. To pay for our war, we must do business, and by keeping business going, we can buy bonds, and this brings to mind that every man who wants to do his duty by the Government should make an investment in Liberty Bonds. This money will return to us again. It will keep business active, for the money which we give the Government will find its way back to manufacturing channels and ergo, to the merchants in due course.

THE talking machine dealer who does not put forth his greatest efforts to confine his business, so far as possible, to cash sales or short term installments, is overlooking a business opportunity that comes all too seldom. At the present time we are living in an artificial atmosphere to a certain extent, due to war conditions and their accompanying tax measures. With the higher cost of all commodities and a nation wide prosperity that is very real, the talking machine man has at his command an abundance of arguments in favor of cash buying, beyond the stock argument of saving interest, in cases where interest is charged.

This year, as has been the case for several years past, the main trouble for the dealer is the problem of securing sufficient stock to meet the actual demands; in other words, he is not in a position of forcing sales, but rather can select his customers without fear of any great loss to himself. Being in that position, it should be his business to see that the customers he selects are in a position to make proper payments.

There are going to be many billions of dollars spent in the United States in the next year or so for military supplies of all kinds, which includes articles in practically every line of trade, even musical instruments for bands. These billions of dollars paid to manufacturers, and through them to workers, are not going to be hoarded, but will find their way back into the trade channels, and thereby add to the spending power of the nation.

The demand for talking machines is going to keep up; it has kept up even in war-ridden Europe, and dealers owe it to themselves to do the best business possible while the opportunity lasts. Business capital tied up in installment contracts even at 6 per cent. interest does not prove profitable, for that capital released through cash sales could be turned over several times a year with altogether satisfactory results.

THE subject of advertising is receiving more attention every day from wide-awake piano merchants who realize that their advertising in the daily papers is a reflection of their business methods and their general ideals or policies in the matter of retailing. Higher advertising ethics call for the truth, and nothing

but the truth in print. The management of a business who will publish misleading statements in advertising is guilty of taking money under false pretenses; nothing more, nothing less.

Buyers are beginning to understand that truth in advertising is the incentive to trade at the place where the truth is told. Could there be a better argument than this for honesty in sales methods?

We notice that the concerns throughout the country that are thriving, that have won the confidence of the public, are those whose sales methods are above reproach. The "foxy," "smart aleck" type of retailer is getting short shift these days. People do not enjoy being fooled, and the wise business man does not dare indulge in such practices.

There are scores of different ways in which to advertise. But there must be only one guiding principle in all—tell the truth, and those who do not follow this principle invariably find that they are the losers in the end.

THE re-drafting by the Senate Finance Committee of the War Revenue Bill, as passed by the House, with its tax of 5 per cent. upon the gross amount of manufacturers' sales of musical instruments, has engaged the attention of all branches of the music trade industry, during the past few weeks.

The decision of the Senate Finance Committee to eliminate the tax on pianos, organs and other musical instruments, excepting "mechanical musical instruments," including talking machines and records and player-pianos and rolls, upon which a stamp tax was placed, although a recognition in part of the fact that musical instruments are not luxuries, did not give satisfaction to talking machine men because of the discrimination displayed.

Strong protests were made by the manufacturing, distributing and retailing branches of the industry against this action. H. C. Brown, of the Victor Talking Machine Co., Marion Dorian, of the Columbia Co., J. Newcomb Blackman, for the Jobbers' National Association, Thomas A. Edison, by telegraph, and the Talking Machine Men, Inc., with hundreds of telegrams, presented effective arguments to demonstrate the important place occupied by the talking machine as a factor in disseminating a knowledge and appreciation of music. This, combined with the excellent work of Chas. H. Parsons, in behalf of the National Piano Manufacturers' Association, who presented the special claims of the player as an integral part of the piano, and therefore liable to the same consideration as this instrument, so convinced the Senate committee that late last week, the members decided to eliminate the whole provision bearing upon the taxation of musical instruments from the bill, and recommend to the Senate that all musical instruments be free from any taxation in the Senate Bill.

This is pleasing news for the talking machine industry, though not because its members are not willing to bear an equitable war tax—for there is perhaps no body of men in the music trade field

more patriotic, or more desirous of supporting the government in carrying on the war, than those engaged in the sale of talking machines. What hurt was the action of the committee in singling out talking machines from other musical instruments for special taxation.

Of course the action of the Senate Finance Committee is not final by any means, but its suggestions are of immense importance. What the Senate may do in open discussion, and what action the House of Representatives may take subsequently when the bill comes up for joint consideration, is for the future to tell. Suffice it that a splendid educational campaign has been carried on to the end of enlightening the Senate as to the special place which the talking machine occupies in our entire national life as a musical instrument.

THE growing importance of the talking machine and phonograph as a factor in the music industry of the country was strongly emphasized at the National Music Show held at the Coliseum, Chicago, late last month, and which was advocated originally by the members of the piano trade. All in all there were nearly a score of talking machine companies represented and several of them occupied some of the largest spaces at the show, greatly interesting the public by their exhibits and musical programs daily. The showing made by talking machine manufacturers this year was quite in contrast with that made at the last Music Show held at the Coliseum in 1911, when only one concern, the Columbia Co., was listed among the exhibitors. The Music Show this year served to prove the remarkable progress made by the talking machine trade in the space of six short years.

NEXT to producing a catalog of individual merit, both from typographical and literary standpoints, the most important step is to get this catalog into the home of a prospect in a manner that will impress and interest. Several piano houses recently have given much attention to this matter, and instead of sending a letter, more or less perfunctory in tone, another method is employed to impress on prospects the idea that their requests have created an individual interest in the establishment.

In one instance, on the cover of a book, in a decorative panel designed for the purpose, the prospect is flattered to find his or her name printed. Mark you, not typewritten or stencilled, but printed. The method is not so costly as it appears at first sight. The name is cast complete on a linotype machine and the printing is done almost as quickly and easily as if the type-line were a rubber stamp. To those who receive it, however, the catalog becomes a personal belonging.

The idea is an excellent one, but it should not be overdone. When the name is associated with something very choice in the way of publicity issued by a house it is most effective, but the use of the name should not be applied to every piece of literature.

DITSON VICTOR SERVICE

Service That Satisfies

There's something that enters into Ditson Service beyond the mere filling of orders. It's the "Personal Touch", the real interest in the dealer's business and his welfare that has made Ditson Service indispensable to those dealers who have used it and are using it.

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

BOSTON AND NEW YORK



Columbia instruments: a line to fit the pocketbook of every possible buyer of a talking machine. Columbia records: a line from which every dealer can meet the musical preferences of anyone who owns a talking machine.

(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**

WAR NOT HURTING BUSINESS PROSPERITY IN MILWAUKEE

Dealers Establishing a New Record for 1917—Patriotic and Foreign Records in Favor—Badger Co. Increases Capital—Attractive Sonora Exhibit—Progress of Brunswick Phonograph

MILWAUKEE, Wis., June 6.—Entering the sixth month of 1917 business, the talking machine men of Wisconsin are pleased with the business of the year thus far and are looking optimistically into the future for an acceleration of briskness in sales. In every quarter men who are interested in the talking machine field are certain that the war is doing one definite thing—it is creating a taste and desire for a better class of music and is inspiring nearly all classes of people with the realization of a standard. Patriotic airs and medleys, of course, still hold the public ear and figure prominently in the record sales every week. More serious themes than the frivolous nonsense of ragtime are finding their place on the records.

"People who come into our store now wish to hear something more substantial than that to which they have been accustomed," said a prominent downtown retailer. "In some cities it is said that dealers have been practically compelled to revise their libraries in part to adjust themselves to the change in attitude and demand."

At the present time local dealers are anxious to emulate the business of 1916 by establishing a good record for this year. A prominent dealer, recently addressing the Kiwanis Club, declared that in 1916 \$1,000,000 was spent for talking machines in Milwaukee, including records. He said that in the entire country the expenditure was \$250,000,000.

L. C. Parker, manager of the talking machine department of Gimbel Bros., told of the beginning of the present Victor Co. with a capital of \$20,000 secured through the sale of rights and patents in England, and of which \$15,000 was set aside for advertising.

"The demand for foreign records is far greater than I have ever seen before," said S. W. Goldsmith, general manager of the Badger Talking Machine Co. "In my experience with Victor merchandise, covering more than a decade, the demand for this class of records was never anywhere near equal to that we are now experiencing. There are several reasons for this condition, no doubt," added Mr. Gold-

smith, "and probably the most important is the European War. The Victor Co. has produced many folk songs in the various languages and with the breaking out of war many foreign born people quite naturally had the folk songs brought to their minds. In addition, many records have been made especially to follow the war spirit engendered abroad. It is the manifestation of interest in the mother tongue of every nationality."

The Badger Talking Machine Co. has filed an amendment to its articles of incorporation increasing its capital stock from \$50,000 to \$150,000.

The Badger Talking Machine Shop, 425 Grand avenue, Victor retailer, has increased its capital stock from \$40,000 to \$60,000. R. H. Zinke, manager of the shop, has added two small delivery trucks to take care of an increasing business.

George F. Ruez is president of both corporations and reports good business to be the feature of the organizations of which he is the head. Mr. Ruez returned recently from Philadelphia and Boston.

Victor dealers in Milwaukee have been quite generous in their subscriptions to the Liberty Bond. Not a single dealer but who proudly displays his receipt.

H. W. Gausewitz, of the Edison Shop, retailer, 215 Second street, says that prospects for continued business prosperity are good and although there was a little lull in business a short time ago phonograph men have nothing to worry about, since a quiet season is to be expected at the spring of the year. Mr. Gausewitz notices an exceptional demand for Blue Amberol records.

The May Festival recently held in the Auditorium brought several Edison stars before the public. On the elaborate program were Marie Kaiser, soprano; Charles W. Harrison, tenor; and Richard Czerwonky, concert meister, Minneapolis Symphony Orchestra. These artists delighted large crowds of people who had often enjoyed hearing a reproduction of their art through the phonograph.

Marie Kaiser is well known particularly in this part of Wisconsin. On several occasions she has conducted tone tests on the Edison and according to present plans she will cover

the territory of the Edison Shop in demonstrating the true tone qualities of the Edison creations.

The George H. Eichholz Co., representing the Victor, recently conducted a special demonstration of the Oscar Saenger Course in Vocal Training at Stumpf & Langhoff Hall. The course was demonstrated by William H. Nolan, Chicago, lecturer, and Miss Louise Sutton, Chicago, mezzo-soprano.

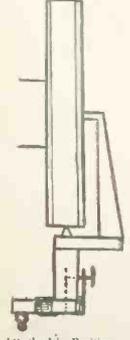
N. Zoerner, representing the United Phonograph Corp., Sheboygan, attended the National Music Show at Chicago May 19 to 26. He stopped off here on his way to the big meeting and looked over the situation en route. Gordon Osborne was in charge of the Puritan exhibit.

As announced by Harry Goldsmith, sales manager of the Badger Talking Machine Co., distributor of the Victor throughout a large Wisconsin territory, Mme. Amclita Galli-Curci for the second time this season favored Milwaukee with one of her wonderful song recitals. The Pabst Theatre was crowded from orchestra to dome by one of the largest audiences that ever entered the portals of that famous playhouse. Some of the singer's most delightful numbers were those she gave as encores. Her many admirers stand to-day with a single thought in their minds: "Her voice is perfect."

Human beauty may be only skin deep, but such is not the case with phonographs, for the establishment of Charles J. Orth recently demonstrated that fact with actual proof. A stately Sonora, untouched by artificial preservative or coloring matter, recently occupied the place of predominant publicity in the display windows of the Orth store. Its clean natural oak grain is all it had to recommend itself to the favor of passing pedestrians. It needed no more qualities, for everybody passing by the door hesitated for a moment at least to look for a second time. "Not long ago a well-known resident of Milwaukee walked into the store and expressed the wish that he might put the finishing touches to a phonograph all himself," said W. H. Heise. "He is an expert painter and finisher. We accommodated him by having the unfinished product sent direct from the factory."

Taking advantage of the recent production in this city of "Robinson Crusoe, Jr.," the Edmund Gram Music House announced daily recitals of Columbia records featuring the voice of the black-face comedian, Al Jolson.

The Pathephone Co. of Wisconsin has moved



"De StiluS"
Patented Apr. 17, 1917
Other Patents Pending

There is an increasing demand for a simple attachment that will play Edison, Pathé, or other Hill and Dale records on Victor, Columbia and other vertical type reproducer. "De StiluS" will do it perfectly without changing either the reproducer, tone-arm or machine in any way. It is easily attached, inexpensive, no trouble, no changing. Simply attach "De StiluS" as you would the ordinary steel needle. With care will last a lifetime.

Retail price, \$1.00. Liberal discount to dealers on quantity order.
Descriptive literature on request. Send \$1.00 for sample and try it out.

Attached in Position **OMAR C. DeSELMs, Attleu, Indiana**



PERSONAL SERVICE

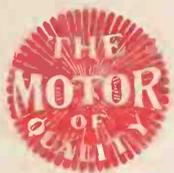
The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

BADGER TALKING MACHINE CO.

135 Second Street
MILWAUKEE, WIS.

VICTOR DISTRIBUTORS



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, OHIO—NEWARK, N. J.

CHICAGO

ATLANTA

SEATTLE

CINCINNATI

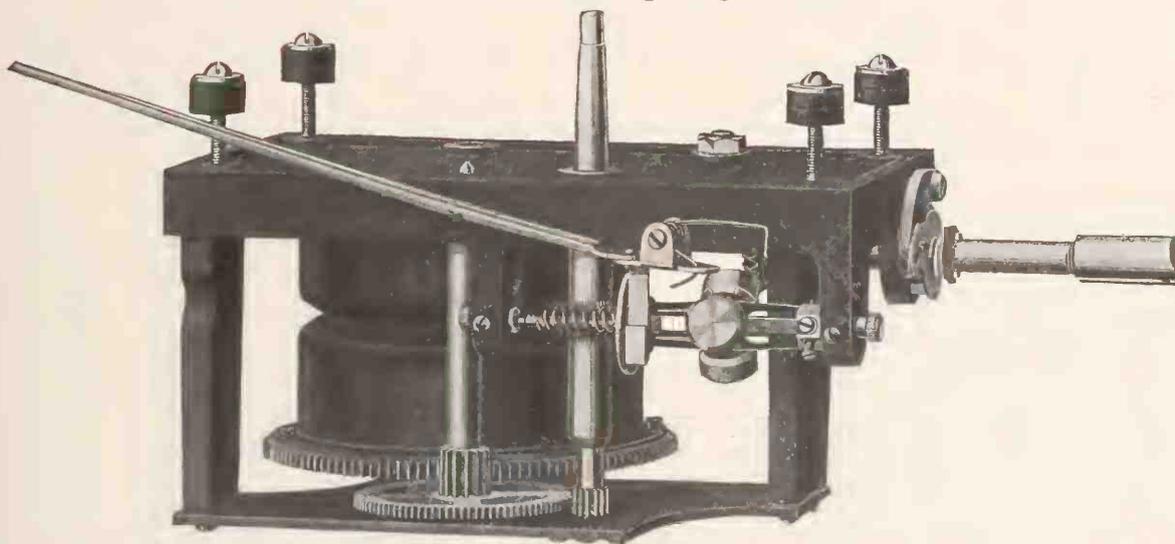
TORONTO



Motors We Recommend for High-Grade Machines

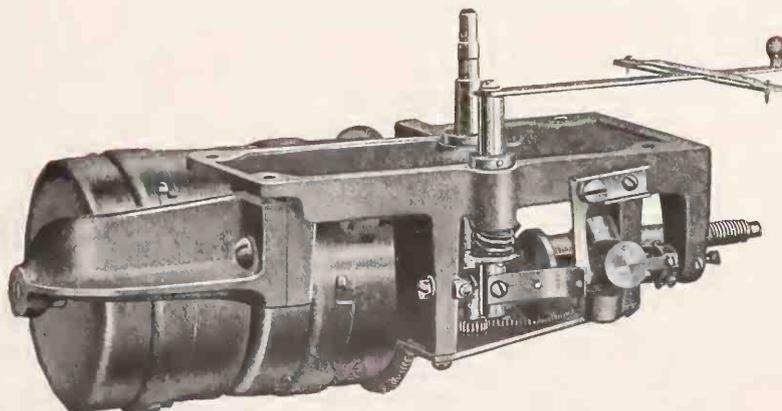
HEINEMAN MOTOR No. 4

Best Horizontal Spring Motor



MEISSELBACH MOTOR No. 19

Best Vertical Spring Motor



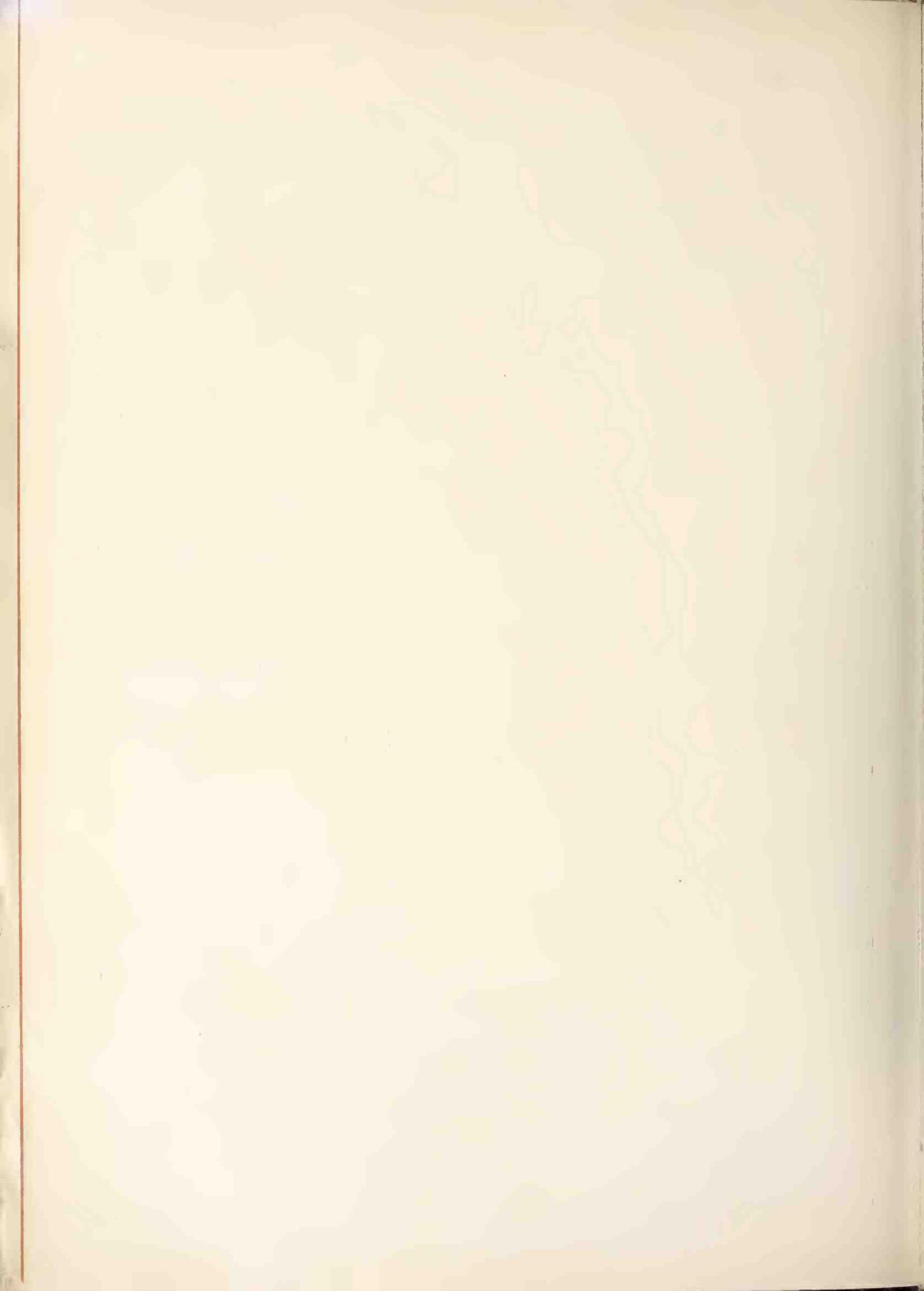
MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES



its quarters to the second floor of the location it has occupied for some time. President McGreal, settled in his new office, is optimism itself regarding the phonograph situation.

H. A. Kent, formerly of the wholesale department of the Brunswick-Balke-Collender Co. in Chicago, has joined the local branch, 275-279 West Water street. "The increasing business of our company is gratifying," said Manager Thomas I. Kidd. "Business is wonderfully active despite the off-season and the war. Every man knows that this time of the year is never the most favorable to the talking machine business. Nevertheless things are moving along in good shape and prospects are bright. We attribute our exceptional prospects to the fact that we have placed agencies with some of the best music stores in the state. We now have nine dealers in Milwaukee and consider that number ample to represent the Brunswick properly in the metropolis of Wisconsin."

The Brunswick Co. appropriately lays stress on good location and deems it an important factor in the conducting of Brunswick sales promotion. That fact and its soundness of principle is demonstrated in the effective advertising obtained by the Brunswick through the demonstrations conducted by its representative in the Plankinton Arcade, Emil O. Schmidt. Men interested in the musical instrument lines in Milwaukee declare the public concerts of the Brunswick at the recruiting headquarters in the Arcade have been one of the most effective and successful demonstrations ever executed.

Herbert Gausewitz, of the Edison Shop, recently entertained the Blue Mound Welfare Association with an Edison concert. The Blue Mound is devoted to fighting the ravages of tuberculosis.

Kiwanis Club of Milwaukee recently held its first ladies' night in the new Plankinton Hotel. Several men prominent in talker circles were active in the arrangements for the affair. L. C. Parker of Gimbel Bros. and Richard H. Zinke, manager of the Badger Talking Machine Shop,

both handling Victors, were on the arrangement committee.

George Bernecker, manager of the Record-Lite Co., manufacturing the little "pathfinder" attachment for phonographs, in the Manhattan Building, this city, is working on plans for the distribution of his product in foreign countries, especially in Canada and South America.

Harry R. Fitzpatrick, covering Michigan for Lyon & Healy, of Chicago, spent several days here recently on business and pleasure, accompanied by his wife.

Miss Blanche Brewster has taken a position in the Victrola department of the J. B. Bradford Piano Co., succeeding Miss Jewell Steiner.

CONDUCT MUSICAL FESTIVAL

F. E. Harman Co., Lima, O., Hold Elaborate May Festival, Featuring Prominent Artists, to Advertise Their Victor Department

LIMA, O., June 1.—The F. E. Harman Co., this city, aroused great interest in musical circles here recently by conducting a brilliant May musical festival, with Mabel Garrison, soprano; Sophia Braslau, contralto; Paul Reimers, tenor, and Clarence Whitehall, baritone, as the featured artists. The singers appeared in solos, duets, and quartets, and attracted an audience that taxed the capacity of the hall. In addition to operatic numbers, the old favorites, "Coming Through the Rye," "Dixie," etc., were given as encores. Frank E. Harman, president of the company, was in direct charge of the concert, which was given primarily for the purpose of advertising the Victrola department, conducted by the company.

James A. Fergusson, recently appointed sales manager of Palm, Fichteler & Co., the decalcomanic house, just completed his initial trip for this house through a territory covering New England and New York State and extending as far as Chicago. Mr. Fergusson has rapidly taken control of the situation and is planning big things for the future.

WINDOW DISPLAY ATTRACTS CROWDS

People's Outfitting Co., Detroit, Gets Full Value From That Form of Publicity

DETROIT, MICH., June 6.—The People's Outfitting Co., who feature the Victor line in one of the departments in their big store in this city, are firm believers in the publicity value of window display, and ascribe a large part of their

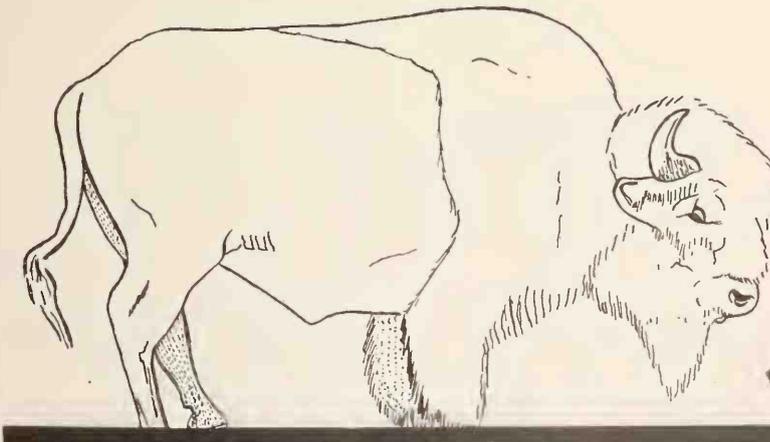


How the People Are Attracted

business success to the attention given to that form of advertising. The accompanying photograph shows crowds massed about the company's store window recently to watch Miss A. Pinkham and Vernon Bennett dancing to the music of Victor records. The couple appeared in the window for four consecutive days, and the sidewalk in front of the store was crowded about that period. Incidentally numerous sales were the direct results.

On the difference between working with the store and working in the store; it takes a lot of work, push, ideas, good values, and good service to make a store a success. But none of these is more important than everyone pulling together for the good of the store. There's a big difference between a store in which all of the clerks pull together and one in which they pull the other way, and it is soon noticed.

Buffalo Means Business



The Buffalo is the most valuable animal to-day.
The "Victor Dog" the most valuable trade mark.



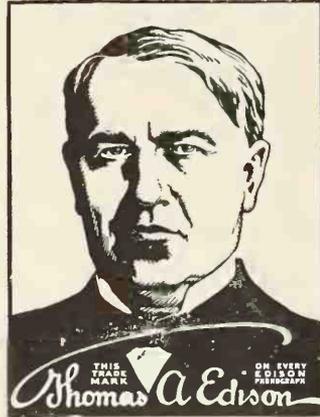
When the dealer wants "VICTOR GOODS" he, like the "VICTOR DOG," looks toward "BUFFALO"

The "Buffalo" has a pleasant and satisfied look, so has the Buffalo Jobber—as his customers receive prompt, efficient and complete service. It is for every dealer to "do his bit" to preserve the business of the country. Do not talk "hard times." Be an Optimist. Enthuse your customers and order your goods from

W. D. & C. N. ANDREWS

Buffalo, N. Y.

THE EDISON POLICY



We take this opportunity to announce that, excepting in a few localities where we are not represented strictly in accordance with Edison standards, we are not anxious to establish new dealers. Therefore, we are going to use this space henceforth for the purpose of conveying timely messages to present Edison dealers and all others interested in the progress of the New Edison and Music's Re-Creation.

Our first message is:

Come to The Waldorf July 12-13

Have you planned that trip to New York to attend this year's Convention of Edison Dealers? If you have, don't let the war or anything else interfere, because the benefit you will surely derive from this annual get-together of brothers in the same cause will be worth far more than the money you will spend and the time you will consume on the trip. If you have not yet planned to make the trip, make your plans now by all means. Not just because we urge it on you, but solely for the good it will do *you* and the better Edison dealer it will make you.

Come and rub elbows with your fellow-dealers—absorb the spirit of optimism that pervades the ranks of all far-sighted business men of this colossal country and that will be very much in evidence at the Waldorf July 12th and 13th. Don't think you will be economizing by staying at home and keeping the money you would spend on the trip. Come along, you fellows from the first-line trenches, come along so that we may know each other better and have closer co-ordination between headquarters and the firing line, between the artillery behind the lines and the infantry out in front. Come for that esprit de corps that springs only from personal contact with the other fellow.

Spend some of your Edison income with the railroads, the hotels, the eating houses. Start it out around the circle that will bring it back to you, and more with it. Thus you will back up in a most practical way the slogans, "Business Better Than Usual"—"Don't Over-Economize"—"Spend Normally"—"Keep the Dollars Moving."

The atmosphere that pervades every Edison Dealers' Convention is a wholesome stimulus, a tonic that gets into the blood and stays there until the next convention.

Six hundred came last year. Will *you* be one of the thousand this year?

Good! Here's our hand on it.

THOMAS A. EDISON, Inc.
ORANGE, N. J.

Why There Should Be No Dulness in Talking Machine Trade This Summer

By French Nestor

Some sound, fundamental reasons why there should be no dulness in the talking machine trade during the summer months were set forth by French Nestor, now manager of the Standard Talking Machine Co., Pittsburgh, Pa., in an article which appeared in this publication a few summers ago. It is so pertinent to the situation to-day that at the request of some subscribers we are reproducing it, as we believe it to be not only helpful and constructive but essentially seasonable. Mr. Nestor's article follows:

"In almost every kind and branch of business it has come to be expected that trade will be 'quiet' during the summer months, particularly July and August.

"In the talking machine business many dealers become imbued as early as May with the idea that the 'summer dulness' is approaching and begin to make sure that business with them at least will be dull, by reducing their machine and record purchases, curtailing or even withdrawing their talking machine advertising from the newspapers, laying off help, and adopting a general policy of retrenchment—all on the assumption that there will be no more than barely enough business to meet a greatly reduced expense schedule until about October 1—and there won't. It's a case of 'Blessed is he that expecteth nothing, for he shall not be disappointed.' The inevitable reward of the man who expects nothing and deliberately plans for nothing is—nothing. Results, in business or out of it, have always been and always will be in direct proportion to the amount of proper means and intelligent effort expended. The dealer who consistently plans in advance for a profitable summer's business in machines and records, and then gets behind his plans with effective advertising and sales-efforts will win, just as surely as will the dealer who plans for and expects only a little business and gets even less than he expects.

"It is true that the seasons of the year influence the demand for certain products. For example, the characteristic fitness for gift purposes of a machine with records of the recipient's favorite songs and instrumental selections is responsible for an increased demand for machines in the month of December, and through the machines thus sold for an increased record demand—immediate and future.

"But there is nothing whatever in the nature of talking machine product to associate it with December any more than July. The specific quality of the output for which the buyer surrenders his money—its ability to entertain—is just as available and just as enjoyable in summer as it is in the winter, and it certainly cannot be shown that desire for music and entertainment and the money with which to buy them are periodic influences that come and leave with the frost. In short, the only sufficient reason why such a comparatively small volume of talking machine business is done between June and October is the attitude of the dealer himself and his failure to go after it aggressively. Because people have bought so readily and so plentifully of our wares in December and January, too many of us have assumed that they can not be induced to buy in July and August, and have not made the effort. If this excess fall and holiday business proves anything it proves the widespread popularity of the talking machine with the public and thereby indicates most clearly the possibilities of all-the-year-round business—if we will put ourselves in line for it by effective publicity, prospect and sales work.

"People go shopping for necessities and sometimes for presents, but luxuries must be sold, and unless a buyer comes in direct response to a clever and forceful advertisement, it isn't selling to merely pass out the thing he voluntarily walks into your store and asks for. That's simply delivering what someone or somebody else

sold. But when a dealer has carried out an original and effective scheme for securing the names of possible and prospective buyers, has taken hold of the interest of those buyers at zero and by tactful and persistent follow-up and personal work built it up gradually through the stage of desire to the closing point and has definitely clinched the deals with cash, and signatures—then he has made sales. There isn't a thing in the world except inertia to prevent any dealer carrying such a program to success, and there is no better time to do it than during the summer when the hurry and confusion incident to fall business is absent.

"There is altogether too much disposition in the trade to plan simply for independent demand and too little disposition to analyze possibilities and endeavor to realize them by formulating and putting into practise positive and aggressive sales methods. If the summer months were made to yield the volume of business which they reasonably should and would, the congested conditions which prevail in December and January would be relieved; better service could be given all along the line and the business conducted in a more orderly and efficient manner.

"Naturally the rapid growth in the demand for talking machines has made it difficult for the factories and the trade to keep pace. This condition is probably more than any other responsible for the average dealer's attitude in summer—indifference to immediate results and great anticipation for an 'unprecedented fall demand.' The emphasis is always on 'demand.'

"Just by way of reflection, what would happen to the piano dealer who sat down the first of June to wait for 'the fall demand'? At this point the reflection becomes unpleasant. To improve it: What would happen to the talking machine department if summer sales were as carefully planned for and as persistently fought for as they are in the piano department? The answer is obvious, yet there are dealers who regularly speed up their sales organization to insure a profitable volume of piano business during the summer months and deliberately allow their talking machine business to drift. Hence, 'summer dulness' with those dealers.

"In the final analysis 'summer dulness' is first of all a mental attitude, it becomes a physical fact only through neglected opportunity. One house demonstrated the correctness of this theory five years ago in the piano business. Nobody hears a real live salesman or manager talking 'summer dulness'. He knows in advance that next summer is going to be the busiest time of his life. Talking machines and records lend themselves even more readily to special summer campaigns than do the more expensive pianos, and they possess many points of contact with the buyer's interest that cannot be embodied in the cleverest piano publicity or sales talk.

"But," someone says, 'all this is general. What specific methods do you recommend?'

"Specific remedies can be applied to specific trade conditions only. The main thing is to carefully analyze and study to understand those conditions, not as they are generally accepted but as they actually exist. When this has been done the best means of applying effective local publicity, prospect and sales work can be determined. Some idea of the principles which one house has applied more or less successfully to this problem may be had from the following—let us say articles of faith.

"(1) Realize in the summer that 'dulness' is primarily a condition of the mind.

"(2) Realize in the winter that a demand originating outside of your own store and independently of your own advertising and effort indicates, first of all, the possibilities of more adequate organization and better system.

"(3) Realize all the time that the talking machine industry is rapidly outgrowing the dealer who is in business simply to meet a heavy fall demand which he has not actively helped in previous months to create.

"(4) In the matter of December shortage realize that a factory cannot increase capacity beyond the point of efficient distribution, and that trying to crowd a whole year's business into one short season is not efficient distribution.

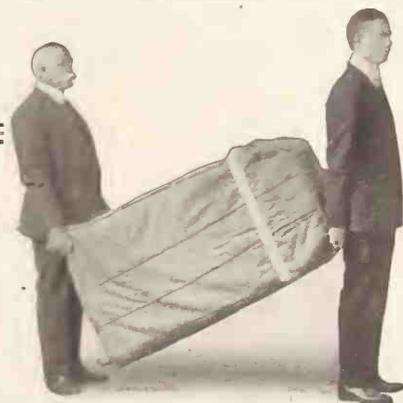
"With these things in mind, a complete line of goods in stock and a capable, enthusiastic man in charge of the department, summer business will not be 'quiet.'"

LANSING

Khaki Moving Covers

Protect from Rain and Dust

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



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

These covers are made of Government Khaki, interlined with heavy felt or cotton, fleeced-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.

Write for booklet

GRADE A **\$7.50** **E. H. LANSING**

Carrying Straps Extra

611 Washington St. BOSTON

SLIP COVERS for the Wareroom and the Home. Now is the time they will be wanted. Write for Samples and Prices.



Different buyers have different exchequers; that's why price variety is as important as quality product. The Columbia dealer always has both.

(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**

OMAHA DEALERS FORM ASSOCIATION

Geo. E. Mickel Elected President of Latest Organization—Will Admit Dealers in All Lines to Membership—Plans Live Campaign

OMAHA, NEB., May 28.—One of the latest city organizations of talking machine dealers was that organized in this city on May 21, at a meeting held at the Loyal Hotel. The new body will be known as the Omaha Talking Machine Dealers' Association, and the following officers were elected for the first year: President, George W. Mickel, of the Nebraska Cycle Co.; vice-president, W. M. Robinson, of the National Music Supply Co., and secretary-treasurer, E. L. Baugh, of the A. Hospe Co.

Membership in the association is open to dealers in all makes of machines, and it is expected that the organization, by bringing together the various elements of the trade will be able to accomplish much for the improvement of local trade conditions. The concerns represented at the first meeting were: the Brandeis stores, Orchard & Wilhelm Co.; Burgess-Nash Co.; National Music Supply Co.; Nebraska Cycle Co.; A. Hospe Co., of Omaha, and the Nebraska Cycle Co., and A. Hospe Co., of Council Bluffs, Ia.

TALKING MACHINE EXPORTS

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

WASHINGTON, D. C., May 28.—In the summary of the exports and imports of the commerce of the United States for the month of March, 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 7,417, valued at \$187,833, were exported for March, 1917, as compared with 3,107 talking machines, valued at \$88,416, sent abroad in the same month of 1916. The total exports of records and supplies for March, 1917, were valued at \$163,632, as compared with \$98,231 in March, 1916. For the nine months 56,146 talking machines were exported, valued at \$1,390,227 in 1917, and 28,247, valued at \$836,946, in 1916, while records and supplies valued at \$1,130,095 were exported in 1917, as against \$664,269 in 1916.

EDISON FLAG RAISING DAY

A Great Event at Orange, N. J.—Both Mr. and Mrs. Edison Participate—Music and Enthusiasm Rule During the Ceremonies

The musical phonograph division of Thomas A. Edison, Inc., Orange, N. J., as well as every other division or department of the Edison or-



Mr. Edison Raising the Flag

ganization has had a Flag Raising Day in which exercises both Mr. and Mrs. Edison have taken leading parts, Mr. Edison raising the flag at the principal event a short time ago.

As happy as a boy, Mr. Edison pulled the halyards with all the enthusiasm of the splendid patriot he is, while Mrs. Edison lead the Edison Choral Society in the singing of the national anthem. The Edison band played patriotic airs and the recently organized military training



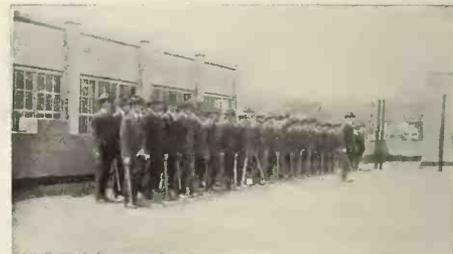
The Edison Band, Composed of Forty-two Musicians, All Employes of Thomas A. Edison, Inc.

corps went through a drill with the discipline of trained soldiers.



Thomas A. Edison Reading the Program

Several months ago these celebrations began, the jewel department holding one early in April when Mr. Sibole, department superintendent, in an address touched upon the history of how the "Star Spangled Banner" was written. Aided by the New Edison phonograph, which led the



Part of Edison Battalion Atop One of the Buildings at Flag Raising Exercises

singing with a re-creation of the national anthem, the several thousand men and women of the Edison organization made the air carry for many blocks.

Not only have the Edison employes displayed their patriotism in lending enthusiasm to the flag raising ceremonies but they have given practical proof of their willingness to support the country at this time by subscribing generously for Liberty Bonds under the leadership of Mr. Edison himself and the company officials in a way that is inspiring.

ISSUE TWO ATTRACTIVE CATALOGS

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has just issued two attractive catalogs listing the Pathé records which have been recorded in French and Italian. These records contain illustrations of some of the famous artists who have recorded for the Pathé library in these two languages and the diversity of the records that are listed give a fair idea of the extensive scope of the Pathé repertoire. Pathé records in French and Italian have been very favorably received by music lovers throughout the country, and the company's dealers report an active and steadily increasing demand for these records.

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

329 BROADWAY

NEW YORK, N. Y.

VALUE OF RESPECTFUL ATTENTION

As a Constructive Factor in Salesmanship in the Talking Machine Store Pointed Out

In the monthly bulletin, entitled "Pep," issued by the Edmund Gram Piano House of Milwaukee, Wis., for the benefit of the department heads of the concern, one of the topics discussed is that of "Respectful Attention"—a subject of incalculable value to a talking machine house as well as those in the piano trade, unimportant as it may at first appear. It is pointed out that "this all-important phase means far more to the store than the simple politeness to be shown to visitors or prospective purchasers on their arrival or departure. It means not only respectful attention which, of course, must be shown to them during the demonstrations of the instruments, but also that the most kindly consideration should be given the remarks and opinions of the callers—even though they be sharp in tone and criticism. If it is necessary to combat them, it should be done with mildness and in a pleasant manner. This will, by far, have the most weight and will surely leave the very best impressions with the visitors.

"Among salesmen and employes this respectful attention should be an important factor. Every proper matter or question, properly asked, is deserving of a like reply, and if both sides will permanently adopt this method, not only will much friction be avoided, but a much better and a more wholesome feeling will be developed all around.

"Respectful attention takes high rank in salesmanship. There is no doubt that a great deal of every salesman's selling strength and success has been due largely to the very respectful consideration he gives to his visitors."

Get personally acquainted with the people who trade at your store. The customer likes to know personally the fellow who owns the business.

OPTIMISTIC REGARDING OUTLOOK

President of Columbia Graphophone Co. Believes That When Things Have Been Readjusted We Shall See Great Business Activity

In a recent article published in "The Magazine of Wall Street" Francis S. Whitten, president of the Columbia Graphophone Co., New York, commented upon the business outlook as follows:

"In common with other manufacturing businesses which do not deal with actual necessities of life the immediate future of the talking machine industry is somewhat obscured. To date the demand for our products has continued very good and sales for this year are considerably ahead of the same period of last year. There are numerous factors in the situation, however, which make it impossible to forecast with exactitude the trend of events. Personally I am very optimistic on the outlook. I believe when things have settled down and the American people have readjusted themselves to the new situation we shall see a great business activity in almost every line. Nor do I think that time is very far distant.

"There are numerous new features, of course, among the most important of which are the high cost of materials, labor shortage, heavy taxation and transportation problems, etc., which will have to be taken into consideration in making any forecast, but, judging from our experience with our London and Canadian branches during the last two and a half years, we should continue to enjoy a splendid business here in the United States in many lines of industry."

INCORPORATED IN DELAWARE

The Lion Talking Machine Co. has been incorporated under the laws of Delaware with capital stock of \$200,000 for the purpose of manufacturing musical instruments and talking machines. The incorporators are: Charles T. Brooks, A. C. Wooten and B. E. Moses.

A MESSAGE FROM THE PRESIDENT

What James T. Coughlin, President of the Talking Machine Men, Inc., Thinks of the Business Articles in The Talking Machine World

That the editorial policy of The Talking Machine World and the constructive business articles appearing each month are thoroughly appreciated by our readers is indicated by many commendatory letters reaching this office from members of all branches of the trade, manufacturers, wholesalers, and retailers.

A particularly pleasing letter under date of May 29, 1917, has been received from James T. Coughlin, the newly elected president of the Talking Machine Men, Inc., and which reads:

New York, May 29, 1917.
Talking Machine World,
373 Fourth Avenue, City.

Dear Sirs:—

I write to inform you that the suggestions and advice to men in the talking machine business, as contained in your issue of May 15, 1917, is sincerely appreciated by the Talking Machine Men, Inc.

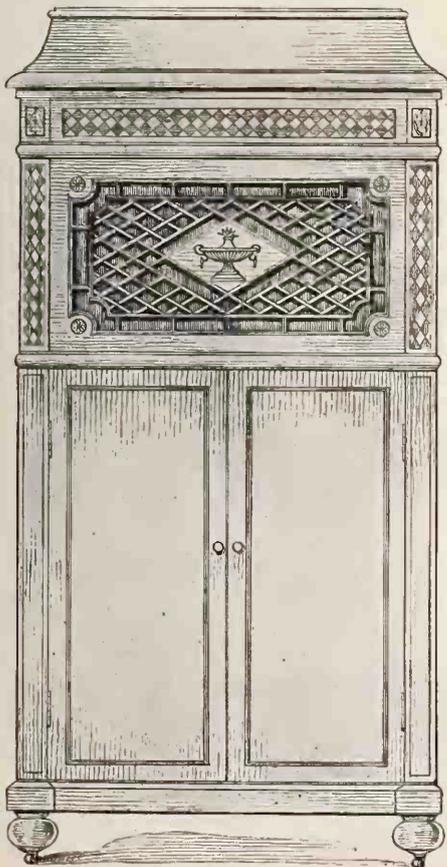
We find that your magazine is serving us as a powerful aid to the development of desirable co-operation in our trade.

Very truly yours,
(Signed) JAS. T. COUGHLIN,
Pres. T. M. M. Inc.

PLANNING NEW RECORD BOOTHS

The H. E. Walters Piano Co., Homewood, a suburb of Pittsburgh, is contemplating the installation of three record demonstration booths, the increase being made necessary by the recent growth in the business of this department. The Walters talking machine section will accommodate seven record customers at a time when the present plans have been carried out.

Efficiency is the through express from Nowhere to Success town.



You Want Phonograph Profits, Mr. Merchant

—and the line that captivated the critics at the National Music Show. You want the handsomest Phonographs ever built; equipped with the most silent, repair-proof motor. The "WORLD PHONOGRAPH" has the most refined high-power, noiseless, double-spring motor ever invented. It is mounted on a tilting motor board. You cannot detect even the slightest sound when it is running. Brought to highest efficiency in the "World." This motor perfection is your guarantee against repair department expense.

Let the biggest, most profitable "World" help you build the most profitable phonograph business in your city. The beautiful cabinets are the creations of that master designer, Maurice Hebert.

World universal tone arm plays all records. World automatic stop works perfectly every time. World tone chamber of finest time seasoned spruce. World tone modulator gives you the keen pleasure of putting your own personality in the music. World automatic cover support is another superior delight. The World plays eight 10-inch records without rewinding.

Sold direct to dealers. You make the jobber's profit.

Illustration shows Model A, genuine mahogany, gold plated trimmings. Retail price \$200. Other models in solid mahogany and art-craft reed, \$125 to \$175.

Write for exclusive dealer proposition.

World Phonograph Co.

Dept. D.

218 South Wabash Avenue

CHICAGO, ILLINOIS



A Record-List that's going to Break All Sales-Records!

Here it is—the Columbia Record List for August—and every record is evidence to an experienced dealer that the August List simply **MUST** smash all records for **SALES!**

We have talked with song-writers, we've seen publishers, we've gone to theatres, cabarets, all over—and we've picked a list of **WINNERS** that will put it all over anything else put out for Mid-Summer.

You've only got to look over it to **SEE** it. Anna Wheaton, Brice and King, Evan Davies, Charles Harrison, Lucy Gates, Vernon Stiles, James Harrod, Rodeheaver—the hits of "Oh, Boy!" "Have a Heart", "The Winter Garden Show", "Her Soldier Boy", "His Little Widows" and "Follow Me"—the latest and most demanded patriotic hits—every single name and every single record means just **ONE** thing to you—and that one thing is: **SALES!**

Columbia Graphophone Co.

Woolworth Building, New York

Read this August List of New Columbia Records! Sales! Popularity!

Patriotic "Best Sellers"

- A2251** 10-in. 75c. **PATRIOTIC AIRS MEDLEY** (Part 1) introducing "First Call," "Hall Columbia," "Columbia, the Gem of the Ocean," "Reveille," "Yankee Doodle," "My Country, 'Tis of Thee," Prince's Band.
- A2277** 10-in. 75c. **PATRIOTIC AIRS MEDLEY** (Part 2) introducing "Assembly," "American Patrol," "Gard Mount," "Marching Through Georgia," "Dixie," "Retreat," "Star Spangled Banner," Prince's Band.
- A2269** 10-in. 75c. **DIXIE**, Edgar Stoddard and Broadway Quartette.
- A2269** 10-in. 75c. **YANKEE DOODLE**, Charles Harrison and Broadway Quartette.
- A2269** 10-in. 75c. **PATRIOTIC MEDLEY** (Part 1) introducing "Bugle Call," "Trump, Trump, Trump, the Boys are Marching," "The Girl I Left Behind Me," "When the Cruel War is Over," "Tattoo" (Bugle Call), "Tenting on the Old Camp Ground," "Taps" (Bugle Call), Columbia Stellar Quartette.
- A2269** 10-in. 75c. **PATRIOTIC MEDLEY** (Part 2) introducing "Reveille" (Bugle Call), "Red, White and Blue," "Yankee Doodle" (Fife and Drum), "Battle Cry of Freedom," "Hail Columbia," "When Johnny Comes Marching Home," Columbia Stellar Quartette.
- A5970** 12-in. \$1.25 **PAUL REVERE'S RIDE**, Harry E. Humphrey.
- A5970** 12-in. \$1.25 **SHERIDAN'S RIDE**, Edgar L. Davenport.

Vocal Masterpieces

- A5973** 12-in. \$1.50 **SING ME TO SLEEP**, Lucy Gates, Violin obbligato by Frank Gittelsohn.
- A2264** 10-in. \$1.00 **ANGEL'S SERENADE**, Lucy Gates, Violin obbligato by Frank Gittelsohn.
- A2264** 10-in. \$1.00 **A DREAM**, Vernon Stiles.
- A2270** 10-in. 75c. **SORTER MISS YOU**, Vernon Stiles.
- A2270** 10-in. 75c. **FLIRTATION**, Charles Harrison.
- A2270** 10-in. 75c. **BARCAROLLE FROM "TALES OF HOFFMANN"**, Charles Harrison.

A New Rodeheaver Record

- A2248** 10-in. 75c. **A RAINBOW ON THE CLOUD**, Homer Rodeheaver.
- A2248** 10-in. 75c. **SOMEBODY CARES**, Homer Rodeheaver.

Vaudeville Specialties

- A2251** 10-in. 75c. **SIMPLICITY**, Whistling Solo, Sibyl Sanderson Fagan.
- A2251** 10-in. 75c. **L'ARBITRA—MAGNETIC WALTZ**, Whistling Solo, Sibyl Sanderson Fagan.
- A2268** 10-in. 75c. **NANNY**, Scotch dialect song, Evan Davies.
- A2268** 10-in. 75c. **SHE IS MY ROSIE**, Scotch dialect song, Evan Davies.
- A2250** 10-in. 75c. **SWANEE RIVER**, Southern dialect song, Carroll Clark.
- A2250** 10-in. 75c. **NELLIE WAS A LADY**, Southern dialect song, Carroll Clark.

Instrumental Novelties

- A2252** 10-in. 75c. **ALL ABOARD FOR THE COUNTY FAIR**, Talking, Harlan, Porter and Knight.
- A2253** 10-in. 75c. **SHE STOPPED TO POWDER**, HEAR NOSE, (Baritone Solo.) Harry C. Browne.
- A2253** 10-in. 75c. **EVERYBODY HULA**, Louise and Ferera.
- A2253** 10-in. 75c. **HE LEI NO KAHULANI** (A Wreath for Princess Kaiulani), Louise and Ferera.
- A2260** 10-in. 75c. **MIDSUMMER BELLS**, (Bell Solo.) Howard Kopp.
- A2256** 10-in. 75c. **MAIDIE MAZURKA**, (Xylophone Solo.) Howard Kopp.
- A2256** 10-in. 75c. **THE ROSARY**, (Cornet Solo.) Vincent C. Buono.
- A2256** 10-in. 75c. **I HEAR YOU CALLING ME**, (Cornet Solo.) Vincent C. Buono.
- A2099** 10-in. 75c. **THE SUNSHINE OF YOUR SMILE**, (Saxophone Solo.) Fred Allen.
- A2099** 10-in. 75c. **SOMEWHERE A VOICE IS CALLING**, (Saxophone Solo.) Fred Allen.

The Popular Taylor Trio

- A2219** 10-in. 75c. **VIOLETS**, Cello, violin and piano, Taylor Trio.
- A2219** 10-in. 75c. **PARTED**, Cello, violin and piano, Taylor Trio.

Song-Hits—The Latest!

- A2271** 10-in. 75c. **THE MAN BEHIND THE HAMMER AND THE PLOW**, James Hall.
- A2272** 10-in. 75c. **STRIKE UP THE BAND (HERE COMES A SAILOR)**, James Hall.
- A2272** 10-in. 75c. **WE'LL BE THERE ON THE LAND, ON THE SEA, IN THE AIR**, Arthur Fields.
- A2273** 10-in. 75c. **WHAT KIND OF AN AMERICAN ARE YOU?** Arthur Fields.
- A2273** 10-in. 75c. **FOR YOUR COUNTRY AND MY COUNTRY**, Peerless Quartette.
- A2273** 10-in. 75c. **JOAN OF ARC**, Henry Burr.
- A2274** 10-in. 75c. **OH, JACK! WHEN ARE YOU COMING BACK?** Burton and Hall.
- A2274** 10-in. 75c. **I'M A REGULAR DAUGHTER OF UNCLE SAM**, Katherine Clark.
- A2261** 10-in. 75c. **TILL THE CLOUDS ROLL BY**, from "Oh, Boy!" Wheaton and Harrod.
- A2265** 10-in. 75c. **DRIP, DRIP, DRIP WENT THE WATERFALL**, Anna Wheaton.
- A2265** 10-in. 75c. **OH, JOHNNY! OH, JOHNNY!** OH! from "Follow Me," Elizabeth Brice.
- A2276** 10-in. 75c. **OH, PAPA! OH, PAPA!** Arthur Fields.
- A2276** 10-in. 75c. **THAT CREEPY, WEEPY FEELING**, from "His Little Widows," Wheaton and Wilson.
- A2276** 10-in. 75c. **BUZZIN' THE BEE**, Gene Greene.

- A2275** 10-in. 75c. **MOTHER, DIXIE AND YOU**, Sterling Trio.
- A2263** 10-in. 75c. **ALL THE WORLD WOULD BE JEALOUS OF ME**, Henry Burr.
- A2263** 10-in. 75c. **BECAUSE YOU'RE IRISH**, Hugh Donovan.
- A2263** 10-in. 75c. **LOOKOUT MOUNTAIN**, Campbell and Burr.
- A2257** 10-in. 75c. **THE GHOST OF THE UKULELE**, from "The Winter Garden 'Show of Wonders,'" Brice and Klug.
- A2258** 10-in. 75c. **DEAR OLD HONOLULU**, Wright and Dietrich.
- A2258** 10-in. 75c. **THERE'S NOTHING SWEETER THAN A GIRL FROM DIXIE-LAND**, Willie Weston.
- A2262** 10-in. 75c. **WHEN YOU WALTZ WITH THE GIRL YOU LOVE**, Jed Prouty.
- A2262** 10-in. 75c. **A TEAR, A KISS, A SMILE**, James Harrod.
- A2259** 10-in. 75c. **IN THE HARBOR OF HOME, SWEET HOME**, Robert Lewis.
- A2259** 10-in. 75c. **I CAN HEAR THE UKULELES CALLING ME**, Reed and Harrison.
- A2259** 10-in. 75c. **IF YOU'LL COME BACK TO MY GARDEN OF LOVE**, Burton and Lewis.

Dances—Some Music!

- A5973** 12-in. \$1.25 **THE MAN BEHIND THE HAMMER AND THE PLOW**—One-step, introducing "Strike Up the Band," "Nancy Lee" and "I'm Proud to be the Mother of a Boy Like You," Prince's Band.
- A5968** 12-in. \$1.25 **HY-SINE**—One-step, introducing "Rooster Rag," Prince's Band.
- A5968** 12-in. \$1.25 **HOME AGAIN**, from "Her Soldier Boy" One-step, introducing "History," Prince's Band.
- A5969** 12-in. \$1.25 **YOU SAID SOMETHING**, from "Have a Heart"—One-step, introducing "Honey-moon Inn," Prince's Band.
- A5969** 12-in. \$1.25 **THE CUTE LITTLE WIGGLIN' DANCE**—Fox-trot, introducing "When the Sun Goes Down in Dixie," Prince's Band.
- A5971** 12-in. \$1.25 **POZZO**—Fox-trot, Prince's Band.
- A5971** 12-in. \$1.25 **HAWAIIAN BLUES**—Fox-trot, Prince's Band.
- A5971** 12-in. \$1.25 **GLORIOUS SOUSE SONG**—Fox-trot, introducing "Yale Boolea," Prince's Band with Vocal Chorus.
- A2267** 10-in. 75c. **IT'S TIME FOR EVERY BOY TO BE A SOLDIER**—One-step, introducing "Coaling Up in Colon Town," Prince's Band.
- A2267** 10-in. 75c. **COTTON PICKIN' TIME IN ALABAMA**—One-step, introducing "If I Catch the Gny Who Wrote Poor Butterfly," Prince's Band.
- A2266** 10-in. 75c. **TILL THE CLOUDS ROLL BY**, from "Oh, Boy!"—Fox-trot, introducing "A Pal Like You," Prince's Band.
- A2266** 10-in. 75c. **HUCKLEBERRY FINN**—Fox-trot, introducing "There are Two Eyes in Dixie," Prince's Band.

PLANS FOR COMING EDISON CONVENTION IN NEW YORK

Edison Dealers Will Hold Annual Meeting at the Waldorf-Astoria on July 12 and 13—Question Box to Be Main Feature of Gathering—W. D. Wilmot to Act as Chairman—Many Speakers

The main feature of this year's Edison dealers' convention will be what is known as the "Question Box." Each Edison dealer was duly advised to submit one question to the factory between the dates of May 15 and June 15. For



William D. Wilmot

Edison dealer at Fall River, Mass., who will act as chairman of the 1917 Edison Dealers' Convention at the Waldorf-Astoria, New York City. Mr. Wilmot is shown here with the cup presented to him by the Fall River Merchants' Association in appreciation of his work in behalf of the association.

this purpose question blanks were sent to the dealers some time ago. The question box will be opened June 15 and the answers ready on the first day of the convention. It is confidently expected that this feature of the convention will prove of inestimable value to all dealers attending, as it is expected to bring forth questions on all phases of Edison merchandising.

Another interesting feature is that it will be a

dealers' convention in fact as well as in name. The dealers themselves will have full charge. The chairman will be W. D. Wilmot, Edison dealer at Fall River, Mass., and all speeches will be made and all discussions led by dealers.

The two days set aside for this year's convention are July 12 and 13, when Edison dealers from all parts of the country will come together at one of the most famous meeting places in the world, the Waldorf-Astoria, New York City.

Last year this convention was attended by approximately 600 Edison dealers. This year, at least one thousand dealers are expected to convene. Every Edison dealer, great or small, wherever located, has been urgently requested to attend the convention this year, and according to advance information many dealers will come who have heretofore refrained from attending, and who have never experienced the delights of a trip to the great city.

Among the topics which will be discussed by dealers, or on which general discussion will be led by a dealer, are the following: "Intensified Canvassing," "How I Make Mechanical Inspection Pay Profits," "How I Make Tone Tests Pay," "How I Made My Store a Musical Center and Cashed in on It," "How I Sell Records and What I Think of the Approval System," "How I Beat the 'Talkers' With the Diamond Amberola," "How I Borrow Money From My Bank," "How I Use the Company's Interlocking Advertising, Leaflets and Miniature Letters," "How I Use 'Along Broadway,'" "How I Give and Cash in on Recitals Outside of My Store," "How I Cash in on the Local Appearances of Edison Artists," "How I Use the Retail Salesman's Manual," "How I Stage an Instrument Sale in My Store," "How I Use My Windows," "How I Have Applied the Methods of the East Orange Experimental Store," "How I Made July Look Like December."

In addition to the above M. M. Blackman, of Kansas City, will deliver his now famous "Soul Talk." So much for the dealers' part.

The factory's part will be to answer all questions received through the "Question Box," to put on an original play entitled "Mr. Guy Wise, Esq.," to present a lecture on Puccini, illustrated by Edison Re-creations, and which subsequently can be used by the dealers themselves in stirring up prospects. There will also be a very graphic illustration to dealers of how to prepare a financial budget. This will be the full extent of factory activities at the convention. Every thing else will be done by the dealers themselves.

The big banquet and dinner show is set for the night of the 12th. A number of Edison artists will be guests at the banquet and will sing for the dealers.

Several of the big Edison artists will participate in now famous Edison direct comparison tests between living artists and the New Edison on the afternoon of the 13th. On the 14th every Edison dealer will have an opportunity to visit the factory at Orange, where the many details of manufacture will be explained.

A three days' course in mechanical instruction will be given at the Laboratory of Thomas A. Edison, Orange, N. J., July 9, 10 and 11, the three days preceding the Edison dealers' convention in New York. An invitation to all Edison dealers and their assistants to take this course has been extended.

STANDARD CO.'S FINE LITERATURE

The Standard Talking Machine Co., of Pittsburgh, Pa., has under its new policy been sending out an interesting series of circulars, post cards, etc., featuring especially patriotic numbers. A recent card, which they issued, was printed in three colors, had on one side a selected list of patriotic records, and on the opposite side the words of "The Star Spangled Banner," "Dixie" and "Yankee Doodle" with special reference to McCormack's rendition of the first number.

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

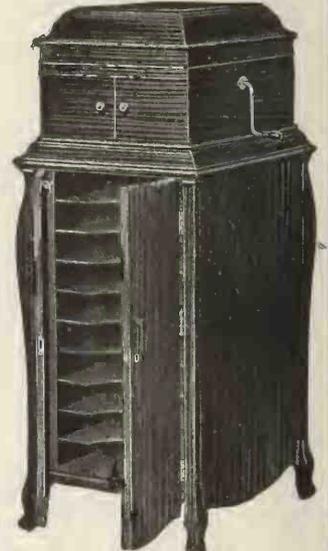
In the cabinet field.

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.

IOWA DEALERS TO HOLD SECOND STATE CONVENTION

At Des Moines on August 28—Arrangements for Gathering of Victor Dealers' State Association All Completed—Value of Association Work Emphasized by This Gathering

DES MOINES, IA., June 1.—In anticipation of the second annual convention of the Iowa Victor Dealers' State Association, the executive committee of the association at the request of the president, P. G. Spitz, convened at Mickel Bros. Co. store here recently, to consider plans and the date for the convention. The following members of the committee were present: P. G. Spitz, president; W. H. Stoaks, vice-president; D. C. Phillips, treasurer; W. P. Deal, acting secretary, and Geo. E. Mickel.

The resignation of B. Van Sticht as secretary was accepted, and his unexpired term will be filled by the acting secretary, W. P. Deal, who was duly elected to that post.

The committee went on record as voting to support the Victor Co. in every phase of its work, and at the inception of the suggestion of President Spitz, also voted to institute an immediate campaign for increased membership. A very liberal appropriation from the funds of the association was advanced to insure the success of the campaign which will consist of personal letters, advertising features, circulars and direct personal visits on the part of the committee and the traveling representatives of both Mickel Bros. Co. and the Nebraska Cycle Co.

As a special inducement to the success of increased membership, the executive committee voted a prize consisting of a solid gold watch fob complete with charm, reproducing the Victor trade-mark, to be presented to any member of the association securing the greatest number of new memberships up to the convention, August 28.

The executive committee of the Iowa Dealers' State Association points with pride to the fact that it instituted successfully the first State Association of Victor Dealers in the United States. This fact cannot be denied, for no past history seems to be available combating this claim, and the success of the first annual

convention was such that it immediately laid the foundation for the succeeding annual conventions. The results are already apparent from the Iowa Dealers' State Association, for it has brought the dealers closer together with one another with a better understanding of the ways and means of progress and developing their interests.

The main idea which Mickel Bros. had in view in promoting the State Association was based upon the ever apparent desire of the manufacturer to keep in closer contact with the indi-

ASSISTING IN RECRUITING WORK

O. K. Houck Piano Co. Assists Recruiting Officers in Memphis by Arranging Special Series of Window Displays—One of the Recent Examples Illustrated

MEMPHIS, TENN., June 5.—Among those talking machine houses who have rendered active



O. K. Houck's Patriotic Window assistance to recruiting officers through the medium of patriotic window displays is the O. K. Houck Piano Co., of this city, handling the Victor line. This company has on various oc-

casions secured military supplies and accouterments from local recruiting stations, and used them very effectively in the show windows. The accompanying photograph shows one of the most recent displays. The centerpiece is a torpedo which has been shot over 160 times in tests. Owing to the fact that the only available warheads for this torpedo were charged with 250 pounds of gun cotton, a dummy head was used in the display for safety sake.

In the center of the window was shown a gyroscope, a little instrument, which keeps the torpedo in direct line after it has been discharged. The gyroscope alone cost \$500. The background of the window was made of regulation naval signals. Cards placed at convenient points served to describe the various features in the window.

GRAY & MARTIN'S NEW LOCATION

PITTSBURGH, PA., June 6.—Gray & Martin's Sonora Talking Machine Shop is now located in Jenkins Arcade, this city. They are splendidly equipped in their new quarters to handle business, and report trade quite satisfactory. Gray & Martin handle the Sonora exclusively and carry a complete line of these high-grade phonographs. They also carry a line of pianos, players, rolls, etc.

The Artophone

The miracle of voice and instrument of reproduction. Plays every make of disc record with the same faithful portrayal of tone quality as the instrument for which they were made.



MODEL XIV
\$150
Height,
48 inches



MODEL XII
\$100
Height,
47 inches



MODEL XI—\$75
Height, 45 inches



MODEL X—\$65
Height, 44 inches

The New *Artophone*

models represent the last word in phonograph perfection. All Artophone cabinets are made from 7/8-in. veneered stock, and every model is equipped with a universal tone-arm. This company has established dealers from coast to coast, who have achieved signal success with this line.

The Artophone Company

Write today for dealers' and jobbers' proposition.
1113 Olive St., ST. LOUIS, MO.

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., June 8.—The talking machine business is fairly good here all things considered, and only once in a while does one run across a "croaker." There is a uniform disposition to take things as one finds them, and the men who are willing to push for business a little more than formerly because the conditions demand a more vigorous attitude are the ones who win out in the end. There is a widespread demand for records of a patriotic character which is a pretty clear index of the general feeling; and there is scarcely a shop that is not carrying a large stock of all the "best sellers." The ranks are getting depleted through enlistments, and several of the large establishments have lost a number of their men. Windows everywhere reflect the general feeling, and one has to go a long way to find a store that has not responded to the patriotic fervor and made some suggestive arrangement that makes an immediate appeal to the passerby. The staffs from manager down to salesmen have made a quick response, too, in buying Liberty Bonds.

General Joffre and the Columbia

When the Joffre parade passed by the retail warerooms of the Columbia Co. in Tremont street a short time ago there was such vociferous cheering for the hero of the Marne that the great French General fixed his eye on the group looking out from the second story and waved Manager Arthur Erisman and his associates a salute. There happened to be a momentary halt in the parade at that moment, and the first thing that greeted Joffre's ears were the strains of the "Marseillaise" from a large Columbia machine. At the same time Mr. Constantino, of the sales force (he is a son of the famous tenor), shouted something complimentary to the general which so pleased him that he arose in his automobile and waved a second salute. The windows of the store were handsomely decorated in honor of this great occasion.

Where Efficiency Is Evident

One of the most efficiently conducted phonograph sections in a department store in Boston is that at the W. & A. Bacon Co. at the corner of Washington and Essex streets. The phonograph section which carries various types of machines is constantly supervised by Manager George Krumschied, and the section is never allowed to be without exactly the machine or record that a customer wants. Efficiency is the keynote of Manager Krumschied's suc-

cess in conducting his department which always is attractively arranged so as to invite the attention of any one in its neighborhood.

New Vocalion Agencies

Manager Hibschan, of the Vocalion Co., reports a very good business for the month of May, and the fact that it was in advance of the same month last year is a good omen for the future. Manager Hibschan has lately placed several agencies which will very materially add to the sum total of the business throughout this section. One of these is Henry L. Kincaide & Co., whose large piano house in the center of Quincy, does a large business. Mr. Kincaide has a large following, and he is sure to push the Vocalion for all it is worth. Another agency is the Whitman Piano Co. at Stoneham, which will do its share toward popularizing this machine on the northerly side of Boston. Still a third is Durell & Co. in Roxbury. Manager Hibschan's warerooms in Boylston street are among the handsomest along this much-traveled thoroughfare, and the large window always is most attractively arranged with potted flowering plants and a handsome and expensive Vocalion in the center.

Robert Steinert's Successful Trip

Robert Steinert, of the M. Steinert & Sons Co., lately returned from a tour of the Steinert branch houses, and the trip is sure to be productive of better business in the Victor goods at every house. Mr. Steinert made the trip by auto taking along another member of the Steinert staff. They went first to Brockton, and other places visited were Providence, Springfield, Worcester, Portland, Me., and Bridgeport, Conn. Mr. Steinert found the business pretty good at every place, and when the local managers follow out such suggestions as he had to offer by way of speeding up business an even better condition is sure to result. The business done at the Arch street store of the Steinert Co. continues to show good gains.

Opening of New Ditson Building Soon

The Oliver Ditson Co., Victor distributor, is already making arrangements for the big opening of its new building which is rapidly nearing completion farther up Tremont street. Manager Henry A. Winkelman, as already announced, will have large and commodious quarters on the second floor finished and furnished right up to the moment. The Get-Together Club of the Oliver Ditson Co. is planning a

summer outing to take place the latter part of this month. This will include Manager Winkelman and his staff of hustling employes.

A Democratic Innovation

Manager Arthur Erisman's retail staff at his Columbia shop held one of their efficiency meetings one evening a week or so ago. By a new alphabetical arrangement instituted by Manager Erisman each man in the organization hereafter will have an opportunity of presiding at a meeting, and in this way every one will be given a chance to say something, to give his views as to the best ways and means of producing business. A frank and free discussion of business topics often develops some good ideas, and Manager Erisman is anxious to bring out the best there is in all his staff. Hereafter there will be selected topics assigned for each meeting. At the last meeting there was a special address by Joseph T. Lang, business manager of the A. W. Shaw Co., which furnished much food for thought to the employes.

Miss Dorothy Crane as Liberty

Outside the windows of the Edison and Victor departments of the C. C. Harvey Co. in Boylston street, there was a novel sight the day that Marshal Joffre passed in procession on the occasion of the French general's visit to Boston. It was a figure of Liberty, impersonated by Miss Dorothy Crane, of the Harvey house. She was arrayed in the tri-colors of France, and in one hand she carried a large French flag while the other hand rested on a shield. The picture held the attention of Marshal Joffre for several minutes.

Eastern Co. "Boys" at the Front

All the boys of the Eastern Talking Machine Co., those who are left, were glad to learn of the safe arrival of the "Saxonia" on the other side after her trip across from this country. This is the ship that three of the Eastern boys, Messrs. Dumont, Welch and Spillane took passage on, as a part of one of the latest Harvard units for work in France. Before they left New York they wrote cheerful letters to their old pals in Boston. Soon the Eastern staff will be looking for letters from the front.

Developing New England Trade

Richard M. Nelson, manager of the Harmonola department at the C. F. Hovey Co.'s establishment, and Oscar W. Ray, New England manager of the Emerson Phonograph Co., spent a few days on a fishing trip the latter part of

DOES YOUR VICTOR SERVICE

continually help to build up your sales?

Do you find your record orders steadily multiplying?

Do you get prompt deliveries?

Real Victor Service which not only gives complete satisfaction but which actually increases your volume of sales through sales promotion plans can be secured from

THE EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 20)

COLUMBIA GRAPHOPHONE CO.'S NEW QUARTERS IN BOSTON

Wholesale Department in That City Now Settled in Building at 137 Federal Street, Where Unusual Facilities Are Provided for Handling Trade—The Personnel of the Staff

BOSTON, MASS., June 6.—The Boston branch store of the wholesale department of the Columbia Graphophone Co. at 137 Federal street is now fully settled and thanks to Manager Fred

the Knapp street storage quarters, so constant is the demand for machines and records. Each of the three floors of the building is occupied clear through from the Federal street front to the alley at the rear, where there is commodious

was surprisingly large, in fact it was better than the same month a year ago, and he saw no reason why the present international situation should in the least hamper trade conditions once the public got a right angle on the real condition of affairs.

One of the secrets of the success of the Columbia wholesale department in this city, and



Wholesale Record Department

E. Mann and his able staff everything is now in fine shipshape working order. Three large floors are occupied by the department. On the first floor, which is the second story of the building, are the executive offices with a large, well-appointed private office for Manager Mann toward the rear; a large space devoted to an exhibit of Columbia machines, the dictaphone department and the stenographic department for the executive force which requires considerable assistance in handling a business that is growing surprisingly fast. On the floor above is a large space for the storage of machines, and the dictaphone repair room; while on the next floor is the shipping department, the storage racks, and a repair department for the cabinets and motors.

An interesting fact that speaks volumes for the growth of the business is that despite the fact that the wholesale department has been set apart from the retail and has large, commodious quarters, it has been found necessary to retain

last month. They went by train to Portland, Me., where they were met by a dealer in that city who took them up North as far as Harrison's, where the party enjoyed the best fishing ever, the boys landing some big ones.

Welcome for William S. Parks

The trade is glad to again welcome back William S. Parks, assistant manager of the Columbia Graphophone Co., who now has pleasant quarters at the company's wholesale depart-



Manager Fred. E. Mann in His Office

elevator service for goods, and there is an abundance of daylight during working hours.

Manager Mann in discussing business a few days ago expressed himself as extremely hope-



Wholesale Grafonola Exhibition Department

ful, for there was constant evidence that the people were willing to spend their money when they knew what they wanted and knew also that they were getting full value for the outlay. He said that the wholesale business in May



View of the General Offices

this will be proved more and more as time goes on, is Manager Mann's ability to make a careful selection of those comprising his staff. Mr. Mann is a business man of experience and he knows the value of efficiency and the best means by which to acquire it. It may be set down as a foregone conclusion, therefore, that his staff is about the best that could be selected.

The following are those who form the team under Manager Mann, a team that spells success: Wm. S. Parks, assistant manager; Frank W. Swett, chief accountant; T. M. Hayes, credit department; Henry F. Dolan, trade promotion department; R. H. Luscomb, record stock clerk; James Cahill, in charge shipping department; George Sharman, receiving clerk; Frank X. Lane, record order department; Arthur Collins, foreman, repair service department; and these wholesale sales associates: Fred R. Erisman, T. Norman Mason, J. F. Luscomb, W. S. Townsend, Fred W. Ballou, H. P. Fleming and C. E. Sheppard.

Some Personal Items of Interest

Charles B. Moseley is another of the boys of the Eastern Talking Machine Co. to enlist for the war. Moseley has joined the navy, and is ready at a moment's notice to start away.

A Boston visitor a few days ago was C. E. Sheppard, representing the Pennsylvania Talking Machine Co., of Philadelphia, Columbia distributors. Mr. Sheppard made his headquarters

(Continued on page 22)

ment at 137 Federal street. Mr. Parks, it will be recalled, was in the Homeopathic Hospital for an operation and returned to work only a few weeks ago.

Boston Violinist Making Records

Irma Seydel, a popular Boston violinist, is making some excellent records for the Emerson Phonograph Co.; and she already has made several trips over to the New York studios of the company for that purpose.

The Steel Blade of Damascus

Was the envy of the whole world. Careful selection of materials, treated, re-treated and tested with the utmost skill and science known to the times, hammered from shapeless mass by artful hands into thin ribbons of steel, produced a product the merit of which was so well recognized that human life was entrusted to its invisible qualities.

To-day BAGSHAW NEEDLES

which are manufactured from carefully selected materials, tempered to the proper hardness through the advancement of science, and shaped to their proper form by the mailed hand of automatic machinery, which works truer than that of the most skilled Damascene, are a product, the value of which every dealer who sells them realizes.

W. H. BAGSHAW CO.

Lowell, Mass.



Have you recently investigated the margin of profit on Columbia Double Disc Records? You should.

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

Columbia Graphophone Co.
Woolworth Building, New York

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 21)

at the wholesale department of the Columbia Co., and he hopes to associate himself with this Boston house in the course of a fortnight.

John Alsen, manager of the Edison and Victor departments of the George Lincoln Parker warerooms in the Colonial Building, has joined the First Corps of Cadets, and his time is taken up three nights a week drilling, thus getting ready for more active duties.

The Boston talking machine trade, and especially the boys of Manager Erisman's Columbia warerooms, were glad to welcome Jack Shaughnessy, their old pal a few days ago. Jack was formerly head of the bookkeeping department, and auditor of the Columbia Co., and a couple of months ago went to Portland, Me., where his prospects as a Columbia dealer are very good.

Oscar W. Ray the Happy Man

The trade will be interested in learning of the engagement of Oscar W. Ray, New England manager of the Emerson Phonograph Co.,

with headquarters in Boston, and Miss Marie Lyons, of Flatbush, Long Island, N. Y., daughter of Mr. and Mrs. Honore B. Lyons. Miss Lyons is connected with Vogue in New York City.

Booking Big Orders for Veeco Electro Motors

C. F. Simes, president of the Veeco Co., has just returned from a business trip which took him as far South as New Orleans, and as far West at Kansas City, Mo. He says that his company has had a very good business thus far this year, and he has been able to make good contracts with some of the largest talking machine houses. The 1918 model of motor has been perfected, and the company will begin to put it out some time in July. It embodies some new elements which the trade will be sure to appreciate, and the fact that the features have been examined carefully by an expert from the Massachusetts Institute of Technology and proved to be beyond criticism, speaks volumes

for the state of perfection which has been reached in this latest model of Veeco electric motor.

Attractive Columbia Window

Lately the Columbia Co.'s retail store, ably managed by Arthur Erisman, had a surprisingly attractive window of a patriotic character, and it is pleasing to record that the adaptability of the display to the present situation was recognized by the home office to the extent of securing a prize. Accordingly, James A. Hollohan, who does the window decoration for this Columbia headquarters is in receipt of \$50 from the New York officials. All of Mr. Hollohan's windows are most catchy, he seems to understand the art of holding the attention of the passerby.

Joins Forces of Eastern Talking Machine Co.

R. O. Danforth, lately with the F. C. Henderson Co., at Worcester, has joined the ranks of the Eastern Talking Machine Co. He comes to Boston with some valuable experience in the Victor business.

ALMA GLUCK IN SAN DIEGO

Famous Soprano Visits Wiley B. Allen Co. Store to Hear Her Latest Record

SAN DIEGO, CAL., May 31.—The local store of the Wiley B. Allen Co. was honored recently by a visit from Alma Gluck, the famous soprano, who was in the city for the purpose of meeting her husband, Efreim Zimbalist, the noted violinist. Miss Gluck stopped in the Allen Co. store to hear the last record, "Come Beloved," by Handel, which she had recorded at the Victor laboratory before leaving the East on a concert tour and had not had an opportunity of hearing in perfected form. While in the store Miss Gluck was photographed standing by the Victrola and listening to her record.

DEATH OF MEREDITH C. PRICE

M. C. Price, president and manager of the Norwalk Piano Co., Norwalk, O., died on May 17, following a nervous breakdown which occurred last January. Mr. Price was an old-time piano man of high standing in the community, and his passing away has been sincerely regretted by his host of friends. The Norwalk Piano Co. is one of the leading establishments in that section of the State, and in addition to pianos have built a very large business in talking machines.

FEATURING SUMMER TRADE

The Victor department of Coover's Jewelry Store, Union City, Ind., is under the management of Miss Fern Ross, who is a very competent and popular demonstrator. A very cleverly written and neatly illustrated booklet has just been sent out by this house in which the importance of the talking machine as a factor in the enjoyment of a summer vacation is pointed out most interestingly.

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

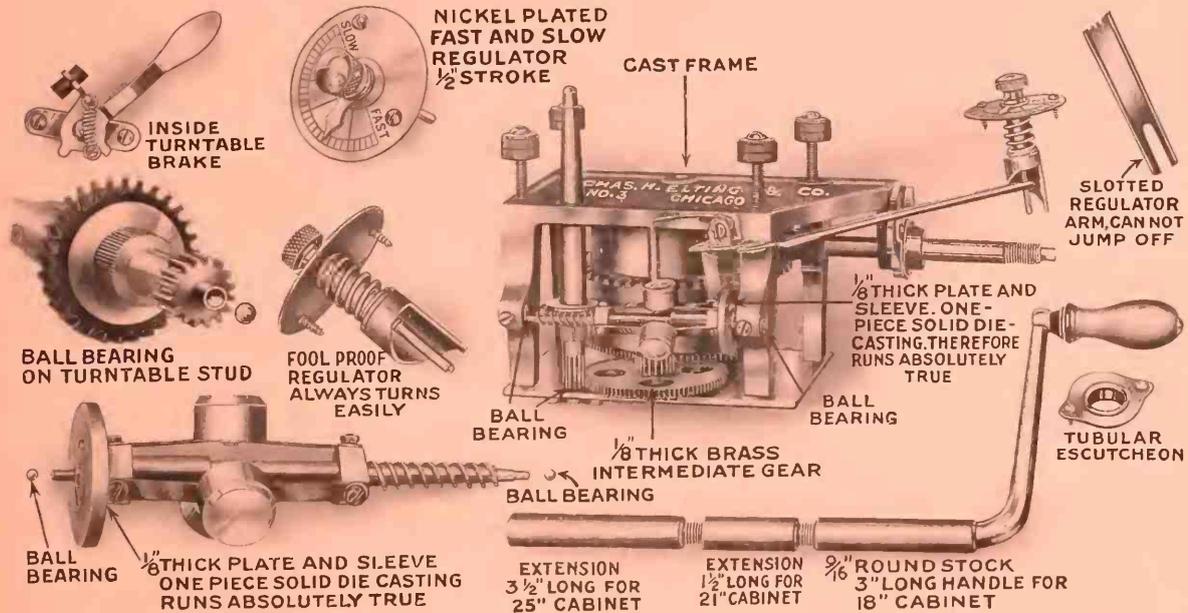
M. STEINERT & SONS CO., 35 Arch St., BOSTON

Nickel Plated—Cast Frame—Double Spring Phonograph Motor

Playing 3-12 in. Lateral Cut Records

or

2-1/2 Edison Records



Playing 3-12 in. Lateral Cut Records or 2-1/2 Edison Records

No. 3—Nickel Plated, Cast Frame, Double Spring Phonograph Motor, complete with:

- 1--12" Stamped (Green Felt) Turntable
- 1—Screw-On Winding Handle— 9/16" Stock
- 1—Nickel Plated Regulator
- 1—Inside Turntable Stop
- 1—Handle Escutcheon
- 4—1-1/4" Motor Board Screws
- 8—5/8" Rubber Washers
- 4—5/8" Steel Washers
- 2—Blued Wood Screws for Stop
- 4—N. P. Wood Screws for Escutcheon and Regulator

MOTOR PARTS

We can give prompt service and solicit inquiries and orders for any part on a motor—such as Gears, Stampings, Screw Machine Parts, and especially the *Worm for Governor Shaft* or the *complete Governor*. Also Stops, Regulators, Handles, Turntables and all Hardware Parts.

Cable Address "Elmotor" Chicago
Codes—Western Union or Lieber's, 5th Edition

CHAS. H. ELTING & COMPANY
1516 South Wabash Avenue
CHICAGO



DOEHLER DIE-CASTINGS

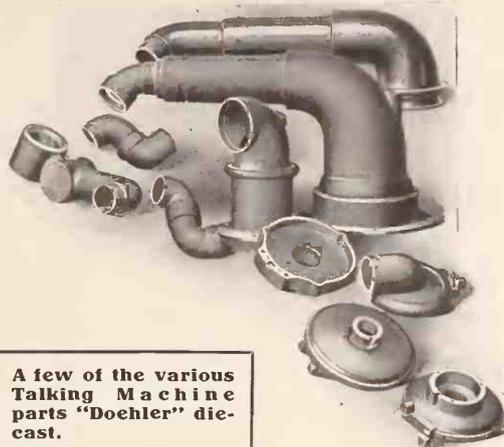
have attained their supremacy by the unvarying excellence of their quality and the unfailing reliability of the service behind them.

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.

BETTER OUTLOOK IN ATLANTA

Slowing Up in Business Has Disappeared—Good Edison Exploitation—Cable Piano Co.'s Fine Record—Other News of the Trade

ATLANTA, GA., June 3.—Despite the business uncertainty caused by the war, conditions in the talking machine trade in this city are in excellent shape. The little slowing up which was in existence about two weeks ago has disappeared, and it would now seem as if the purchasing public had "found itself," and that we are in for a very good summer and fall season.

Victor C. Wetzel, manager of Phonographs, Inc., local Edison representative, is one of the enterprising men who is building up a splendid clientele for the Edison in this territory. He has given his establishment an artistic atmosphere by loaning one of his parlors for exhibitions of paintings under the auspices of the Atlanta Art Association, as well as the Pen and Brush Club, which with Edison Operalogues, and exhibitions in interpretative dancing, have made Edison Hall quite a center for the elite, and brought the products of his house to the attention of a large constituency.

J. D. Salter, who has charge of the Victor department of the Cable Piano Co., is feeling elated that he is getting more frequent shipments from the factory. He reports an increase of more than 30 per cent. in sales during the present year, as compared with the same period in 1916.

The Atlanta Talking Machine Co., which handles the Columbia Grafonola, and the Aeolian Vocalion at 132 Peach street, reports a very excellent demand for these instruments, and Manager C. S. Cates tells of a steadily increasing demand for records of the most expensive artistic types.

K. O. Anderson has opened an artistic music store at 69 West Colorado street, Pasadena, Cal., where he will feature Brunswick phonographs and Pathé records.

SUCCESSFUL WOMEN OF THE TRADE

Miss Katherine M. Slawik Rises to Management of Talking Machine Department of Cassaday Drug Co. in Two Short Years

DES MOINES, IA., June 2.—A record for quick success in the retail talking machine trade is held by Miss Katherine M. Slawik, who in the short space of two years rose to the position



Miss Katherine M. Slawik of manager for the talking machine department of the Cassaday Drug Co., Alliance, O.

Miss Slawik's first position in the Cassaday Drug Co. was in the talking machine department a little over two years ago, as general assistant. The young lady took an interest in her work, however, found a strong appeal in the records, and as a result of careful study was soon given the responsibility of ordering all the records for the department. Her responsibilities increased steadily until the entire control of the department was placed in her hands.

The Cassaday Drug Co. handle the Victor, Columbia and Edison lines, which fact makes it

necessary for Miss Slawik to have a thorough knowledge of all the lines of records, a fact which is to be appreciated. She reports an unusually good year for the department and states that the main problem of the future will be to get enough goods to satisfy the demand that is surely going to come.

BECOME PATHE DISTRIBUTORS

The Junkins-Riley Co. Open Headquarters at 125 West Eleventh Street, Kansas City, for Distributing in Six Western States

KANSAS CITY, Mo., June 10.—The Junkins-Riley Co. has been organized for the distribution of Pathephone and records in six Western States, and has opened headquarters at 125 West Eleventh street. The members of the firm are W. C. Junkins and M. A. Riley. Mr. Junkins is widely known in the music trade. He was for many years with the J. W. Jenkins Sons Music Co., and recently has been handling the wholesale business of the Trower Music Co., which was Pathephone distributor with offices on Grand avenue. Mr. Junkins will start soon on a tour of Kansas and Oklahoma, visiting dealers. The firm has now around 100 dealers in the territory—one of which is the music store at Wichita to which E. E. Trower, formerly distributor, is now devoting his attention.

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

OHIO DEALERS AND JOBBERS TO ORGANIZE STATE-BODY

Talking Machine Men Expect Organization of This Kind Will Shortly Materialize—Local Association Favors Idea—Deferred Payment Plan Now in Effect—Eclipse Window Displays Admired

CLEVELAND, O., June 4.—The biggest interest in the talking machine field here at this time is the movement on foot to organize a Talking Machine Dealers' and Jobbers' Association of the entire State of Ohio. If plans go through as outlined such an organization will be a reality before many months.

For the past few weeks representatives of the talking machine jobbers of this district who travel through Ohio have been sounding the dealers regarding the practicability of such an association. Thus far many replies have been received which look upon the scheme favorably. It is believed by those in the trade here that an organization of such a character would unite the interests of talking machine men of Ohio as could nothing else and that greater, more far-reaching sales would be the outcome of the project.

This is said to be the first step of its kind in the United States to form a state organization of talking machine jobbers and dealers and if the scheme goes through the entire credit for it will go to Cleveland men of the trade. Under the plan outlined the headquarters of the big association would be in Cleveland and the present Cleveland Talking Machine Dealers' Association would likely merge with the statewide larger body.

Officials of the Cleveland association look with great favor on the proposed new association of Ohio. Louis Meier, president of the local body, is very enthusiastic over the undertaking. He thinks that it is the best possible idea in which to harmonize all the varied branches of the trade into one smoothly working association, a plan that would bring together in a new way all the representatives of the Victor, Edison and Columbia companies for the general betterment of the industry and at the same time fatten the purses.

F. W. Buescher, the Victor jobber, also looks upon the idea with no little favor. He says that talk of such a plan has been in the air for some time in Cleveland and elsewhere in the State. This, of course, is only a start of the great movement, but it is believed time only will serve to place the plan on a substantial basis and that sooner or later between 500 and 600 talking machine men of Ohio will join hands together in one association "for the good of the trade."

Hundreds of pedestrians lately have stopped to admire the display window of the Eclipse Musical Co., 1130 Euclid avenue. It is surely one of the attractions of the upper avenue. The

general decorative scheme represents a military training camp for sailors on the coast. There are tin soldiers, pasteboard tents, sand, a light-house, plenty of flags and bunting and a bay where is anchored a miniature battleship on which is the sign, "the choice of the navy, the Victrola." It is one of the most original window displays ever seen in Cleveland.

Manager Savage of the Eclipse Co. is also planning a series of porch window display features for the summer. They will represent the porches of summer homes, the family sitting around listening to airs from the Victrola. The display is intended to feature the sale of the more popular priced styles.

The new interest deferred payment plan on the sale of talking machines went into effect here yesterday. It is too short a time for the dealers to get any definite line on whether the public is going to receive the scheme with favor but it is the opinion of the merchants that no objection will be made by the patrons to a system which is in vogue in about every other line of business in the country, that of paying interest on goods that are not sold for cash. In fact, it is felt by dealers that from the start the idea will meet with the instant approval of the public. At all events, it is adopted and will be carried out by all the merchants without exception here.

Patriotic records continue to have a big sale. Dealers cannot get enough of certain records in this line. John McCormack's latest one, "The Star Spangled Banner," has been selling with a rush ever since it struck the city. "Dixie," by Alma Gluck, is another tremendous favorite here, as is also the "Marseillaise" as rendered by Calvé.

Some of the month's most popular talking machine records were: Victor—"America, Here's My Boy," "Poor Butterfly," "Little Boy Blue," "I've Gwine Back to Dixie," "Lakmé." Columbia—"I'll Make You Want Me," "Follow Me," "The Century Girl," "A Perfect Day," "The Invincible Eagle March," "I'm Proud to Be the Mother of a Boy Like You." Pathé—"My Lonely Lola Lou," "Where the Black-Eyed Susans Grow," "There's a Long, Long Trail." Starr—"If I Had a Son for Each Star in Old Glory," "Somewhere on Broadway," "Marseillaise." Edison—"I'm So Busy," "I'd Be Happy Anywhere With You," "I Wonder Why," and "Have a Heart."

All talking machine retail dealers will keep open Saturday afternoons during June but will close at that time in July and August. Hereto-

fore they have always closed Saturdays at noon from June 1 to September 1.

According to Manager Roos of the Columbia wholesale agency the Columbia business in this district during May has excelled all previous months this year in volume of business to retailers and jobbers. The business went far ahead of his anticipation at this season of the year.

S. H. Nichols, Columbia agent in the Pittsburgh district, visited the Columbia headquarters in Cleveland this week.

Retail merchants are a bit unsettled owing to the registration last Tuesday when a number of their employes will possibly be called to the colors in the near future. The Victor and Columbia agencies expect to lose quite a number of men by the draft.

EDISON BATTALION ORGANIZED

Four Companies Representative of the Various Departments of Thos. A. Edison, Inc., Now Drilling Under Command of Major Boykin

The Edison Battalion consisting of four companies have been formed with Edward C. Boykin, sales promotion manager and Editor of Edison Diamond Points, a West Pointer, as Commanding Major. John Constable is captain of the Laboratory Company; N. L. Green of the General Office company and C. W. Homer of the Phonograph Works company. The Disc Record company will elect its captain later.

Recognizing the prime need of military preparedness the Edison Battalion was organized for two essential reasons, to give military enthusiasts a chance to organize and to impart to the men in the Edison organization a practical knowledge of military work in general. A number of the men are of an age which will bring them within the Selective Draft law through which hundreds of thousands of American youths will be called to the colors to fight. Another reason is that, in a large organization, a body of men trained as a home guard is considered almost indispensable.

Thomas A. Edison has taken a lively interest in the new organization. A part of the company time is allowed the men to drill on Tuesdays and Thursdays when an hour is given each day to military tactics. On Saturdays the men drill from 12:15 to 1 o'clock.

Commander Edward C. Boykin says the men will soon be uniformed and when they give their first public drill shortly as a battalion they will be considered among the best drilled military organizations of Northern New Jersey.

A new concern known as the Leominster Victor Talking Machine Co., has opened a store at 5 Main street, Leominster, Mass.

Eclipse Victor Service—All that the Name Implies



ECLIPSE

The best grade of watches work on a twenty-four jewel basis. Eclipse record and machine service puts a twenty-four jewel movement into the retail merchandising of Victor goods. Our new equipment, our enlarged facilities, our complete stocks of foreign and domestic records and our business-building sales ideas comprise the main pivot jewels in our service.

ECLIPSE MUSICAL COMPANY
Victor Distributors
CLEVELAND, OHIO

PROSPERITY PREVAILS IN KANSAS CITY TERRITORY

Agricultural Conditions Greatly Improved—A. A. Trostler's Interesting Trip—Honors for M. M. Blackman—May, Stern & Co. Close Local Store—Clever Wunderlich Advertising

KANSAS CITY, Mo., June 9.—The talking machine trade in the Kansas City territory has been a source of much satisfaction to distributors in the past month. Dealers have been aggressive; and in some districts have found their special efforts well rewarded with large increase in business. The district is in fine shape, with the replanted corn, or forage crops replacing wheat, bountifully moistened, and needing only sunshine now to yield a harvest far beyond ordinary past years in value. The oil district of Missouri, Kansas and Oklahoma—the mineral districts of the same States—the live stock production, and the many varied sources of wealth of the territory, all promise to provide a more than generous prosperity. People have in the main recovered from their fears of a scant harvest, and are adjusting themselves to war conditions. The Federal Reserve Bank, in its report of June 2, declared that the usual business barometers indicated trade quite up to normal.

A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., distributors of Victrolas, made the trade trip with the Chamber of Commerce recently, into Oklahoma, Southeastern Kansas, and Western Missouri, meeting many dealers, and finding everywhere a demand for quick shipment of goods, for which the dealers had the orders in sight. May has been the best May in the company's history, both in machines and records.

E. A. McMurtry, manager of the local Columbia branch, advised dealers in advance of his coming on the Chamber of Commerce trip, and met one or more of the dealers at each of the thirty-six stops made by the tourists. Incidentally, though this had not been his purpose, he did quite a good deal of business. The chief result was his getting into close touch with the dealers, and seeing them in their stores, learning about their territory. The trip was an inno-

vation for the Chamber, in that half an hour to several hours were spent in each town, so that distributors had plenty of time to meet their customers. "I was surprised most to find the small size of communities that had been giving us good business," said Mr. McMurtry. "Oklahoma is in fine shape, and it is a hustling district all the way through."

M. M. Blackman, manager of the Phonograph Co. at Kansas City, takes office as president of the Kansas City Advertising Club following the convention at St. Louis of the Associated Advertising Clubs of the World. He was prominent in the arrangements for the trip to the convention; but his greatest work so far has been preparing the way for an efficient administration when he takes charge. The members are delighted with the vigor with which he is tackling the problem of managing an advertising club in a city like Kansas City, that is so full of opportunities.

May, Stern & Co., for many years a leading furniture house at Eleventh and Main streets, handling talking machines and pianos, will close the Kansas City store soon, moving stock to St. Louis. The few remaining Grafonolas in stock will, it is expected, be disposed of to the customers attracted when the furniture is put on sale at a closing-out event.

The W. W. Kimball Piano Co. is exploiting the Pathé very cleverly in its handsome display window, where the records and a machine are shown arranged beside a Kimball piano.

The Altman Music Co. is enjoying a good trade in talking machines, although it has not been exploiting them. The company emphasizes pianos in its advertising, but also carries Columbia and other machines.

C. V. Bissell, manager for the Starr Piano Co., reports a good trade in Starr phonographs. The retail business, it can well be understood, gets

a large impetus from the tiny display window, in which the phonograph and records are featured. This window is scarcely larger than necessary to hold a machine and a sign; but it is conspicuous by its very minuteness, adjoining a widely advertised clothing store, and on a much-traveled street.

Harry Wunderlich is rounding out the appeal to music lovers of his excellent advertising, by including Victor talking machines and records. The store has exceptionally well equipped and convenient demonstration rooms, and it does a large business in talking machines as well as pianos and players. The talking machine department is not left to become merely an incident, however; it is played up prominently, with the same artistic special drawings, as are the pianos—sometimes with a general appeal on the machine, sometimes with an attention-compelling display on a special record.

H. A. Ivey, formerly city salesman of the Columbia branch in this city, has been transferred to New Orleans, to do similar work.

L. Earl Elsham, manager of the retail section of the talking machine department of the Schmelzer Arms Co., has exceptional facilities for exploiting the vacation Victrola outfits. Anybody who gets within a half block of the Schmelzer store has to think of camping, or outings of some sort—and Mr. Elsham has then merely to hook that idea up with Victrolas. The variety of suggestions that can be imparted to the visiting retailers are almost infinite. Business with this house is excellent, and it deserves to be, for they are ever "on the job" with real constructive work.

The sale of patriotic and band records has been large in Kansas City. The J. W. Jenkins Sons Music Co., distributors and retailers, has effectively promoted such sale by its newspaper advertising and window displays. In the windows, with samples of patriotic sheet music, there is always a Victrola and a few records suggestive of the many pieces available that are particularly popular now.

Arnold ELECTRIC Motors for Phonographs

Built Especially for This One Purpose

ELECTRIC Motors, to operate phonographs, require special designing and construction. Ordinary electric motors for ordinary service will not do for phonographs.

The noise caused by the average motor is not important for average service. But on a phonograph the motor must be silent. Variance in speed for the average service of electric motors matters little. But for phonograph use the speed must be absolutely uniform.

The oiling system, too, must be perfected for electrical phonograph service. All oiling troubles, such as oil leaking on commutator and in the windings, must be overcome. The arrangement and requirement for oiling necessitate the greatest skill in designing. Electric motors for phonographs must have an oil

capacity to sufficiently lubricate all parts over a long period.

Arnold Electric Motors are constructed for phonograph purposes only, and are built more like a watch than a motor. They provide for every important requirement of phonograph usages. Phonograph engineers after many tests declare the Arnold Electric Motor to meet fully and completely the specific needs for electrically driven phonographs.

For uniform speed, absolute silence, and smoothness of operation these engineers say the Arnold Electric Motor is perfect.

Our splendid factory equipment and facilities enable us to deliver Arnold Electric Motors promptly and at prices that compare favorably with the highest grade spring motors.

Write us for details and prices.

Arnold Electric Co.

(Phonograph Division.)

Racine, Wis.

The Sensation of the Chicago Music Show

Ready
for
YOU
August 1st



RE=PLA=STOP

For Any Talking Machine with a Free Swinging Tone Arm
(Above Cut Shows It Attached to Machine)

Plays Any
Size or
Make of
Record



The Re-Pla-Stop automatically replays any size or make of record from One to Five Times or Continuously as desired, then Stops.

It always stops at the end of any desired number of repetitions. It always stops with the needle suspended above the starting groove of record. Record or needle replaced without lifting the soundbox. Can't scratch record by bumping tone arm as the needle swings clear above the record while not playing.

How It Operates

Simply place a record on the talking machine in the usual manner and set the stop and indicator for any number of repetitions—from one to five or continuously, as you may desire. Do nothing about the operation or stopping of the machine—because the RE-PLA-STOP takes care of that.

When you move the indicator, the record commences to turn, the needle very gently descends into the first tone groove and the selection is played. At its conclusion, the needle lifts from the record, the tone arm swings back to the starting point and the needle gently descends and replays the record. This operation repeats itself automatically until the record has been played the number of times pre-determined, when the RE-PLA-STOP stops the machine.

Retail Price

\$5.00

Sold on
10 Days' Trial

Size about
3½ inches
square

Guaranteed perfect in action—adds to the appearance and to the utility of the machine. Backed by ample capital to insure all guarantees.

Manufacturers and Dealers

WRITE

For Discounts and Terms

Re-Pla-Stop Company, Cincinnati, Ohio

An announcement of extreme importance to Columbia dealers—the first Columbia recordings by Francis Macmillen in the July Columbia Record List (on sale June 20).

(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



A. M. STEWART'S OPTIMISTIC VIEW OF GENERAL BUSINESS

Victor Jobber Expresses Sentiment of Indianapolis Talking Machine Men Generally—D. L. Brown Believes in Value of Dealers' Associations—How C. P. Herdman Gets Business—News of Month

INDIANAPOLIS, IND., June 2.—A. M. Stewart, president of the Stewart Talking Machine Co., Victor jobbers, expresses the sentiment of all Indianapolis talking machine men in giving his opinion on present business prospects:

"The American business man is quickly recovering from the moment of hysteria following the implication of this country in the war," said Mr. Stewart. "I can see no reason why commerce in all lines should not pick up with redoubled volume under the incentive of billions to be spent on our farms and factories by governments at home and abroad. The Victor trade will advance with all others.

"Music is more essential in times of stress than in times of peace. With the fair adjustment of taxation, which must surely come when Congress is impressed with the facts of our industry, the talking machine dealer can walk forward with mind and might single to the task of bearing his share of the war-burden and earning an adequate income for the needs of his family until the successful outcome of this struggle shall set him again upon the road to higher profits."

A statement has been obtained from Governor Goodrich of Indiana by the Stewart Co. for use as an envelope insert in the daily mail. It reads as follows:

"At a time when billions of money are to be poured into American channels of trade to swell what already seems to be a flood-tide of business, the keynote of the commercial and industrial world must be progress and prosperity. Economic conservation of resources in view of the great conflict there must be of course. But this must not lead to pessimism and panic, because pessimism and panic defeat the objects of economy and conservation. Therefore, let us

face the future with a confidence born of our faith in our Government and its political and economic institutions."

Sounds of hammer and saw in the Stewart Co.'s offices support the company's idea that business must proceed as usual if not, indeed, in greater volume. The big main office room, hitherto given over to desks of salesmen, stenographers, and men in the credit and auditing departments, has been divided into a series of private offices for each salesman and department head. The spacious demonstrating room has been made over into a cozy parlor resembling the music room in a private home, the surplus space having been given to the shipping department in the rear.

The partitions for the department offices are made of birch and will be stained mahogany and filled with translucent glass. The complete alterations will add not only to the dignity but as well to the efficiency of the organization, which is thereby enabled to pursue its duties on a more systematic, departmentalized basis.

Walter E. Kipp, of the Kipp Phonograph Co., distributors of the Edison, reports that business continues to be strong and steady. He says the biggest complaint continues to be the inability to get orders filled fast enough and that the business done this May exceeded that of May last year.

Ben L. Brown, manager of the Columbia Co. store, is getting the Indianapolis Columbia dealers lined up well by holding monthly meetings of the dealers at the Columbia store to discuss various questions of the business. The first meeting was held a week ago and the discussion was devoted to the record business.

Mr. Brown is a firm believer in the benefit of talking machine dealers' associations and he points to the experience he had in the Louisville association as indicative of what the local dealers can do if they will get together. Mr. Brown has discussed the proposition with several dealers and the general opinion is in favor of the forming of such an association. He thinks it will be better for the dealers to wait until after the vacation season is over before any definite steps are taken.

Mr. Brown reports that business, while good, is "spotted." In some parts of the State, it is exceptionally good while in others it is slumping, but the total business shows an increase for May over last year and collections are fine.

George L. Schuetz has succeeded H. C. Hornberger as the local traveling representative of the Columbia Co. The latter has taken a position in the talking machine department of the Kaufman-Baer Co. of Pittsburgh, Pa.

S. H. Nichols, district manager of the Columbia Co., and H. A. Herrick visited the local Columbia store last week.

At the Pathé-Pathephone Shop, the Tobin brothers report that while business is quieter, they expect to see a banner year begin as soon as the war hysteria dies out. The smaller Pathé dealers write letters expressing their belief that the business this fall will be the biggest they ever had and the Tobin brothers feel that if the smaller dealers can take such a view the larger dealers should not be discouraged.

C. P. Herdman, manager of the Columbia talking machine department of the Baldwin Piano Co., is a firm believer in making business come to him by going after it. He has been using a Grafonola "club" offer in his advertising. The effect of the offer has been to arouse the interest of the public and to get many prospects in the store, Mr. Herdman says. Most of the people inquiring about the club offer have turned out to be prospects who did not desire to wait on the club proposition to get their machines but made a down payment sufficient to get their machines and records without joining a club.

"You can go after your machine sales but you have got to build up your record business," Mr. Herdman said. "The first part of May the record business was awfully slack, then we began to advertise and the business began to come."

The Edison Shop enjoyed a much better business last month than it did the same month a year ago.

The Aeolian-Vocalion, which is continuously well featured in newspaper and street car advertising, continues to be one of the popular sellers among the machines.

The Starr phonographs and records are being well advertised and pushed by the Starr Piano Co. store, where business is reported as moving along nicely.

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

"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

Talking Machine Supplies and Repair Parts

SPECIALTIES:—SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
HILLSDALE, NEW JERSEY

Look for This Page →
in the June 16th
SATURDAY EVENING POST

Let This \$25 Pathephone Make Summer Your Busy Season

THE Summer months will be busy months for every Pathé dealer—instead of slack ones. Our big advertising campaign is telling people who have money to spend how much this popular-priced Model 25 Pathephone can mean to them in vacation time. See the big Saturday Evening Post full page advertisement reproduced on opposite page.

The \$25 Pathephone is unquestionably the biggest value in a standard make \$25 phonograph today.

SPECIAL FEATURES

1. It is a \$25 instrument that *has a cover*.
2. It is a \$25 instrument of *unusual size*—accommodates 14 inch records.
3. It is a \$25 instrument that comes in a *variety of finishes*—mahogany, fumed oak, golden oak.
4. It is a \$25 instrument equipped to *play all makes of disc records*. Outfit includes two reproducers.
5. It is a \$25 instrument that embodies the famous—

PATHÉ SAPPHIRE BALL

with its guarantee of *Long Life to the Record*, and its wonderful convenience of having *No Needles to Change*.

PATHÉ SELLING CO-OPERATION

In addition to our national advertising, we give our dealers the strongest kind of selling co-operation. We are constantly engaged in an active campaign to help dealers secure business. We

stand ready to give service that is *practical* in every branch of selling. Our efforts do not cease when we see instruments on the floor, they continue until the Pathephones are in the consumers' homes.

We are arranging special Summertime window displays to connect up with our magazine and newspaper advertising.

To all our dealers we are shipping newspaper cuts of the Pathé Saturday Evening Post advertisement on the page opposite.

Phonograph merchants: Here's your chance to make the phonograph business a twelve-months-in-the-year proposition.

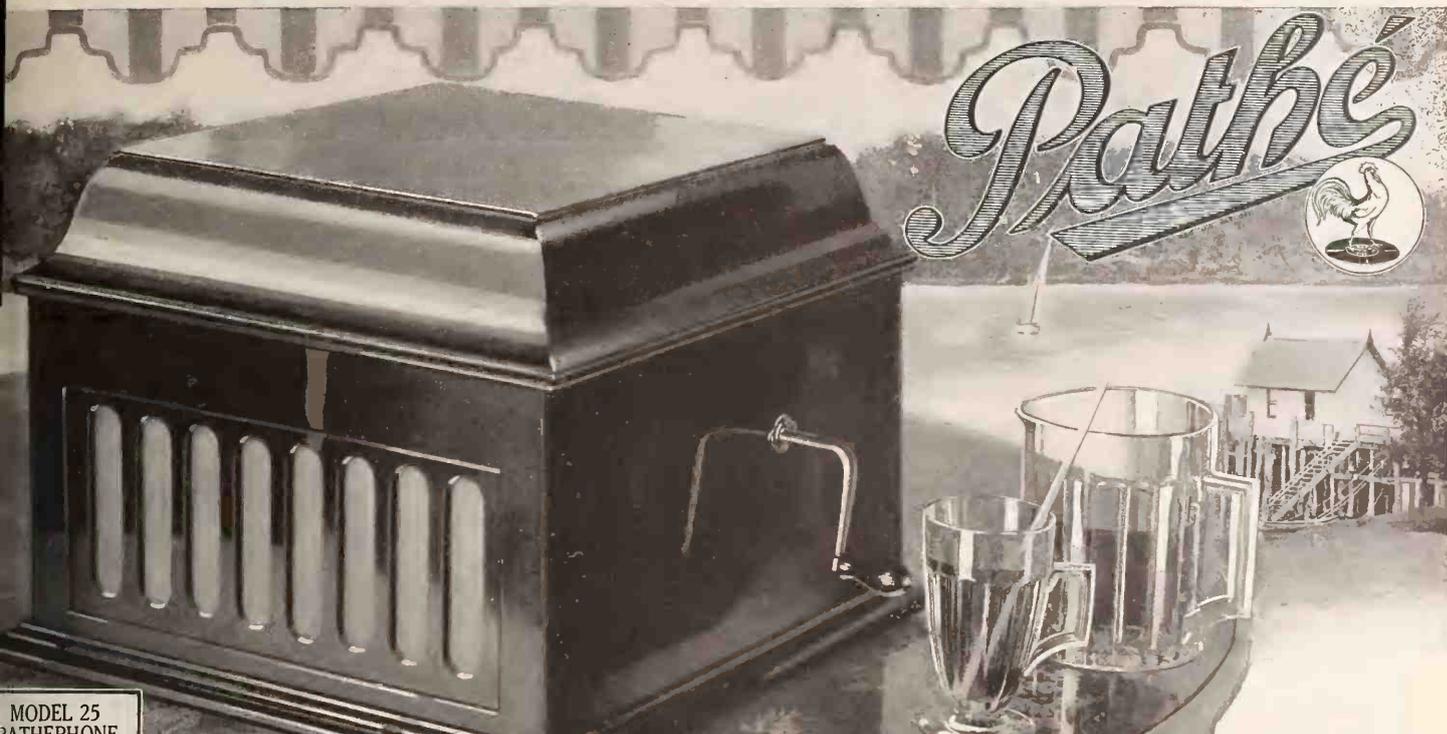
Cash in on the immense possibilities of this low-priced, high quality Pathephone. Cash in on the Pathé Sapphire Ball's advantages. Cash in on the musical delights that only Pathé European and American Records can reveal.

Just write in on a post card that you want *this Summer* to be the busiest one you ever knew. We'll tell you, show you, help you. Pathé service is on the job the minute you ask for it.

PATHÉ FRÈRES PHONOGRAPH CO.

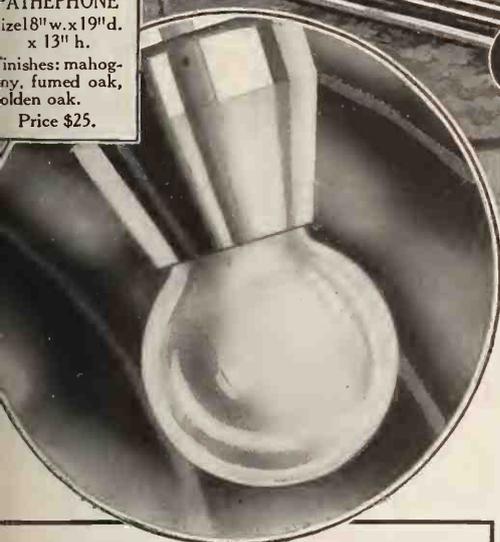
13 GRAND AVENUE, BROOKLYN, N. Y.

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



Pathe

MODEL 25
PATHEPHONE
Size 18" w. x 19" d.
x 13" h.
Finishes: mahog-
ny, fumed oak,
golden oak.
Price \$25.



Gladden Your Summer with this Pathe' Combination

The Pathephone with the Pathe Sapphire Ball

A WHOLE summer of music—every kind of good music—is ready for you, wherever you live. At Pathe dealers' anywhere in the United States you can obtain this Model 25 Pathephone on easiest terms, even as low as **\$5 per month**. This popular model—popular in size, popular in price—is one of the finest values on the market today. Compare it, point by point, with any other \$25 instrument of standard manufacture, and you will end by choosing this Model 25 Pathephone.

Here is a \$25 instrument that has a cover. A \$25 instrument that can be conveniently carried from place to place. A \$25 instrument that comes in a wide variety of finishes. A \$25 instrument that is equipped with two reproducers—thus playing all makes of disc records.

A \$25 instrument that will open to you the famous Pathe Library of European and American Double Disc Records. The world's choicest operatic, instrumental and popular music.

A SELECTED LIST OF TIMELY PATRIOTIC PATHÉ RECORDS

- | | | |
|--|--|---|
| <p>AMERICAN PATRIOTIC MUSIC</p> <p>{ The Star-Spangled Banner—Anna Fitziu, Soprano }
 { Old Folks at Home—Anna Fitziu, Soprano }
 No. 60045. Size 12. Price \$2.00</p> <p>{ America (My Country 'Tis of Thee) Peerless Quartette }
 { Massa's in de Cold, Cold Ground—Peerless Quartette }
 No. 40033. Size 12. Price \$1.00</p> <p>{ Columbia the Gem of the Ocean—James Stevens, Baritone }
 { Maryland, My Maryland—James Stevens, Baritone }
 No. 70119. Size 14. Price \$1.25</p> <p>{ America Overture, Part 1, including "Hail Columbia," }
 "Home, Sweet Home," "Red, White and Blue" }
 —Pathe Concert Orchestra</p> <p>{ America Overture, Part 2, including "Yankee Doodle," }
 "America," "Dixieland." }
 —Pathe Concert Orchestra
 No. 30373. Size 12. Price 75c</p> | | <p>{ Dixie—Peerless Quartette }
 { Kentucky Babe—Peerless Quartette }
 No. 30420. Size 12. Price 75c</p> <p>PATRIOTIC MUSIC OF OUR ALLIES</p> <p>{ La Marseillaise—Imperial Infantry Band }
 { God Save The King—Imperial Infantry Band }
 No. 10014. Size 10. Price 65c</p> <p>{ Royal Italian March—Paris Grand Orchestra }
 { La Conquete March—Republicaine Band of France }
 No. 35006. Size 12. Price 85c</p> <p>{ King Albert of Belgium March—Garde Republicaine }
 Band of France</p> <p>{ Roumanian Hymn—Garde Republicaine Band of France }
 No. 35034. Size 12. Price 85c</p> <p>{ Sambre et Meuse—Garde Republicaine Band }
 { La Victoire ou la Mort March—Garde Republicaine Band }
 No. 70068. Size 14. Price \$1.25</p> |
|--|--|---|

Ask to see and hear this popular Model 25 Pathephone at the Pathe dealer's near you. Or write us for information. Other Pathephones \$50 to \$225.

PATHE FRÈRES PHONOGRAPH COMPANY, 13 Grand Avenue, Brooklyn, N. Y.

Pathe Freres Phonograph Co. of Canada, Ltd., 6 Clifford Street, Toronto

TALKING MACHINE DEALERS: A big opportunity awaits every dealer who considers the Pathe line. We want new progressive dealers—everywhere. Write us NOW.

The Pathe Sapphire Ball

(Illustration Much Enlarged)

The polished, ball-shaped jewel which takes the place of metal needles and ensures—

Long Life to the Records

This smooth-gliding ball cannot cut, rip or dig into the record. That's the reason for the famous—

Pathe Guarantee

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

No Needles to Change

The Pathe Sapphire Ball is permanent. The bother and expense of constantly changing needles is entirely eliminated.

(Photos © Muzkin, Apeda and Victor Georz)

A few of the Many Famous PATHÉ ARTISTS



MURATORE
Tenor
Chicago
Opera



MUZIO
New
Metropolitan
Star Soprano



DIDUR
Basso
Metropolitan
Opera



OBER
Dramatic
Contralto
Metropolitan



THIBAUD
Distinguished
French
Violinist



DE CISNEROS
Popular
Mexican
Soprano



SLEZAK
Noted
Wagnerian
Tenor



CAVALIERI
Famous
Italian
Soprano



Columbia records as song hits are real hits—hits as songs and tremendous hits as sales.

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

Columbia Graphophone Co.
Woolworth Building, New York

BUSINESS REPORTED IMPROVED IN RURAL COMMUNITIES

Talking Machine Jobbers in Cincinnati Make Excellent Reports Regarding Conditions—Fritsch Phonograph Co. to Open Store—Talking Machines for Recruiting Purposes Most Popular

CINCINNATI, O., June 5.—Some of the jobbers and the larger houses find business better in the rural communities than in the more settled parts of the Middle West just now. Generally speaking the trade is well satisfied with the trend of the talking machine business and there are to be found piano merchants to-day who are glad to have these instruments as a side line.

The Fritsch Phonograph Co. will open a central retail house before the month is well advanced, according to officers of the corporation. The new comer in the field is now in shape to take good care of its friends and for the time being an effort will be made to take care of the situation near home. The officers are considering several store sites on Fourth street.

The talking machine is certainly popular in Cincinnati these days, thanks to the generous action of the Rudolph Wurlitzer Co., which continues to supply all recruiting offices with Victor machines and records. Many new stations have been opened during the past month and the men in charge of the work are keeping the discs twirling for their own edification as well as for the purpose of calling attention to the office.

Anent the business situation, the Rudolph Wurlitzer Co. says:

"The month of May was a month of alternating busy and slack days but in the main results

were very good and very few dealers have had occasion to complain. The demand for records ran especially to patriotic numbers; the sales on such selections were extremely heavy. A very big demand was also felt for the small sized Victrolas such as can be used in training camps and from our experience, the demand for these small instruments will be extremely heavy during the summer. The latter part of the month the demand for Victrolas picked up very materially. Wholesale trade has seen absolutely no diminution and from appearances it will be a hard matter for the average dealer to stock up against the fall and winter demands."

Manager Whelen of the local Columbia Graphophone Co.'s store said that he must admit that the retail trade was not as lively as it should be. "We are doing some business but it is far from normal. However, we are optimistic and feel that this conservatism of holding on to what you have will die out and people will open up their pocketbooks again. While the local trade is slow, business throughout the territory is brisk and the road men are getting very fine orders from all sections of the territory. The agricultural interests seem to be sanguine about the results this year and this feeling is evidenced by the size of the orders received daily from the smaller towns. The few warm days that we had the latter part of the month

brought many inquiries for the smaller types of machines for camping purposes and we anticipate doing a good business along this line in the next few months if the weather conditions are favorable."

S. H. Nichols, district manager of the Columbia Co., visited the Cincinnati store during the month and he stated that the factory was in a much better condition to keep up with the increased demand and they hope that they have so adequately increased the facilities at the factory that they can continue to do so as the season advances.

W. C. Kobin, special Dictaphone representative, is in the city and is making things hum at the local headquarters.

Albert Wehry, assistant bookkeeper at the local Columbia store, was married to Miss Mayme Konen of Newport, Ky., on Tuesday, the 12th, and left on a honeymoon trip to Asheville, N. C. Mr. Wehry is quite a favorite among his fellow employes and they all join hands in wishing him well.

Manager Byars of the local Vocalion forces reports a brisk May business. The sales of the larger instruments have been more conspicuous this month than usual, with an increasing call for the art styles.

Wm. S. Dillon, formerly in the Vocalion department, has recently been transferred to the piano department of the Aeolian store. Mr. Dillon has been very successful as a Vocalion salesman and it is expected that he will be equally successful in the sale of pianos and pianolas.

Manager Peterson of the Phonograph Co., Edison jobbers, finds business to be somewhat scattered in his territory. The dealers in the district are commencing to take notice of the Edison convention, to be held in New York City in July. Mr. Peterson believes one-third of his territory will take in the meeting. J. E. Stevens, Edison representative at Middletown, Ohio, was in town Friday.

The Columbia Graphophone Co. has just extended the lease on its quarters on West Fourth street.

The Church-Beinkamp Co. is aiding Frank Tuchfarber in securing attention for his new process of handling the tone amplification chamber. Mr. Tuchfarber, who is a resident of Cincinnati, also has a method of varnishing the tone chamber which he claims adds in tone production. Officials of the Columbia Co., around which Mr. Tuchfarber has built his improvements, have seen the work of the inventor.

The Welsh-Bennet Piano Co., East Seventh street, has selected the Columbia graphophone for that department of its business.

GATELY-HAIRE CO. INCREASE CAPITAL

The Gately-Haire Co., Victor distributors of Albany, N. Y., have increased their capital stock from \$25,000 to \$50,000.

The Wm. B. Duck Co., of 224 Superior street, Toledo, O., has installed six sound-proof music rooms in its store.



Book Your Agency NOW!

For
The **SCHUBERT**
the magnetic
PHONOGRAPH

The Phonograph That Has No Competition

The SCHUBERT has all the accessories of other high quality machines and, in addition, has

Important New Features

chief of which is the SCHUBERT MAGNETIC SOUND BOX, that enables it to play records as no other machine can play them.

Retail Prices \$60 to \$200

Information for state distributors and local dealers on request—write promptly so that we can close contracts early

THE BELL TALKING MACHINE CORPORATION

Offices and Show Rooms, 44 W. 37th St., New York

Factory, 1 to 7 West 139th St.

DISTRIBUTORS

Schubert Phonograph Distributing Co.,
308 Lyceum Bldg., Pittsburgh, Pa.

J. A. Ryan, 3231 Troost Ave., Kansas City, Mo.
Thornell-Manton, Havemeyer Bldg., New York, N. Y.

“Business Better Than Usual”

That's the Slogan for the

11th Annual Convention

of the

National Association of Talking Machine Jobbers

Hotel Traymore, ATLANTIC CITY, July 9 - 10 & 11

The Features Include:—

- 1—Inspiring and Instructive Talks by Victor Co. Officials and Department Heads.
- 2—Authoritative Answers to Business Questions that May Be Puzzling You.
- 3—The Exchange of Ideas Among the Distributors Themselves.
- 4—The Usual Good Time Between and After Sessions.
- 5—A Pleasant Vacation at the Most Popular Seaside Resort and Many Genuine Surprises.

Every Victor Distributor Owes It to Himself to Attend,
Particularly This Year.

Reserve Your Room and Make Arrangements NOW

Officers of the N.A.T.M.J. 1916-1917

President, EDWIN C. RAUTH
Koerber-Brenner Co., St. Louis

Secretary, L. C. WISWELL
Lyon & Healy, Chicago

Vice-President, H. A. WINKELMAN
Oliver Ditson Co., Boston

Treasurer, W. H. REYNALDS
Reynolds Music House, Mobile, Ala.

HUMANOLA PLANT AGAIN ENLARGED

Meysersdale Concern Find Demand for Machines Necessitates Expansion—C. E. Livengood Tells of Success and Care in Manufacturing

The Humanola Talking Machine Co., Inc., Meysersdale, Pa., has for the third time been compelled to enlarge its factory. At the present time this enterprise occupies a factory of over 20,000 square feet of floor space, which is thoroughly equipped with the most modern machinery necessary for producing talking machines of distinct merit.

Regarding the business and its success C. E. Livengood, secretary of the company, stated to a representative of *The World* this week:

"We believe the secret of our success has been in our special aim to produce superior machines, and at the same time not lose sight of the cost of production, and which enables us to market our machines at a reasonable figure. We have made it a point to produce machines of original design, and our all-wood tone cham-

ME 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.

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

CRYSTAL EDGE

MICA

DIAPHRAGMS

ber, owing to its peculiar construction and to the use of various kinds of wood in producing it, practically absorbs the record surface scratch so that it cannot be heard. We have been working patiently and carefully on the product ever since the company was formed, and are now in a position to supply a thoroughly high-grade machine and back up our claims."

HOW ORGAN RECORDS ARE MADE

Instrument Enclosed in Two Sound-Proof Chambers for That Purpose

Some time since in *The World* reference was made to satisfactory talking machine records of organ playing being made by Richard Keys

Biggs, the Brooklyn organist, for the Victor Co., through the medium of an Estey pipe organ. The modus operandi of making organ records is thus referred to by the Diapason: "The instrument is entirely inclosed in two sound-proof chambers. From these the tone can issue only through two square tone openings, about six feet in size. Thus the recording machine will catch the full effect of the organ if it can be connected to the tone openings. The Estey and Victor experts have secured the conveyance of all the organ's tones through specially constructed resonators, controlled by delicate shutters that qualify it as desired. Among the organ records placed on the market are the Chopin Funeral March, the 'Hallelujah Chorus' and hymn tunes so arranged that they can be used to accompany singing."

TAKES PART IN TRADE TOUR

J. C. Roush, of Standard Talking Machine Co., Joins With Members of Chamber of Commerce of Pittsburgh on Trade Expansion Trip

PITTSBURGH, PA., June 1.—J. C. Roush, president of the Standard Talking Machine Co., the Victor distributors of this city, was one of the active participants in the seventeenth annual Trade Extension Tour, conducted by the Chamber of Commerce of Pittsburgh, and covering a large section of western Pennsylvania, West Virginia and eastern Ohio. The Chamber of Commerce issued an elaborate booklet featuring the tour and containing portraits of the officers and members of the organization as well as numerous views of the city. The Standard Co. prepared a folder for insertion in the booklet, on the first page of which appeared the flag in natural colors with a verse of "Star Spangled Banner" underneath it, and on the second page a view of the new building of the Standard Co.

MAKING SALES THE WORLD OVER

ROCHESTER, N. Y., June 8.—The Crippen-Rase Co., 77 South avenue, this city, manufacturer of the "Crip-N" disc record file, has been closing a number of important deals with prominent talking machine concerns throughout the country calling for special quantities of this record file, which is giving perfect satisfaction to all users.

J. D. Burns, sales manager of this company, states that its advertising in *The Talking Machine World* is producing splendid results, orders being received recently from Japan and London. In fact, answers to the Crippen-Rase advertising in *The World* have been received from well-known concerns all over the globe.

GOOD ENOUGH FOR A RECORD

A letter received by a gas engine company from one of its customers: "Gents: The gas engine you sent me stops when there's nothin' the matter with it, that's the trouble, it wouldn't be so bad if it stopped for some reason and anybody knows there's reasons enough for it to stop.

"I received the book which you sent me which is named 'What Makes the Gasoline Engine Go.' I ain't read it yet, because what's the use reading it when I don't care what makes the engine go as long as it goes which mine don't, only occasionally. What I want to know is 'What Makes the Gasoline Engine Stop.' If you got a book called that send me one. I want to know what makes my gasoline engine stop when everything is O. K. and nothing the matter, except that it must be a rotten engine."

The National Talking Machine Co., Inc., Manhattan, has certified to a dissolution.

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.

GREAT ACTIVITY PREVAILS IN SAN FRANCISCO TRADE

Temporary Unsettlement Due to War Disappears—W. S. Gray Plans "Domestic" Expansion—Effective Publicity Being Carried On by Leading Dealers—Talking Machine Men Have Reunion

SAN FRANCISCO, CAL., June 4.—There is little inclination for complaint among the local talking machine dealers and jobbers, as business compares favorably with the corresponding period of previous years. The month of May has shown some improvement over April, which is taken as an indication that war conditions are not going to interfere to any considerable extent. Just as many people seem to be buying talking machines as usual, and the average price being paid has not decreased as yet, according to reports from various departments. The demand for records is holding up equally well, so if purchasers are practicing economy in some lines, evidently the agitation has not reached the talking machine business here. The spirit of the times has been the incentive for a great many patriotic window displays in San Francisco, and talking machines have been featured prominently in a number of the better ones. Patriotic records are having a big sale.

Watching Tax Legislation Closely

The local trade is taking an active interest in the proposed war tax on musical instruments. A number of dealers met at the Wiley B. Allen Co.'s store on May 25 to discuss the measure, and a committee was appointed to get in touch with the trade in other sections in order to formulate a plan of action. F. R. Sherman of Sherman, Clay & Co. is chairman of the committee and the other members are Byron Mauzy, the Stockton street music merchant, and Geo. R. Hughes of the Wiley B. Allen Co.

Saturday Closing in July

Several of the downtown music establishments that have talking machine departments have agreed to close at 1 o'clock on Saturday afternoons during the months of June and July.

Plan Domestic Expansion on Coast

Walter S. Gray, Pacific Coast manager for the Domestic Talking Machine Corp., with headquarters in the Chronicle Building, this city, has just received samples of several different types of new machines from the factory. He is now negotiating with several people with a view to establishing a jobbing agency for Northern California. He has demonstrated the line to a number of San Francisco dealers and is much gratified over the way it is being received. Some have volunteered orders, he says. As soon as he gets a jobber established here, it is Mr. Gray's intention to leave for Los Angeles and then make a swing around by Salt Lake, Utah; Butte, Mont.; Spokane, Wash., Portland, Ore., etc., placing the line in all the important Western distributing centers.

Wiley B. Allen's Victrola Publicity

Jas. J. Black, manager of the talking machine department of the Wiley B. Allen Co., is making an extended trip in the East, combining business and pleasure. Geo. R. Hughes, assistant manager of the Allen Co., says the talking machine department made a better showing proportionately during the past month than did the piano end of the business. This company featured a huge Victrola at a recent Ad Fiesta in the Civic Auditorium, which was the subject of much comment. Since it has occupied a prominent position at the store and has continued to attract attention. It stands about nine feet high and is an excellent imitation of one of the large Victor machines. Being constructed of beaver board with wooden corners, it is light enough so a man can easily stand inside and carry it around.

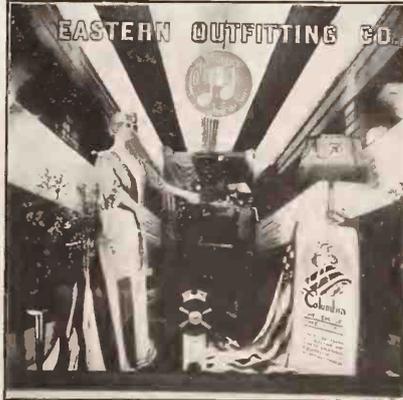
Byron Mauzy Gives More Space to Talkers

Byron Mauzy is now devoting two floors at his store on Stockton street to talking machines, having moved the small goods department from the third floor and added the space formerly given over to these goods to the talking machine department, which already occupied one entire floor and part of another. Chas. Mauzy, who has charge of this part of his father's business, reports business holding up fairly well. Owing to the shortage of needles, he has put

in a line of "Wall-Kane" needles, and reports them selling fine. He is anxiously awaiting the new Victor models XIV and XVI, which he thinks will attract much attention.

Eastern Outfitting Co.'s New Quarters

New quarters are being fitted up by the Eastern Outfitting Co. at its store, 1017 Market street, for its phonograph department. Under the new arrangement this department will occupy prominent space on the main floor, which will provide much better facilities than the present location on the second floor. The new department will consist of three modern demonstration rooms



Eastern Outfitting Co.'s Patriotic Window

and two large sales rooms. It will be ready for occupancy about June 15, at which time an elaborate formal opening will be held. Columbia machines and records are handled exclusively by this firm, under the management of Geo. T. Hively, who has made a very good showing since he assumed charge on January 15 last. Prior to that time he was in business for him-

self in Lincoln, Neb. He has been paying particular attention to the window displays devoted to graphophones. A very good example of his work is shown in the photograph on this page, which speaks for itself, being a very attractive patriotic display.

The Eastern Outfitting Co. maintains a Columbia department in Los Angeles, Cal., as well as San Francisco, and it is understood a similar department is soon to be added at its store in Seattle, Wash.

Great Crowd at the Ball

One of the largest gatherings of people connected with the local music trade ever brought together, attended the ball of the Talking Machine Dealers' Association held in the Colonial ballroom of the St. Francis Hotel on the evening of May 28. Every one enjoyed the splendid entertainment thoroughly, and the arrangements committee was thanked.

Leon F. Douglass' Latest Invention

Leon F. Douglass of the Victor Talking Machine Co. has added another invention to his already long list. It is understood his latest achievement is a mechanical device intended to solve the submarine problem. The plans, specifications, etc., have been turned over to the Navy Board at Washington.

News Brieflets

Fred Dennison, Pacific Coast manager for the Columbia Graphophone Co., has no complaints to make about business. He says May was a very good month and he considers the prospects favorable for the remainder of the year.

The Taft Furniture & Hardware Co., at Taft, Cal., has taken its place among the successful dealers on the Pacific Coast handling Columbia products in conjunction with furniture and allied lines. Though Taft is only a comparatively small town, this company is doing an excellent business in talking machines.

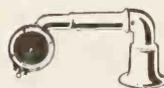
Mrs. Leon F. Douglass, of San Rafael, Cal., has just invested \$100,000 in Liberty Loan bonds, this being one of the largest subscriptions by a woman thus far in California.

TONE ARMS—SOUND BOXES MOTORS

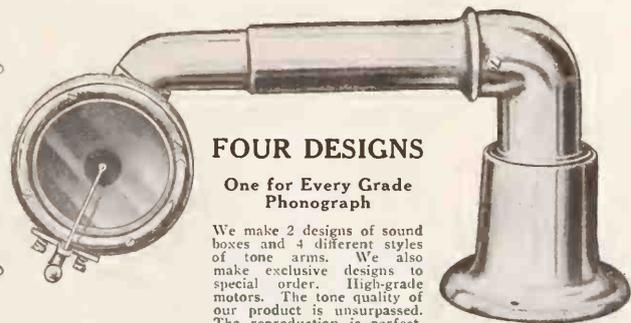
Tone Arms and Sound Boxes of the Universal Type
Play All Makes of Disc Records



For Vertical Cut Records



For Lateral Cut Records



FOUR DESIGNS

One for Every Grade
Phonograph

We make 2 designs of sound boxes and 4 different styles of tone arms. We also make exclusive designs to special order. High-grade motors. The tone quality of our product is unsurpassed. The reproduction is perfect.

Buy Direct From Factory—Save Money

You are dealing direct with manufacturers when you buy from us. Thomas motors and parts are made complete in our own factory. Every dollar you save on the working parts of your machine adds to your profit and permits you to use a finer grade of cabinet. We can show you how you can save money.

Quality of Motors and Parts Unsurpassed

Thomas motors and sound boxes are made in Dayton, Ohio—the "city of precision"—the home of the best workmen in the world. Our sound boxes, motors and tone arms are the result of long and careful experiment. They are being used by manufacturers of high-class phonographs all over the world. High Quality—Low Price, is our motto.

Prompt Deliveries. Distinctive Designs to Order. Let our Service Dept. help solve your phonograph problems.

THE THOMAS MFG. CO., 122 Bolt Street, DAYTON, OHIO

STARR PHONOGRAPHS

"The Difference is in the Tone"



Starr III—Walnut—\$150



STYLE III.

Height 47¾ in., width 21¼ in., depth, 23¾ in. Also furnished in oak and mahogany—same price.

We know of no other first-grade phonograph in a beautiful rich walnut case at a similar retail price.

Needless to state, a phonograph of such extraordinary beauty and good taste, at this most popular price, furnishes the Starr dealer with an excellent leader.

With automatic stop, tone-regulator (NOT a tone muffler), oxidized finish hardware adjustable tone arm which in 5 seconds can be changed from "hill and dale" position to "lateral out" position, one sapphire needle, and 200 steel needles—with a double-spring, steady, quiet Starr-made motor—this model, in finish and equipment alone, excels \$200 phonographs which others offer. **For tone it is unequalled at any price.** The Starr "Singing Throat" of genuine Silver Grain Spruce makes it so.

All Starr models—retailing at \$50, \$75, \$100, \$125, \$175, \$200, \$250 and \$300—offer the most in tone and finish at their respective prices. For example, the \$100 and \$125 models out-distance \$150 and \$175 instruments by wide margins. Visit Starr dealers in neighboring cities and verify this with your own eyes and ears.

Starr Phonograph dealers also secure a franchise, daily growing in value, in Starr Records.

We urge your investigation. Use the coupon as a reminder—or for inquiry.

The Starr Piano Co.

Starr, Richmond, Trayser, Remington, Grand, Upright and Player-Pianos

The Starr Phonograph—Starr Phonograph Records

FACTORIES: RICHMOND, INDIANA

Branches, Distributors and Dealers everywhere

THE STARR PIANO CO.,

Richmond, Ind.

Advise fully regarding your proposition on.....

Firm name.....

Street

City..... State.....

Personal Signature.....

TEAR THIS OFF AS A REMINDER

How the Talking Machine Salesman May Benefit by Studying His Customers :: By H. A. Parsons

The talking machine salesman has a rather unusual opportunity to study human nature, because of the many different kinds of people with whom he will come in contact. If this opportunity to observe the different foibles of humanity is disregarded, and the salesman simply selects a certain method of handling customers, and uses it all of the time, regardless of the temperament of the individual he is dealing with, he will not make a success. If, on the other hand, he studies his customers, and adapts his selling methods to suit their particular requirements, the pathway to success is open and made smooth for him. No two customers are quite alike and in selling talking machines, it seems as if there were more varieties of customers than in almost any other line. Every customer requires a little different treatment from every other customer. Each individual case has its own peculiarities.

One way to get on with people is to keep your mouth shut. The man who says nothing when he has nothing to say, the salesman who keeps his mouth shut a good deal of the time and lets the customer do most of the talking, will probably get along with the trade all right. The only trouble will be that he will not sell many talking machines.

Getting on with customers without making them mad or disgruntled is not all there is to salesmanship. It is good as far as it goes, but it stops considerably short of being a real success. What we need to know is how to get on with customers and at the same time make sales to them.

Of course the salesman must keep his temper. Any one who cannot do business without getting mad about it has no chance or right in the talking machine business. When you show the least anger at a customer, puff! Your customer is gone, gone for good, probably taking other prospective customers along.

Quite naturally it is aggravating to have to smile under some of the remarks and even accusations of buyers. It is trying to one's temper to endure with a smile some of the things overbearing folks will say to a salesman. It is humiliating to one's pride, but after all, many things are humiliating to our pride that will not do us any real harm.

We do not always feel just as cheerful as we might and there are times when we want to "take it out" on some one. If we ourselves were buying instead of selling at such times, who knows what we might do or say to the man waiting on us?

A customer comes in and looks over your best offering at \$100. She says she can buy the same grade of machine from the mail order house for \$89. You know she cannot, but don't say it in just so many words. When you take exception in that way to a customer's statements, you have an argument on your hands right away, and perhaps you have found out for yourself that no matter whether you get the best of an argument with a customer or not, you don't make a sale.

Don't argue. Produce the mail order catalog—you ought to have them all handy—or ask the customer to see her catalog, and then go right along down the line, on description, point for point, from castors to needle socket.

Don't be disagreeable. Don't even disagree. Simply say, "Is that so? Let's compare the two instruments and see where they are alike."

Just as soon as you show that customer a willingness to be fairminded and reasonable, just so soon will you find her willing to be reasonable too. If the advantages of your instrument are as obvious as they should be, you will have no trouble in convincing that customer.

But the prospect may not be convinced. She may say, "Well, of course, you claim a good

deal for your machine, but you don't make these yourself and you only have somebody's word for it that they are as you say. I guess I'll send to Chicago for mine."

That is the culminating point, the place where a good many salesmen go right up in the air. They absolutely cannot hear a customer talk that way and not lose their temper. But the successful salesman just begins to get his second wind at this juncture. He sees that he must begin back with the matter of responsibility and show the advantages of his own guarantee over that of some one else's a thousand miles away. Instead of telling that customer to go to the seventeen bluc blazes, thereby putting an end to her relations with the store, he smiles and starts in at the beginning to lay a foundation that will give the customer something to think about, whether it develops a sale or not. He explains how and why he knows his goods, what his guarantee is and how easy it is to get at him to make a claim at any time.

When a salesman has learned always to keep his temper, he has made a good start on success. Next to keeping your own temper, it is important to see that you don't let the customer lose his. Why, there are some salesmen who can keep their own temper while exasperating customers beyond endurance. When you let a customer get mad, you lose him.

One of the things that helps make it easy to get on with customers is to remember their names. Don't you feel a little more friendly toward any store you enter where they say, "Good morning, Mr. Brown," instead of merely "Good morning?" And if it is a store where you did not realize they knew your name, doesn't it help a lot toward making you want to buy something? It gives your visit an added importance and it makes you wonder why you haven't been to that store oftener before.

The more people you can call by name, the better. Plenty of salesmen do not take the trouble to call people by name even when they know their names. This is simply carelessness. It is a waste of good opportunity.

Don't stop with calling people by name when they come into the store to buy. Use names whenever you meet your prospects. There may be a few customers whom you might better not recognize on the street when you have merely a business acquaintance with them. To the ones

who are that particular, accord the right of seeing over your head, but never let customers get the idea that while you can see them easily enough when they come in to buy, you cannot see them on the street. In other words, if the customer happens to want to be snobbish, all well and good, but don't try anything like that yourself.

Even if your interest in folks is only as deep as your interest in their purchasing power, don't let them find it out. Learn to like people for themselves. Don't be crabbed and unsociable outside of the store any more than inside.

Not every man can be a good mixer, but it is worth trying. The more friends you make outside of business hours, the more customers you will have inside. People like to trade with a man they know personally. It is worth while to cultivate a wide-spread acquaintance.

I do not believe in a man joining a lodge or a club or a church for the mere purpose of helping business. A man who is not a sincere member of such an organization is not entitled to the respect of his fellow members, let alone to their business support. But it is worth while to mix up with your fellow citizens and help in all public matters. It is worth while because you ought to be public spirited, and then, if it must be reduced to a dollar and cents basis for you, it pays.

Some very difficult people often drift into the music store. They find fault with the goods; they complain about the prices; they kick about the way the last purchase resulted. These people need to be handled with patience. They enjoy kicking. They like a scrap. But they want to come out ahead; otherwise they make trouble for you.

The money of these people is as good as any one's, and they have friends they can influence, even though they are themselves disagreeable. It is a poor policy to be drawn into arguments with them. If they are hard to suit, all the more credit to you when you suit them, and often all the more credit they give to you when they discuss your store outside.

If a salesman can get on with the finicky folks, he can get on with any kind of folks. It is no credit to one's ability to be able to please the kind of people who are easily pleased. It is the hard thing that is best worth some trouble to do it right.

This "ATLAS" Packing Case merits your consideration. Write for convincing facts.



NELSON & HALL CO.
Montgomery Center, Vermont

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., June 8.—The talking machine business in May has not been materially disturbed by the war condition, but instead it has gone ahead of last year, although not to the extent of previous months of the years, and the dealers believe that business is going to get better right along, and base their belief in the fact that so very much money is to be placed in circulation during the summer that it cannot but tend to increase the sales of talking machines.

Eckhardt on Business Prospects

Manager Eckhardt, of the Pennsylvania Talking Machine Co., says that his business has held its own. It did not continue the same general percentage of gain that the previous months had shown, but the Pennsylvania Co. did show a substantial increase over last month.

"We are so in the habit," says Mr. Eckhardt, "of expecting a hundred per cent. increase that when we fall below that we think we are not having a good month. But what we did not get in May we are going to get in June. Our shipments were never better, and we hope very shortly to see every one fully supplied."

Mr. Eckhardt says that the only thing that he sees any reason for alarm in the near future is the tie-up of the railroads which will prevent or detain the shipment of goods or the receiving of goods. "In my judgment," he says, "within the next few months there will be heavy movements of Government wares, including the transporting of troops, and these will materially interfere with the shipment of commodities, but this movement will no doubt stimulate business, as is usually the case, and to take care of the large business that is to come a little later it is a wise dealer who gives consideration to the securing of sufficient stock at this time."

During May Mr. Eckhardt made a trip through the South and Southwest, spending an entire week at Atlanta, as well as stopping at the Chicago convention, where he met a great many of his friends. He says he found conditions in every section in a most encouraging state, and that he was most hopeful as to the outlook for the future, and especially so for Columbia machines and records.

Penn Phonograph Co.'s Excellent Showing

The Penn Phonograph Co. state that during the month of May their business showed up

most satisfactorily, and very much better than they had reason to expect. In April there was a noticeable evidence among the dealers to recall orders to a certain extent, but during May all these orders were requested to be filled, which shows that there was only a slight panicky feeling, which has already disappeared. In every instance all their original orders were reinstated. They had an exceptionally fine business on records in May.

Among the visitors to the Penn offices the past week were Maurice Fitzpatrick, formerly connected with the Penn Co., but now with the Eclipse Musical Co., of Cleveland. The past week E. E. Hipple, of the Penn Co. had an interesting trip with J. M. Rosa, the Atlantic

City dealer, when they visited all parts of the great Victor plant at Camden.

Demand for Dictaphones

The new manager of the Dictaphone Co. in Philadelphia, C. J. Welford is very well satisfied with the working of his force in May, having five men to win the quota, besides the quotas received by the men in his local office. He states that May was the biggest month the firm has ever had, the individual firm to buy the most machines was the Atlantic Refining Co., who put in a full equipment. He states that the outlook is mighty good for a big June.

Mr. Welford was formerly connected with the Addressograph for three years. He has placed three new men on his local force, and has added an additional man in his service department in order that the customers may be given the most prompt attention.

J. Newcomb Blackman, of the Blackman Talking Machine Co., was a Philadelphia visitor the past month.

Reports Trade as Uneven

Louis Buehn, of the Louis Buehn Co., states that the news for May is not quite as good as it has been for the previous months of the year. May showed a tendency to be a little spasmodic, and Mr. Buehn said that they had hard work to keep up with last year's record for May. They are at present oversold in machines, and the factory curtailed their shipments somewhat in May. Among many of the dealers he has found an indecision and a hesitancy as to just to what extent they shall stock up, although they all feel the present business unsettledness is only temporary. Mr. Buehn is of the opinion that things will get better right along now, and he is looking for a strong resumption of business by August. He passes this opinion on the very large amount of money that will go into general circulation during the summer, and that as soon as the general feeling of unrest will wear off, the people will resume buying as before. Among the visitors to the firm's offices the past week was Joseph C. Roush, of the Standard Talking Machine Co., of Pittsburgh.

Blake & Burkart Tells of Progress

Messrs. Blake & Burkart, the largest handlers of the Edison phonograph, report that they ran

(Continued on page 38)

Weymann Service

covers every essential requirement of a
VICTOR DISTRIBUTOR

COMPLETE STOCK. SPEEDY SERVICE.
ACCURACY IN FILLING ALL ORDERS.

Write us today for our quotations on Record Cleaners and our special advertising feature for your Record Department. Pocket Mirrors bearing your imprint; also, Keystone State Loud and Half-tone Needles.

WEYMANN

Victor Distributors

1108 Chestnut Street

Philadelphia, Pa.

Efficient

MILITARY SERVICE

is based on combining thoroughness with a maximum of rapidity.

Thoroughness in

PENN VICTOR SERVICE

means *complete* orders and rapidity means delivering them P. D. Q.

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

1917 June 1917							1917 July 1917							1917 August 1917						
SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT
					1	2	1	2	3	4	5	6	7	5	6	7	8	9	10	11
3	4	5	6	7	8	9	8	9	10	11	12	13	14	12	13	14	15	16	17	18
10	11	12	13	14	15	16	15	16	17	18	19	20	21	19	20	21	22	23	24	25
17	18	19	20	21	22	23	22	23	24	25	26	27	28	26	27	28	29	30	31	
24	25	26	27	28	29	30	29	30	31											

sUmmer sUccess is mostly U,
whether it's jUne, jUly or aUgust

Shall the season show a good big fat profit created through optimism and salesism? U say YES.

Hoe over the "grouch weeds" from NOW on.

You have the co-operation of

BUEHN SERVICE *on VICTOR RECORDS*

which will be maintained as usual; improved if possible and will grow without question. Music is the big summer essential, and the demand for Victor records will be just what YOU MAKE IT.

We're not saying so much about the qualities of Buehn Service this month as we are emphasizing the value of active summer work. Your year's OVERHEAD expense knows NO season, and the live dealer believes in summer activity not only for the ACTUAL SALES CREATED but the momentum shown in improved Fall sales.

Do you remember the Alger book WORK AND WIN?

WORK AND WIN—a fine motto. Buehn Service works for your WINNING.

The Louis Buehn Company
PHILADELPHIA

THE TRADE IN PHILADELPHIA

(Continued from page 36)

slightly ahead of last May, and that business showed a gradual increase each week during the month, and June has shown an activity in the start. Among their visitors recently were William Maxwell, vice-president of the company, and Eugene Phillips, also connected with the Edison Co. They have been getting in a very large stock of records, and the new list is selling well. Gilson Blake, who had been connected with the firm for some time, has resigned and has joined the United States navy as paymaster.

Weymann Specialties in Demand

H. A. Weymann & Sons, Inc., have been enjoying a large Victor business during May. Two Weymann talking machine specialties have been going very well with the dealers. One is a record cleaner, upon the back of which they impress the dealer's name. Another is a mirror with the dealers' names on the back. The Weymann firm have also gotten out a very good Keystone State talking machine needle, both in full and half-tone, and of which they have already sold a great many.

The Weymann firm will, the coming week, make up their fall orders of records for the Victor Co., and they are arranging to secure an unusually large stock, for they are most optimistic regarding the future of the business. H. A. Weymann made a tour of all the nearby Pennsylvania dealers of his firm in his touring car, and he said he found them all in excellent shape, and were ordering heavy for the fall trade. G. W. Carroll, Jr., of the same firm, has just returned from a week's trip through Connecticut calling on some of the leading dealers in that section.

Starr & Moss' New Quarters

On June first Starr & Moss moved their Edison branch located at 3627 Germantown avenue to 3631, two doors above, where they have much larger quarters, which are handsomely finished in French gray with white enamel trimmings. Besides booths they have a special room fitted up to represent a living room, for the demonstration of Edisons. Starr & Moss are exclusive Edison dealers and sell disc and Amberola records, being the largest dealers in the northern section of this city.

Harry S. Somers, sales manager of the company, was married to Miss Alma Snyder, on June third and is honeymooning at New York and Niagara Falls.

Wm. Kader, a jeweler of Rockville, Ill., has taken the agency for the Pathé phonograph, and has installed a good stock of machines and records. He is conducting daily recitals.

"MISS SUSIE" HAS A RECORD

W. H. Caldwell Proud of Starr Phonograph Style II, Which Is a Great Trade Promoter

W. H. Caldwell, distributor of Starr phonographs in Shelbyville, is shown in the accompanying picture with his pet demonstrator, a Starr phonograph, Style II. This instrument is familiarly known throughout the States of Kentucky and Tennessee as "Miss Susie," and



W. H. Caldwell and Starr, Style II

there is hardly a town in either State she has not visited.

This instrument is the first received by Mr. Caldwell from the Starr people over a year ago, and is used as a demonstrator. "Miss Susie" is probably one of the most traveled phonographs in the country. It has traveled over 5,900 miles on the rear seat of a Ford car, has gone over 8,500 miles by rail, and has made about 1,245 demonstrations, which sold upwards of \$50,000 worth of Starr phonographs.

Mr. Caldwell is very proud of this model, and says that it is remarkable how it has stood up under the treatment received. The same motor,

the same spring, is still in use, and it has never had a single new part. "Even the finish on the cabinet still retains its freshness and beauty, and I never use any other model on my demonstrating trips or for demonstrating purposes in the store," he said.

PLEASED WITH WESTERN CONDITIONS

W. H. Hoschke Attends Convention in Chicago and Books New Customers En Route

W. H. Hoschke, president of the Crescent Talking Machine Co., Inc., has just returned from a trip through the Middle West during which time he attended the piano merchants' national convention in Chicago. During the trip many new Crescent dealers were added. Mr. Hoschke expressed himself as being much pleased with conditions as he found them in that section of the country. The war had not seemed to have dampened the ardor of the dealers in the least.

The Crescent Talking Machine Co. is now circulating an attractive display card for its "Playsall Stylus," which is being admired and utilized effectively.

BECOMES ASSISTANT SECRETARY

Carl H. Arbenz, manager of the wholesale and retail Victrola department of the Knight-Campbell Music Co., Denver, Col., has been elected to the office of assistant secretary of this company. An educational bureau directed by Mrs. May Wright Stevens, is the latest addition to the talking machine department of this business, the object, of course, being to emphasize and promote the educational phase of Victrola sales. Work will be done through the schools and other sources.

ITALIAN SINGER TO MAKE RECORDS

A recent addition to the staff of singers on Emerson records is Toto Campi, a young Italian, with a rich, flexible tenor voice. He has sung in grand opera in the Bellini Theatre at Naples and in His Majesty's Theatre, at Montreal. He is at present connected with the Montreal Opera Co.

Two of his records will shortly be offered to the public. They are both Neapolitan Folk Songs by di Capua, "O Sole Mio" and "Marie! Marie," sung in Italian.

NOW LOCATED ON BROADWAY

The Keystone Minerals Co. is now located at 329 Broadway, where it occupies larger and more adequate quarters. G. M. O'Brien, at the head of this company, reports that the factory is now working night and day to take care of orders.



Talking Machines

A Complete Line of FIVE Models
Retailing \$35.00 to \$110.00



43" High
COLONIAL

Price Code word Colo \$85

Perfect Tone
Noiseless Motor

Tone Modifier
Plays Any Record

Quality is the first consideration in this line of Talking Machines. The very important features, viz., the Tone, the Motor, and Cabinet design and finish, have all been carefully provided for. The equipment is STANDARD and offers to you, Mr. Dealer, a proposition that is absolutely right and one that will increase your Talking Machine trade.

Write for our complete Catalog and Proposition to Dealers which is a very attractive one. Prompt Deliveries.



47" High
ARABESQUE

Price Code word Arab \$110

The Humanola Talking Machine Co., Inc.
MEYERSDALE, PA.

News Happenings in Dominion of Canada

THE PROVINCE OF ONTARIO A BUSY TRADE CENTER

Baum & Brody Takes on Pathé Line in Windsor—Playola Co. Incorporates—J. P. Bradt Visits Columbia Trade—Pathé Sales Service Department—Mme. Galli-Curci Makes Her Debut in Toronto

TORONTO, ONT., June 6.—The rapidity with which the Pathé Frères Phonograph Co., of Canada, is signing up some of the live firms in the country is an indication of the appeal the Pathé line is making to the trade. The latest important firm to be launched on the Pathé list of dealers is the retail furniture house of Baum & Brody, of Windsor, who will handle the Pathé line exclusively.

The formal opening of the department took place recently, and attracted crowds of people. R. W. Burgess, the tireless Pathé representative, was given carte blanche by Messrs. Baum & Brody, and the artistic department which they now have is due in a large measure to his work. Although a large stock was provided for the opening, the firm report that every machine was sold before three p. m., the last delivery being made at one-thirty in the morning, when a machine which had been sold earlier in the day and retained as a demonstrating machine, was sent home. The results were very gratifying to all concerned, and necessitated an entirely new stock being sent.

The department will be in charge of Mrs. Mercer, who has had a long experience in the talking machine trade.

A charter has been granted the Playola Phonograph Co., Ltd., with an authorized capital of \$40,000, made up of 4,000 shares of \$10. each. The head office is to be in Toronto, and the provisional directors are: F. J. Foley, barrister; R. J. O'Reilly, law student, and A. J. Bell.

Arrangements have been completed whereby the firm of H. L. Hewson & Son, Ltd., Amherst, N. S., will distribute Pathé Pathephones and records in the maritime provinces.

A new department has been created by the Pathé Co. which might be termed a sales service department. It is in charge of Mrs. D. M. Pike, an expert talking machine saleswoman who will visit the new dealers who take on Pathé representation to coach them on the arrangement of the department, ordering and handling stock, window displays, following up prospects, distribution of sales literature, etc.

At a recent meeting of the shareholders of the Pathé Co., Hon. J. L. Perron, the well known Montreal lawyer, and O. C. Dorian, general manager of the company, were elected to the Board of Directors.

The Canadian Symphonola Co., Ltd., Toronto, of which Wm. Long, the well known piano man, is the organizer and principal shareholder, announce that they have secured the exclusive Canadian agency of the motors, tone arms, sound boxes, etc., manufactured by the Thomas Manufacturing Co. of Dayton, Ohio. Mr. Long was impressed with the quality of this motor to the extent of not only using it, but as a product to recommend to other phonograph manufacturers, consequently negotiations were closed for the Canadian rights. Russell Teeple, who is associated with Mr. Long, visited the Thomas plant at Dayton, and was greatly impressed with the facilities for manufacture and the policy of service and quality behind the production of these goods.

T. Nash, the energetic manager of His Master's Voice, Ltd., in this city and who is a consistent and logical exponent of the good business that is for dealers to feature records unceasingly and energetically, every season of the year and every day of the season, paid a visit to the plant of Berliner Gramophone Co., Ltd., Montreal, the home of "His Master's Voice" products, recently.

On a recent visit to New York, R. P. Newbigging, president and manager of the Newbigging Cabinet Co., Ltd., Hamilton, arranged for

the Canadian agency of the Tiffany electric motor. An improved type of this motor has just been brought out to play 3,000 records on one set of batteries. The Newbigging firm express their pleasure at being the first in Canada to have this motor.

John A. Sabine, of The Music Supply Co., distributors of Columbia products in this city, visited New York, and early in the month was able to write his dealers from there giving them good news regarding prospects of improved service.

James P. Bradt, of New York, accompanied Mr. Sabine on his return, and spent a couple of days in Toronto conferring with Ralph Cabanas, manager of the Company's Canadian division, and greeting many old friends.

Mr. Sabine now announces that so far as the Columbia products is concerned the shortage of machines is a thing of the past. When your correspondent called at his office he showed a clean order file except for a few machines of one or two types. With records coming more freely, and plenty of machines, the proprietors of the Music Supply Co. are feeling quite sanguine of a satisfactory year's business in the matter of service as well as sales.

Columbia dealers have been advised that owing to increased cost of labor and materials the retail price of twelve-inch records has been advanced from \$1.25 to \$1.50 each. The new prices are in effect.

"Sales, both retail and wholesale, have exceeded expectations, and prospects are decidedly encouraging," said W. D. Stevenson, of The Canadian Phonograph Supply Co., London, who, as reported in the last issue of The Talking Machine World, have the Canadian distributing rights of Starr phonographs and Starr records.

One of the liveliest music centers in Ontario is Collingwood, Ont. The desire for and appreciation of good music on the part of the people of Collingwood and vicinity is in no small measure due to the activity of the proprietors of Manson's Music Store, who are great believers in spreading the gospel of good music.

Manson Bros. are consistent exponents of "His Master's Voice" products, being one of the liveliest dealers on the Victor list. A well attended Victrola recital was recently given in which local artists participated. The public was invited through advertisements in the local press. Miss McLeod, who has charge of the firm's Victrola department, has arranged for a series of recitals for the balance of the season, and there is no doubt her enterprise will not only be appreciated by local residents, but will be of direct advantage in increasing sales.

A. T. Pike, of the Cecilian Co., Ltd., has returned from a successful tour of several Ontario points where active Cecilian campaigns resulted satisfactorily. He made the trip by motor car. His observation among the farmers seen was that they were optimistic in view of high prices for their products.

James P. Bradt, assistant to the president of Columbia Graphophone Co., New York, spent a couple of days in Toronto with this firm's Canadian division. As a result of Mr. Bradt's visit arrangements have been made whereby Canadian dealers of Columbia lines will secure a much better service than has been possible for some time.

J. Leo Grant, who some months ago resigned from the selling staff of the Robert Simpson Co., Ltd., phonograph department, is now a distributor of Par-O-Ket records. His office is temporarily at 55 Alcorn avenue, Toronto. He reports quite an active interest in the Par-O-Ket line.

The London Phonograph Co., 234 Dundas

street, manufacturers of Rayola phonographs are Canadian distributors for Crescent Silver Tone phonographs.

Price changes have been made affecting four models of the Sonora line of phonographs. From May 1st the following are effective: Melodie, \$65; Barcarolle, \$75; Troubadour, \$102; Imperial, \$137.

I. Montagnes & Co., Toronto, are bringing out a small model Sonora to retail at about \$35.00. This is a special for Canada only, and is in response to the demand of Sonora dealers for a low-priced type. E. Van Gelder, of this firm, has recently returned from a visit to the Maritime Provinces.

Mr. Montagnes has returned from a combined business and pleasure trip of ten days to New York and Ottawa, accompanied by Mrs. Montagnes.

J. Kellestine, music dealer of Owen Sound, recently enlarged his store, the extra space being utilized for the Edison department, in which three new demonstration booths have been built.

Toronto music houses have put in effect the usual early closing hours for the summer. Commencing May 1 the various salesrooms close at 5 o'clock each day, and at 1 o'clock on Saturdays.

The Supplies Co. of Canada, 65 Sparks street, Ottawa, Ont., are featuring the Stewart at \$8. and are advertising it as the proper machine for cottage and country homes.

In a full page announcement in the Toronto dailies the Music Supply Co., Columbia distributors, say in the past few months there have been 75,000 calls for Columbia records which dealers could not supply. They could not help it. Neither was the blame to be placed upon the factory. It was just a case of the demand for Columbia records being so tremendous that it was impossible to keep up with it. But the Columbia factory has been overhauled, a big battery of record pressing machines has been installed and it is hoped now to be able to keep pace with the demand for Columbia records.

The Regal Phonograph Co., Ltd., Toronto, have removed to 145 Church street. The building is a three-story one and has a frontage of 24 feet or more. The premises are being remodelled and redecorated, and will place at their disposal an up-to-date building for factory, office and show-rooms.

Newly incorporated companies in Ontario being granted a charter, include: The Standish Phonograph Co., Ltd., Toronto; The Melbaphone Talking Machine Co., Toronto.

Mme. Galli-Curci the exclusive Victor artiste made her first appearance in Toronto this month and her only appearance in Canada, to a most enthusiastic audience. All Victor dealers have since been deluged by requests for recordings of this wonderful singer and the demand has exceeded the supply.

A. Carey & Son, 64 King street, West Hamilton, Ont., has secured the exclusive local selling rights of the Starr phonographs.

Heintzman & Co., 242 Dundas street, London, Ont., Victrola specialists in recent good-sized copy in the daily newspapers, took advantage of the coming visit to London of the Boston English Opera Co. in Gounod's opera "Faust" to invite all music lovers and the public to visit their Victrola department, advising those who contemplated attending this opera that they should first hear the opera rendered on the Victrola, thus familiarizing themselves with the melodies, which would enable them to appreciate more fully the full score.

R. F. Wilkes & Co., 11 Bloor street, East Toronto, Ont., dealers in Pathé and Columbia machines and records, recently advertised that Vernon Castle had paid them a visit, making a purchase from their stock.

FOUR MODELS of the WONDERFUL L



"De Luxe"—Price \$50.00

20½" wide
22½" deep
15¾" high



"Premier"—Price \$35.00

18½" wide
20½" deep
13½" high

YOU may sell expensive Talking Machines during the holiday season, but you can sell properly constructed moderate priced instruments during all seasons.

Are you prepared to capitalize your opportunities? The mobilization of U. S. troops is now taking place throughout the United States.

Domestic

It will stimulate many fold, the demand for properly constructed moderate priced Talking Machines, and if you have the proper line of instruments you can make a new high record this summer.

If you judge Talking Machine values from an eye standpoint, the *new Domestic line* will appeal to you, as they are all of artistic designs and their well constructed cabinets are the handsomest Mahogany finish known to the cabinet makers' art.

If you judge Talking Machines from a mechanical standpoint, the *new Domestic line* will receive your endorsement, as they are made of the best materials, in correct proportions with mathematical accuracy and lasting construction.

If you judge Talking Machines from their dollar value, the *new Domestic line* is what you have been looking for, as point for point they represent the best values on the market.



We have some territory
open for Distributors.
Write for complete in-
formation.

DOMESTIC TALKING

HORACE SIE

33rd AND ARCH STREETS

E of DOMESTIC TALKING MACHINES



15½" wide
17½" deep
8⅝" high

"Favorite"—Price \$20.00



13⅜" wide
15⅝" deep
7¼" high

"Popular"—Price \$15.00

The Standard For Musical Tone

If you judge Talking Machines from a sales standpoint, you will find more valuable exclusive selling features in the *new Domestic line* than in any other.

If you judge Talking Machines from a musical standpoint, you will handle the *new Domestic line* as its quality of tone stands supreme.

The aim of the Domestic Company has been to produce the highest standard and best valued moderate priced instruments, and with the necessary knowledge, facilities, patents and capital we believe this has been accomplished. The rapidly increasing list of Dealers who are handling the new Domestic and becoming enthusiastic over their increased sales is the best testimony we can offer.

Should Floor Type Machines be desired, the combination of Domestic Machines with record cabinets make the best Floor Type Machines ever offered in the moderate priced field.

Catalogue and full information furnished on request.

MACHINE CORP.

President

PHILADELPHIA, PA.

Pacific Coast Sales Agent

WALTER S. GRAY

422 Chronicle Building

SAN FRANCISCO

CAL.



TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 39)

ENFORCING HONEST ADVERTISING BY LAW IN MONTREAL

Talking Machine Men Interested in This Move—Emile Berliner Sells—Layton Bros. Feature Edison Recital—New Quarters for Canadian Graphophone Co.—New Patriotic Song Popular

MONTREAL, CAN., June 6.—The Montreal Publicity Association, the membership list of which is composed of leading advertising men of Montreal, has recently appointed a special committee to enforce the honest-advertising by law, to wit: "Every person who knowingly publishes or causes to be published an advertisement for either directly or indirectly promoting the sale or disposal of any real or personal movable property, or any interest therein, containing any false statement or false representation which is of a character likely to or is intended to enhance the price or value of such property or any interest therein, or to promote the sale or disposal thereof, shall be liable upon summary conviction to a fine not exceeding \$200 or to six months' imprisonment, or to both fine and imprisonment."

Gustave Dutaud, attorney-at-law, will act as legal adviser of the new committee. The Vigilance Committee is circularizing the members to the effect that if they see anything in print that seems a violation of the advertising law to report the full facts to the committee. They will be treated as strictly confidential, and the name of the informer will not at any time be brought into the matter. The committee upon receipt of the complaint will at once make a thorough investigation, and the offending party will be written to and requested to change the tone of his advertising. If he does not yield to moral suasion the attorney of the association will take the matter in hand and secure the necessary evidence to indict the lawbreaker, who will then be prosecuted by the Crown at no expense to the Montreal Publicity Association. All members have been urged to co-operate with the Vigilance Committee to prevent the advertising law from becoming a dead letter on the statute books of the association.

Emile Berliner recently sold to the Berliner Gramophone Co., Ltd., the southeast part of lot 1457, Parish of Montreal, having an area of 18.023 feet with buildings fronting on Lenoir street, St. Henry Ward for \$50,000 and other considerations.

Wm. Lee, Ltd., has taken on the representation of the Musicola.

Layton Bros. recently featured an Edison Recital of music recital in their hall, when twelve interpretations were given which in-

cluded Anna Case, Albert Spaulding, Arthur Middleton, and other equally as well known Edison celebrities. There was a fashionable attendance.

The Melodia Co., of Canada, Ltd., will shortly place on the market an electric machine retailing at \$125.

The Chopin Piano & Talking Machine Co., of Winnipeg, Man., have opened a branch office in this city for the Province of Quebec, under the management of James T. Upton.

The engagement is announced of Miss Wilfred Helen Cross to Norman F. Rowell, manager of the talking machine department of C. W. Lindsay, Ltd. The marriage will take place the latter part of June.

The Canadian Graphophone Co., Columbia distributors in the Province of Quebec, have taken possession of their new and enlarged quar-

TRADE CONDITIONS IN WINNIPEG

Business Not Quite so Active as Last Month—New Quarters for Joseph Tees—Robt. Shaw Attends Kearns Opening—Chopin Co. Expanding—Opens Branch in Montreal

WINNIPEG, MAN., June 2.—Winnipeg business is running about the same as last month though in some cases conditions were not quite so favorable as in the previous month. In common with some other centers Winnipeg dealers mention a shortage in talking machine needles.

The Western Gramophone Co. is anxiously awaiting a shipment of Victor machines which were shipped on March 14, but which have been lost in transit.

Joseph Tees, the well-known music dealer, has removed from 206 Notre Dame avenue, and will occupy space with Murphy Bros., 235 Portage avenue. These new quarters were previously fitted up by Frank Morris, who handled Columbia Grafonolas, but who recently retired from business. Mrs. Field, well known to the trade in the selling of Columbia goods, is in charge of Mr. Tee's talking machine department.

Mr. Fitch, of Babson Bros., has returned from a five weeks' vacation spent at his summer home at Bellingham, Wash. Mail order business is exceptionally good in Edison lines.

G. L. Stanwood paid a visit to Chicago, New York and principal points visiting the various

factories in the same building as they were previously located, only instead of being on the ground floor have moved up one flight, where they have more spacious and better lighted premises.

S. Flanz, 794 St. Lawrence boulevard, is one of the latest Columbia dealers.

C. W. Lindsay, Ltd., recently held a special two weeks' feature sale of Columbia Grafonolas, which has been extended to their seven out-of-town branches in addition to their two East and West End stores in Montreal.

The Berliner Gram-O-Phone Co., Ltd., at all their stores, report a heavy call for both Canadian and American patriotic selections.

A new patriotic song born of the entry of the United States in the war, and entitled "Till the World Is Free" has just been published by His Master's Voice, Ltd., Toronto. The words and music are both by H. S. Bee, a Montreal composer. It was produced by the band at Dominion Park, and the orchestras of the Imperial and St. Denis Theatres, and made a decided hit.

factories in connection with the business of his talking machine department.

Robert Shaw has returned from a trip to Saskatoon. While there Mr. Shaw opened a Columbia department for the J. F. Kearns, Ltd., department store with a complete stock of machines and records. Mr. Shaw is well pleased with the general trade outlook.

The Chopin Piano & Talking Machine Co. have completed arrangements whereby a branch has been opened in Montreal under the management of James T. Upton, who was for some time connected with Goodwin's, Ltd. J. S. Sawyer, the sales manager of the company, intends opening branches in St. John, N. B., Halifax, N. S., Toronto, Ont., and Vancouver, B. C.

Cross, Goulding & Skinner, Ltd., have just completed new Victrola parlors, which are the only ground floor parlors in Winnipeg, and are considered to be the finest and most comfortable in the West.

MUCH ACTIVITY IN CALGARY, ALTA.

All Concerns in That Section of Canadian Northwest Busy Filling Orders

CALGARY, ALTA., June 2.—The Western Gram-O-Phone representative, Mr. Gillespie, is kept busy trying to fill orders so has neither time nor reason to get the blues.

Young & Kennedy continue to obtain their fair share of the talking machine trade a number of good deals in Edison Diamond Disc and Columbia machines having being effected recently.

The Hardy & Hunt Piano Co. are advertising extensively and effectively and are gradually building up a fine trade in Pathé phonographs and Aeolian-Vocalions.

Wednesdays are now legal mid-week holidays in Calgary, all stores now being required to close at 1 o'clock p. m. each Wednesday until the end of September.

The Victrola department of the Albert Piano Co. continues to show good results, and the outlook for future business is most promising.

Manager Charlie Clarin, of R. S. Williams & Sons Co., Ltd., claims business could hardly be improved upon, and as proof produced a hat band with the significant slogan, "Going the Limit" emblazoned on it. Mr. Clarin mentioned the fact that there was a heavy demand for patriotic and Hawaiian records.

Rupert MacMurray is pleased with business, one of their salesmen having disposed of five Edison Diamond Disc machines inside of one week in the country, and two in the city proper.

ENLARGE QUARTERS IN VICTORIA

VANCOUVER, B. C., May 28.—The Kent Piano Co., which was an exclusive Edison store in Victoria, report continually increasing business, and recently had to increase the accommodation of their record racks in order to carry more of each record in stock owing to the large demand.

Mag-Ni-Phone

\$17

Model
"J"

The Talking Machine that

"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. All lateral cut records should be played with the reproducer in a Vertical position; all hill-and-dale cut records with the reproducer in an Oblique position.

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

Write Today for our unusually attractive dealer proposition 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.

**Columbia profits begin, then they go on.
They never end. There are always new
orders, new records, new sales.**

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

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



SOUND REASONS FOR OPTIMISM IN THE DETROIT TRADE

Increasing Population and Great Activity in Line of Building Construction Indicates Lively Future Demands for Talking Machines and Records—Some Trade Happenings

DETROIT, MICH., June 9.—Could talk about the war—Liberty Bond loan—high prices of food supplies—and all those things, on the face of which it would seem that business was "shot to pieces." But that's the pessimistic side. Looking upon business from the optimistic side, would say that things are mighty good in Detroit and throughout Michigan. From the activities in the talking machine stores there is apparently no let-up in the buying. Here and there you find a dull day, but taking the month of May, for instance, it struck a very satisfactory average for business right down the line. Some dealers say record business was real good, while others report a better machine business. Talking machines from \$75 to \$150 are still the most popular and on some models the stores can't get enough of them.

We just heard from the United States Census Bureau a rough estimate of Detroit's population—think of it, we are now a city of 850,000 inhabitants with indications that we will be a million in 1920. If we accept the federal report, Detroit is now the fourth largest city in the country being exceeded only in population by New York, Chicago and Philadelphia. With such a tremendous and phenomenal growth, why should business be anything but good?

Right now approximately \$22,000,000 of big construction work is either actually under way or about to be started. This does not include any number of other jobs, such as homes, small factory additions, apartment buildings, etc., but includes only big buildings for hotels, retail stores or factories.

Wallace Brown, who is now the exclusive retail Detroit distributor for the Brunswick phonograph, expresses great satisfaction over the new acquisition. He says that he really did not look for any material results for the first sixty days, and yet his sales are running at least 300 per cent. better. For the present Mr. Brown and his sales organization are making the strongest drive on the machines, and the way deliveries are being made it is very evident that the Wallace Brown store is selling a pile of them. Mr. Brown's new store is certainly one that he can be proud of, while the Brunswick-Balke Co. can also be proud of having its line represented in such an attractive store and by such a live wire. Mr. Brown is just overbubbling with enthusiasm for the new line, so much so that he has acquired the franchise in Cleveland for the Brunswick line and will open there some time before July 1. He is also reported as being in negotiation for franchises in other nearby cities.

S. O. Lind is now in complete charge of the Columbia Graphophone Co. factory branch at Detroit, 403 Woodward avenue. Mr. Lind, who has been with the company for nearly fifteen years, and for the past few years as sales manager at Detroit, succeeds into office K. Mills, who has been in charge for nearly two years and who was transferred to the management of the

Pittsburgh branch. Sorry to lose Mr. Mills, of course, but our best wishes to Mr. Lind, for whom we have the highest and greatest regard.

The Detroit Association of Talking Machine Dealers has been meeting regularly every month since the first of the year. At the May meeting a plan of standardizing the methods of making repossessions was taken up. While no definite action was taken, the matter is still under consideration and each member has been requested to bring into the next meeting some suggestion as to how the evil can be minimized.

The Michigan Drug Co., East Congress street, is now confining itself exclusively to the jobbing of Pathéphonos and Pathé records, having disposed of its retail Pathé store on Farmer street to the corporation which for the past year has operated the Rex Talking Machine store at 209 Griswold street. The Farmer street store has been discontinued and the stock removed to Griswold street, where the store is now being conducted as the Pathé Shop. E. J. LeBourveau is the manager, and the officers of the corporation are H. M. Ness, Buffalo, president; R. B. Adams, Buffalo, vice-president, and George Prentis, Detroit, secretary. The change took place on June 1.

As jobbers for Pathé, the Michigan Drug Co. are proving themselves to be business-getters.

They have an organization now covering the entire State and they are combing the State steadily for live dealers.

There is a great demand in Detroit for national patriotic records, especially the "Star Spangled Banner." The Victor record of this song by John McCormack has proved a whirlwind success in all of the leading stores.

Grinnell Bros., who are the Michigan Victor jobbers, have nothing but encouraging reports to make, judging from their sales sheets, which show greater business than last year by a good margin. Both their retail business in the twenty-four stores, and the wholesale business, is exceptionally good, and their new large warehouse building on State street is none too large.

The Operolla Shop has moved from Monroe avenue to State street, near Griswold, in this city. It has a very modern and up-to-date shop.

Edward Andrew, manager of the talking machine department at Hudson's, attended the recent convention in Chicago.

The Victrola salesmen of the J. L. Hudson store have bought liberally of Liberty Bonds.

The Edison Shop and the Frank Bayley Music store continue as the only downtown places where the Edison phonograph is sold.

Every day we hear of some furniture store, druggist or jeweler who has added a phonograph department selling some one of the newer makes, yet there is no lessening in business of the better-known machines. Apparently there is business for everybody.

STOP WINDING! SAVE TIME AND ENERGY FOR SELLING

With a Motrola on your demonstrating phonographs your salesman will be able to wait on more customers and wait on them better. And that means *increased sales*.

But the Motrola does more than help you sell more records and phonographs. It brings you additional profits by selling other Motrolas for you.

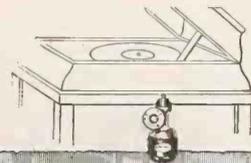
We should like to show you the many letters we have here in our office from successful dealers everywhere reporting steady Motrola sales and profits.

WHAT THE MOTROLA DOES

It winds phonographs by electricity. Because it winds the *spring*, it insures perfect time and tone. Easily attached in place of the winding handle.

If you are not using and selling the Motrola, you are passing up profits. Write today for our offer.

JONES-MOTROLA, Inc.
29-31 West 35th Street NEW YORK



MOTROLA

It made a Big Splash at the Chicago Show—

THE READY FILE

DEALERS came—they saw, they were conquered by this full-grown, profit-making, easy-selling talking machine necessity.

THE READY FILE record system is a hit—the big show proved that. Four hundred and eighty (480) Victor dealers literally lined up to get in on it there. They saw it was practical, efficient—that it creates a desire for MORE records. That it makes PROFITS.

CAST your eye over this list of distributors. Get your order in now. Be ready for the heavy fall demand.

You'll Find Your Jobber Here

RUDOLPH WURLITZER CO.,
Chicago, Ill.

W. F. FREDERICK PIANO CO.,
Pittsburgh, Pa.

LANDAY BROS., INC.,
New York City.

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

C. N. ANDREWS,
Syracuse, N. Y.

E. J. CHAPMAN,
Rochester, N. Y.

HEXT MUSIC CO.,
Denver, Colo.

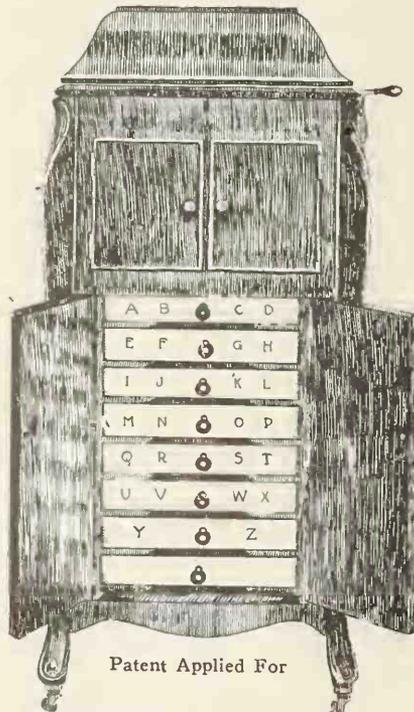
RUDOLPH WURLITZER CO.,
Cincinnati, Ohio.

CHAS. H. DITSON & CO.,
New York City.

BADGER TALKING MACHINE CO.,
Milwaukee, Wis.

E. F. DROOP & SONS CO.,
Washington, D. C.

OLIVER DITSON CO.,
Boston, Mass.



Patent Applied For

This shows how the Ready File appears in
\$75 or \$100 Victrola

J. SAMUELS & BRO., INC.,
Providence, R. I.

H. R. EISENBRANDT SONS, INC.,
Baltimore, Md.

ECLIPSE MUSICAL CO.,
Cleveland, Ohio.

W. H. BUESCHER & SONS CO.,
Cleveland, Ohio.

PERRY B. WHITSIT CO.,
Columbus, Ohio.

KNIGHT CAMPBELL MUSIC CO.,
Denver, Colo.

MUSICAL INSTRUMENT
SALES CO.,
New York City.

WHITNEY & CURRIER CO.,
Toledo, Ohio.

JOHN ELLIOTT CLARK CO.,
Salt Lake City, Utah.

AMERICAN PHONOGRAPH CO.,
Burlington, Vt.

TALKING MACHINE CO.,
Birmingham, Ala.

SANGER BROS.,
Dallas, Texas.

HENRY HORTON,
New Haven, Conn.

COLLISTER & SAYLE CO.,
Cleveland, Ohio.

H. A. WEYMANN & SON, INC.,
Philadelphia, Pa.

DEALERS: If you want to handle a line with REAL profit, write your jobber, NOW, or address us.

SELLS readily at retail, \$6.00 a set.

THE READY FILE CO., Inc.
INDIANAPOLIS, IND., U. S. A.

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

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

It is a remarkable fact that the great war has produced an astonishing demand for talking machines among the British and French soldiers at the front. Types of portable machines, specially constructed for exposure and hard usage, have been developed by enterprising British manufacturers and have been sold in large quantities. But the really most interesting feature of the whole matter is found in examining the lists of the most popular records; that is to say, of those numbers which are sent out to the trenches, with these machines, in the largest quantities.

It is a decided compliment to the natural musical feelings of people in general that the suggestive song, the vulgar dance and the drearily stupid "popular hit," do not make up the bulk of the orders shipped to the soldiers who are doing their marvelous work of heroism, who are dying for us, out there in France. It is a fact as remarkable as it is encouraging, that the taste of those who are facing the supreme sacrifice daily and hourly is a taste healthy, sane, cheerful and clean. Old national songs, old ballads, the cheerfully irresponsible but cleanly comic songs of the music halls, all these are the favorites of the soldier in the trenches and behind the lines. In a word, those who are facing great things and elemental facts are turning for consolation to music that, though it be simple and even crude, yet is genuinely founded in the longing and aspirations of the human heart.

What the Public Wants

Of all the parrot-cries that disgrace the intelligence of business men, the stale old "giving the public what it wants" is, by all odds, the worst. It is the worst because it is the one that is never brought about. Suggestive plays are excused on the plea that the public demands them. Trashy literature is dumped on the market because "the public wants it." The most hideous vulgarities in music and the dance are cynically exploited; again because "the public wants them." But how fallacious it all is, this stupidity and vulgarity! Did any one ever hear of public demonstrations in front of newspaper offices demanding vulgar comic supplements or crazy scare-heads or lying padding of war news, or sob-sister raving over youthful criminals? Did any one ever hear persons frantically demanding suggestive plays; or getting up associations to insist on the promotion and spread of public dancing in hotels and restaurants?

The Truth About it

The fact is (now isn't it?) that vulgar-minded men find always a certain strong tendency on the part of the public to respond to suggestion of a more or less crooked kind. It is found that a vulgar idea takes on to a certain extent; and then all the rival producers, or composers, or publishers rush to imitate; seeing that it is easier to imitate one sort of hit than to originate a new sort. There is your "public demand." The inherent human tendency towards accepting what is the fashion deceives us all into supposing that we are frantically insisting on that which is actually being shoved at us day and night and which we could not escape if we would.

War and Our Advantage

Now this country has gone to war. Would to God some of our self-elected leaders of public opinion would realize that plain fact and cease beginning "no matter where our sympathies may lie," etc. Our sympathies have to lie, henceforth, with the U. S. A., and nowhere else. For we have gone to war. During the continuance of that war many things more or less surprising and unusual will certainly happen. Some of them, nay many of them, will try our souls and search our true selves to their

depths. War is no stupid play. It is grim, serious business. But, are we in the talking machine trade going to see that we may turn the events before us to our own perfectly legitimate advantage, and perform a public service at the same time? It is for us to see this and my special purpose at present is to show how this may be done.

The Changing Demand

Let me make the position clear. War tries us. War brings the realities before us and shows us the absurdity and the stupidity of much that we have sometimes supposed to be necessary to our comfort and convenience, not to say to our very existence. When we are at war, we begin to think seriously about many things; and frivolities begin to lose their charm. The particular sort of frivolity which is comprised in vulgar, suggestive music, song and dance, is one that will surely disappear in the stress of war.

Suppose this happens, and suppose that the present enormous demand for the vulgar and trivial in talking machine records begins to fall off, and continues so to do, what will be the result for trade? Plainly we must begin to consider the substitution of other and better music. Can we do this? Indeed we can.

The Music That Inspires

What kind of music particularly is likely most to suit the real heart-to-heart wishes of a people at war? Surely the answer is plain. The kind of music that inspires to calmness, to courage and to quiet confidence in the divine justice. It is sure that the coming months will see a growing demand for the more serious music; but it is not at all outside the bounds of possibility that if we do not look where we are going we may make the enormous mistake of failing to encourage the use and cultivation of music. If

we, through our own neglect and indifference, proceed to allow matters to take their own course, it is certain that we shall experience a falling off in popular demand without there being anything else to take the place of what will no longer be wanted. The result will be anything but pleasant.

The Serious Revival

Yet this need not be for a moment. The public not only can be led to demand more and more largely the better, higher-priced and more worth-while records, but with this demand will come the parallel demand for machines. The leading is the important matter and that is a question for each one of us to decide.

It seems plain to me that there should be a considerable revival of interest in all that pertains to the more serious things of life; but it may as well be noted right here that the American people have hitherto refused most strenuously to consider music as serious. The demand for such things as talking machine records may fall off if the public is not assisted to think of the matter more sanely. This encouragement to buy certain kinds of records on account of the war, because we are at war, is, I think, the secret of our success in the talking machine business during the next few months and perhaps for the next year or so.

Now in past articles I have been talking of "the musical possibilities of the talking machine." I am still on that subject; for it is just these unlimited possibilities that may now most splendidly be utilized for the furtherance and advancement of our business during these times. There never was a time when the true musical possibilities of the talking machine could be so advantageously utilized as they can be right now.

(Continued on page 47)

Lundstrom
CONVERTO
PATENT APPLIED FOR



Enclosed-type Phonograph Cabinet

Made in two sizes to convert \$15 and \$25 "Victrolas" into large, enclosed cabinet types. Improves appearance. Front doors of machine open outward through the two upper doors of cabinet—the four doors thus form an oblong sound amplifying chamber that *improves the tone*. Provides dust-proof record compartment. *Machine remains portable*. Your retail price of combination cabinet and Victrola much lower than that of the regular cabinet type—and you make a good profit.

Sells to present owners of small machines and to those who cannot afford regular cabinet styles. Meets the competition of cheap machines and takes the place of a stand. Proving a distinct success wherever handled.

Write at once for full information and prices

The C. J. Lundstrom Mfg. Co.

LITTLE FALLS, N. Y.

Branch Office: Flatiron Bldg., New York City



Record Libraries

The B & H FIBRE NEEDLE has done more towards encouraging the collection of Record Libraries than any other single argument connected with the sale of talking machine records.

It is the only needle that cannot injure the record, and therefore the only logical needle for the use of the record collector.

The Record Collector is a growing asset to every dealer.

The B & H Fibre Needle is protected by U. S. Letters Patent and manufactured only by the

B & H FIBRE MFG. CO.

33-35 W. Kinzie St.

CHICAGO, ILL.



Let Us Prove to You Why The Paddack Diaphragm Is "Better Than Mica"

The **Paddack Diaphragm** produces a sweeter tone than a mica diaphragm, is guaranteed for the life of the sound box and requires no testing. There are no seconds in **Paddack Diaphragms**, for production in our plant is uniform. Our factory facilities provide for maximum service to our trade.

Let us send you samples and prices

PADDACK DIAPHRAGM, Inc., 451 Hudson Ave., Brooklyn, N. Y.

FEATURING THE TALKING MACHINE (Continued from page 45)

To take the obvious thing first. Suppose we go through the catalog of Victor or Edison or Columbia or Pathé or other makers of records and look up a general list of all the patriotic music we can find. Such a list is quite extensive when we come to look it up. Let us get out our stock, dust off all the records we have of a patriotic nature, and start in by advertising somewhat like this perhaps:

WAR-TIME TRIES BUT MUSIC INSPIRES

THE NATION'S SOUL!

Do you think the boys of '61 could have marched and fought without music? NO!

Do you think our Allies do without music in this great war? NO!!

Do you think our own brave boys whom Pershing will soon lead in France, will do without Music? NO!!!

Then perhaps you know that the most inspiring patriotic music of the world is of our own dear land. If you don't know that, you have a treat in store for yourself and your family.

The Blank Talking Machine, with the Blank Records, will bring you TO-DAY the world's finest

PATRIOTIC MUSIC

Read the list below; then call in and make your choice!

Then make your list of patriotic records to follow; and if you like you might add this as a P. S.: "Perhaps you don't know that our Allies, not forgetting the 50,000 American boys (and girls) now in the French Army or in the hospitals at the front, or driving ambulances, want, call for, literally eat up, all the American patriotic records they can get hold of. Why? Because they are the best!"

Now I don't pretend that this is a perfect piece of advertisement writing; and any one who does not like it is quite at liberty to improve it by writing a better one in place of it. But it gives an idea, and that is the main thing. Advertising like this will bring results.

Patriotic Recitals

Then, so long as we are starting the thing we might as well go further and do it right. A daily recital of patriotic music will go well and incidentally attract people who will, perhaps for the first time, realize how fine a musical instrument a good talking machine is; realize, in short, that it is not only a talking, but a singing, a playing, in short a music, machine. Patriotic music recitals can be given as elaborately as you please, for we all know that the people will always come—God bless them for it—to anything that looks like a flag rally. I don't mean to suggest any cheapening of the flag; we have had enough of that and to spare in the past. I mean that a patriotic occasion of any kind, got up cheerfully but with dignity and good sense,

featuring patriotic music in a manner wholly without offensive commercialism, will bring its own commercial reward.

And I think it would be the best of policies for talking machine dealers everywhere to feature patriotic music recitals and patriotic music records whenever and wherever possible.

And Religious Music, Too

But not only patriotic music is at the moment an asset. Religious music is equally valuable at this time and it happens that talking machine record catalogs are quite rich in solos, quartets and choruses of a religious character. Some of the sweet old hymns like "Lead Kindly Light," some of the majestic choruses like the Hallelujah from Handel's Messiah; and many others that a search of the catalogs will reveal, should be made the subject of special advertising drives just now. They will sell, never fear, if once they are put forward rightly.

One need not fear to say candidly that in times of stress the glorious songs of faith and inspiration that nerved our forefathers may nerve us again. One need not fear to say that present times demand a more thoughtful and courageous outlook on life and that frivolity may be put on the shelf for a time. Then, following, one may list one's large stock of fine religious music; and see what happens.

For that matter, a simple publication of special lists of such records, without special comment, will certainly be effective.

Patriotic Opera Concerts

Did you ever think of the possibilities of a "patriotic opera" concert? I mean that there are many operas among the greatest, that deal with patriotic subjects. Most of these have to do with national struggles for freedom and are therefore most interesting at the present time. Such are Wagner's Rienzi, Verdi's Sicilian Vespers, Glinka's Life for the Czar, Rossini's William Tell, Meyerbeer's The Huguenots, and others. A recital made up of selections from a set of such operas would be extremely interesting just now, and careful perusal of the cata-

logs of the leading composers will enable a proper choice to be made without difficulty.

Why Suggestions Are Made

Of course, all these suggestions are made principally with the notion of getting dealers to thinking seriously about the development of their business during war-time. We are a great people, no doubt; but we are most assuredly a careless people. And we find it hard to adjust ourselves to the understanding that we are at war and that things simply do not go, during war-time, as they go during peace. But it might as well be realized now, as later on, that the office of music is never more important than during times of war, that the talking machine is the musical instrument peculiarly the best for war-time and that the musical possibilities of that machine appeal during such times more strongly than at any other time, simply because war-tried peoples have less patience with frivolity and more desire for what is fine and great. Now, good music shows off the possibilities of the talking machine as no stupid stuff ever does. One gets hideously tired of the ding-clang of fox-trots; but one never gets tired of Caruso, of Galli-Curci or of Gluck. For my part, when the war cloud hangs too low and the heart is tired through with its horrors and the whole world seems under a black pall of depression, the glorious tones of Clara Butt singing "O! Rest in the Lord" are the finest of medicines. And that is the sort of power your talking machines can give in these days of trial.

Let us all feature the musical possibilities of the talking machine; and do it in ways calculated to fall in with the spirit of the times.

GIVING RECITALS IN SCHOOLS

W. J. Benjamin, Vandergrift, Pa., is now giving a special series of Victor demonstrations in the public schools of that place with very satisfactory results. Miss Wood, of the W. F. Frederick Piano Co. educational department, is assisting in the work.

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 Pathé 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.

1902 ——— 1917

WE ARE

15 YEARS OLD



JOHN L. SPILLANE
Assistant Secretary



FRED P. OLIVER
Vice President and Gen'l. Mgr.



J. NEWCOMB BLACKMAN
President and Treasurer



FRANK ROBERTS
Secretary



JAMES F. ASHBY
Assistant Treasurer

OFFICERS OF THE BLACKMAN TALKING MACHINE CO., NEW YORK

FIFTEEN YEARS AGO on May 1, 1902, after a previous experience of five years in the Talking Machine Business, J. NEWCOMB BLACKMAN established the BLACKMAN TALKING MACHINE CO., as a JOBBER at 19 Beekman Street, New York.

He started in a Modest Way, in a Small Store, with Small Capital and Two Employes, but with a Firm Conviction that he would succeed and that no work would be too hard that would make success possible.

A BIG BROAD POLICY was adopted, supported by very little "WISHBONE," but a determined "BACKBONE." It was a policy of "A SQUARE DEAL FOR ALL." A policy not to attempt too much at once, to be honest and conservative in buying and selling and not to "plunge."

The confidence of everybody was sought, and Mr. Blackman decided not to sell any goods he could not stand back of.

The first six months was "HARD SLEDDING," but at the end of the first year success was assured and each year since has shown a STEADY and HEALTHY GROWTH.

The sales for last year, ending April 30, 1917, are 32 TIMES those of the FIRST YEAR, and those of the one month only, DECEMBER, 1916, were 4 TIMES the ENTIRE FIRST YEAR'S SALES.

We believe this indicates that the "BLACKMAN POLICY" is a good one and that the trade that supports such a Policy is a good trade. We want the "BEST POLICY" and therefore complaints and suggestions will always receive careful attention.

"BLACKMAN SERVICE" must always be the BEST we know how to make it.

J. NEWCOMB BLACKMAN, the founder, head and controlling owner of the business, tenders his sincere thanks and appreciation to all patrons, creditors, employes and others who have contributed to the success of the business, and pledges himself to continue the "BLACKMAN POLICY" of the last 15 years, or any Policy that will make for "Honest Dealing" and "Reciprocity Square Deal" for all.



Blackman

TALKING MACHINE Co.

97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

"EXCLUSIVE VICTOR DISTRIBUTORS"



PITTSBURGH ASSOCIATION COMBATS FALSE ECONOMY

Launches Advertising Campaign to Mold Public Opinion—Planning Other Activities—Trade Well Represented on Business Extension Tour—Excellent Reports From Jobbers and Retailers

PITTSBURGH, PA., June 6.—The talking machine trade is uniformly active in the Pittsburgh territory, jobbers and retail dealers alike reporting a nice increase in business over the same period of last year. Record sales are reaching very satisfactory proportions, and the success of the present whirlwind campaign on patriotic numbers has passed all expectations. The larger supplies of both machines and records has enabled distributors to more effectively meet the demand, and in general there has been a marked improvement in this direction.

The dealers throughout this section, in cooperation with the Talking Machine Dealers' Association, have launched a timely advertising drive to establish the fact in the minds of the public that "economy" should not apply to such a vital necessity and refining influence as music, and the talking machine in particular. The trade is featuring this point strongly and with good result.

At a recent luncheon of the Talking Machine Dealers' Association in the Fort Pitt Hotel, the chief discussion centered around the possible effects of the war upon trade conditions, and the plans were made for the advertising propaganda now being carried on. At this meeting an interesting table compiled by a committee of the organization, was officially adopted and distributed among the members. This table is designed to furnish for dealers a quick and uniform method of computing interest on talking machine sales for any given period.

Arrangements are under way for a big special meeting of the Talking Machine Dealers' Association on Tuesday evening, June 12, in the auditorium of the Standard Talking Machine Co. Building. Efforts are being made to bring together the entire membership of the association on this occasion, and a number of important matters are to be considered. Among other topics to be discussed will be the special

war tax upon musical instruments. Action will also be taken upon the proposed exchange record bureau among the dealers composing the association. Plans will be perfected at this time for the annual picnic to be held this summer. The meeting will be brought to a close with a dinner served in the Standard rooms.

The talking machine trade was represented on the seventeenth annual trade-extension tour of the Pittsburgh Chamber of Commerce, May 15 to 18, by J. Fisher, manager of the C. C. Mellor Co. talking machine department, and J. C. Roush, president of the Standard Talking Machine Co., and Wallace Russell, advertising manager of the same firm. In the interest of Pittsburgh products the large party made a 400-mile trip to many points in western Pennsylvania, West Virginia and Ohio, where brilliant receptions were tendered them by the various trade and civic bodies. The special train, elegantly furnished and equipped, was bedecked with American flags, and "Speed Up" was the slogan. Messrs. Fisher, Roush and Russell tendered glad hands and distributed attractive Victor souvenirs. They played an important part in making the tour one of the most distinctly successful in the history of the Chamber.

Manager K. Mills, of the Columbia Graphophone Co., reports a gratifying volume of business and states that general conditions are quite satisfactory among the Columbia dealers in this district. Mr. Mills, who assumed charge of the Columbia branch a little over a month ago, succeeding Lambert Friedl, is enthusiastic over the summer and autumn outlook in Pittsburgh.

H. L. Fields, formerly identified in an important sales capacity with a Des Moines, Ia., manufacturing concern, has been appointed assistant to Manager Mills.

H. L. Ireland, formerly assistant manager of the Columbia branch, has become city sales rep-

resentative. Mr. Ireland is widely and favorably known in the trade here, and he is assured of much success in entering upon his new duties.

The Standard Talking Machine Co. has inaugurated, among other unique features of its elaborate "Standard Service Department," a series of sales letters for Standard dealers. These letters, setting forth the attractiveness of the new monthly records, are printed and multigraphed in the Standard plant, and are being sold to dealers at cost.

J. C. Roush, president of the Standard Talking Machine Co., leaves June 11 for a business trip in the East.

French Nestor, the manager of the Standard Talking Machine Co., spent several days in Cleveland, O., during the week of May 23 in the interests of Standard business.

Gustave A. Greisbach, for several years one of the mainstays of the sales force of the W. F. Frederick Piano Co. retail talking machine department, has joined the colors with the Signal Corps of the Eighteenth Regiment Pennsylvania National Guard.

F. S. Samuels, progressive Victor talking machine dealer of Bedford, Pa., attended the Chicago music trades convention, and from there went to Kalamazoo, Mich., where he is spending ten days.

The Woodlawn Talking Machine Shop, Woodlawn, Pa., has installed two handsome new demonstration parlors. Manager Raymond Rewbridge reports business steadily expanding and the outlook favorable.

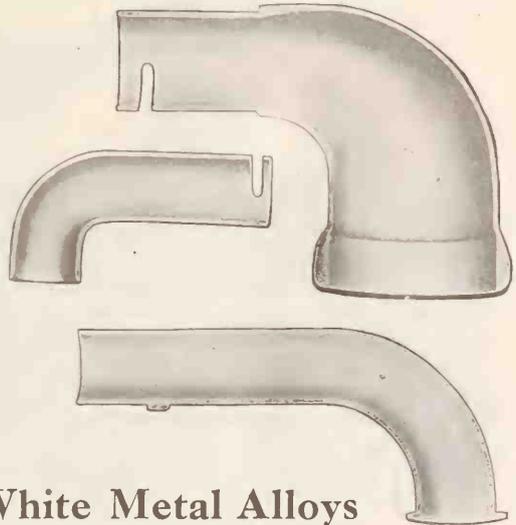
Ray Veiock, president of the Veiock Music Co., New Brighton, Pa., has purchased an attractive Buick automobile and is using same to good advantage in securing talking machine business. Mr. Veiock reports trade quite active and conditions good in his locality.

Sarah Horner, one of the owners of the Rochester Music Co., Rochester, Pa., prominent Victor dealers, was a recent visitor at the W. F. Frederick Piano Co., wholesale department, Pittsburgh.

Acme Die-Casting Process Solves a Problem for Phonograph Makers

Acme Die-Casting engineers have worked out the problem of producing tone-arms that will meet the specifications of all manufacturers. Ideas and designs originated by us have been widely followed in the trade.

The usual tone-arm construction produces a sharp angle at the inner curve of the elbow, to permit withdrawing the steel cores in the die. At the request of Phonograph experts who wished a smooth, even tone-chamber without sharp angles we produced tone-arms a few examples of which are here illustrated—cut in half to show the construction.



Acme Die-Castings in Aluminum or White Metal Alloys

The Acme organization aims to "serve"—to furnish you with the product you specify and want. Acme Die-Cast parts are smooth, clean and free from surface imperfections. There are more Acme Die-Castings used in the Phonograph trade than all others combined. This can only be explained by the Merit of the service.

Accuracy Guaranteed

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

MAKING THE TALKING MACHINE DEALER'S MAIL LIST PAY

List Must Be Up-to-Date—Dead Names Removed—Keeping in Touch With Visitors to Store—Prizes for Names—Utilizing Telephone Directory—Other Pointers

Every dealer is interested in the question of expanding his domain of trade, and there is no topic of greater interest in that connection than that of making the mailing list pay. Next to personal intercourse, the mail can be used most advantageously in developing interest in one's store, but the mailing list must be handled intelligently in order that satisfactory results may be obtained.

A talking machine dealer who claims to be making money through the use of his mailing list claims that personal attention to the end that the list is kept up-to-date is absolutely necessary. Dead names on a list means loss of money, while every name left off robs the store of potential sales. It's the live names that count.

In an article in the Columbia Record the writer tells in part how he keeps his list up-to-date. He encourages his sales people to take the names and addresses of all persons who enter the store. Monthly prizes are offered to the salesmen who secure the largest number of addresses. Customers with whom the salesmen are well acquainted are asked to make out a list of talking machine owners among their acquaintances so that they may be circularized to the end that record trade is developed. This writer adds that the success or failure of many dealers is in direct ratio to their knowledge of the whereabouts of talking machine owners in their zones. It is a factor of great importance in the development of the business. The writer then expatiates thus:

"Before giving you a few hints on how to keep your lists I want to say that there is nothing like a personal letter to keep a prospect interested in your proposition.

"In cases where I consider the chances of a sale good, I always follow up with a friendly informative letter that brings him into my store.

"My first rule is: 'Know as much as possible

about everybody on the list!' First of all find out about his financial standing. What kind of a position does he hold? Is he good or bad pay?

"In small towns it is comparatively easy to find out all about a prospect. Does he own his own business? If a farmer, is he an owner or a tenant? Has he children? What is his all around reputation for honesty and reliability? Go over your list, name by name, mark the doubtful ones and find all of these things out. In the city as well as country communities the polling lists furnish you names.

"Read local papers carefully. In news and society columns, in engagement and marriage notices, in court news, are the names of hundreds of good prospects in the course of the year.

"In city centers get names from telephone directory and occupations from city directory. It is a good rule to 'Blue Book' lists of club members. Names of automobile owners represent persons of buying power. City dealers who can get hold of lists of gas and electricity buyers have valuable names. Of course, all these names are quite apart from the names of persons who visit your store.

"In compiling your mailing list take a map of your city and divide your territory into zones. It isn't wise, always, to judge a prospect by the part of the city he lives in or the rent he pays, but this should be taken into consideration. It isn't good policy to ignore the poorer districts and build your list entirely around the names of people who live in 'swell' neighborhoods and pay high rent, but it gives you a good line on the ability of these people to buy and pay for Columbia records and Grafonolas.

"Some dealers make it a practise to circularize salaried persons, like teachers, public officials, all people in the clerical and executive class, rather than the wage earners, but I find that workmen in the shops and factories, for in-



Read the trade-mark carefully, hear the machine, and you'll agree that it is truly The World's Musical Instrument.

Send for our special proposition

HOFFAY TALKING MACHINE CO., Inc.
3 WEST 29TH STREET NEW YORK CITY

stance, are often very good prospects and appreciate music in their homes. I wouldn't ignore them if I were you. People with fixed incomes can be depended upon to meet instalment plan payments a little more regularly than a workman who is liable to be laid off when there is a dull time in his industry. But, in cash business, one man's money is as good as another's.

"To sum it all up, you have the names of all prospects on your mailing list and then follow them up persistently until you get them into your store."

As a last admonition you must follow them up with dogged perseverance to get the biggest possible percentage of business. Quitters rarely have any success in resorting to the mails.

ANNOUNCES CHANGE OF NAME

The Independent German-American Talking Machine Co., manufacturers of phonograph motors and accessories at 54 Bleecker street, New York, have applied to the Supreme Court for elimination of the words "German-American" from the company name in view of the present political situation. The company will be known in the future as the Independent Talking Machine Co., Inc.

Be your own traffic cop—and keep the "go ahead" sign in force constantly.



Stewart
PHONOGRAPH
(New Model C)

\$775

New Proposition

Exclusive Territory for Dealers—Act Quick!

On and after July 1st the Stewart Phonograph, Model C, will be sold through selected and exclusive dealers only.

Applications are now being received. Many of the most aggressive dealers are arranging to establish a Stewart Phonograph Department and propose to make the Stewart an important feature of their business.

This announcement will bring applications from dealers everywhere. If you want to take advantage of our very attractive "exclusive dealer proposition,"—act quickly! Don't delay—or, you may be too late. Preference will be given to our present

dealers if their applications are received promptly.

The Stewart Phonograph is a big money maker. With our new dealer proposition it will prove even more profitable for progressive dealers.

The demand for Stewart Phonographs is already big and is increasing very rapidly.

The Stewart Phonograph fills a big gap in the musical instrument field.

It places within the reach of millions of families with moderate means, a popular priced phonograph which is acknowledged to be nothing short of marvelous.

It has volume and quality of tone unsurpassed by any other popular

priced phonograph. It will play every record of any size, make, or price.

Every mechanical feature has been developed to the highest possible point.

The Stewart Phonograph is an all-year-around article. A dealer can sell Stewart Phonographs in the summer as well as in the winter.

Right now there is a great big demand for the Stewart Phonograph. It is exactly what people want for summer use. Just the thing for vacation trips, picnics, auto parties, summer homes, camping, boating parties, impromptu dances, etc.

Mounted in a carrying case, as shown in small cut, the Stewart is

especially desirable. It can be used anywhere—any time—for any purpose.

Can't you see the possibilities the Stewart Phonograph holds for you? It is a big seller now. A big market exists. It is only up to active, live dealers to supply the demand.

If you want to get in on the ground floor write or wire at once for our exclusive dealer proposition. Don't put it off and let someone else beat you to it.



STEWART PHONOGRAPH CORP., 327 Wells Street, CHICAGO, ILLINOIS

BUSINESS FOR MAY IN BALTIMORE SOMEWHAT UNEVEN

Dealers Divided Regarding Prospects With Optimists in Majority—Heath's Encouraging Report—Droop's Good Showing for May—Difficult Still to Get Machines—Big Call for Patriotic Records

BALTIMORE, MD., June 7.—The talking machine business for the month of May just closed was not quite as good as last May with some of the distributors, while it showed up a good average with others over the corresponding month of last year. Distributors found many of the retailers in a curious frame of mind. Some of them held back ordering for a time and could not be induced to see the handwriting that business was bound to increase. Others, believing that the coming season will be an exceptionally good one, went right ahead and placed orders for as many machines as they could possibly handle. A canvas of the retail trade showed that the first part of the month business did not show as well as it had been, but toward the middle of the month it came back strong, and dealers who were beginning to lose faith once more became optimistic. Record business was very good with most of the dealers, and this was due to the fact that dealers have now a pretty good assortment of records. In fact the dealers throughout the section are for the first time in a long period satisfied with their supply of records, which are able to meet the demand of all of the trade.

A. J. Heath, manager of the Columbia Graphophone Co. for this territory, returned last week from a trip through North Carolina, Virginia and West Virginia. Mr. Heath is in a highly optimistic frame of mind, and declared that if the crops through that section bore out expectation it would be a great season for business. Continuing Mr. Heath said: "For a time many of the dealers in various sections of this city and in the territory in this section could not be induced to take on the proper stock. Others having faith in the business did not make any change in their orders for this time of the year, and many of them increased their demands. The dealers, who held back at the start came through with their orders toward the latter part of the month. Business for the month stayed ahead of the same month of last year, but the average increase was not as great for May, 1917, as it was for the other months of this year. But I feel sure in saying that the year is going to be a big one, and the fall business, which will be with us in a few months, will be greater than ever."

W. C. Roberts, for E. F. Droop & Sons Co., Victor distributors, stated that the month of May was behind the same month last year, but he looks forward to a big month for June. He said that the indications were for big retail business during the month, and now that machines and records were coming through in better shape, conditions warrant an optimistic view. Record sales and collections have both been good during the month.

W. B. Turlington, of Sanders & Stayman Co., Vocalion distributors, is pleased with the way business continues, and he believes that this year will show a fine business record. He is taking in all of the machines and records that he can get hold of, and so firm is his faith in the future of the business that he has been watching the market closely to stock up.

Jesse Rosenstein, for the National Piano Co., distributors for the Pathé line, reports a good month's business and expects it to continue good through the month of June. Machines and records are both coming in better. Eddie Rosenstein, who looks after the wholesale business for the firm, says the prospects loom big for the rural territory.

I. Sou Cohen, of Cohen & Hughes, Victor distributors, says that despite the let up in certain quarters the Victor Co. is still unable to turn out sufficient machines to take care of the demand. Mr. Cohen spent several week ends in New York, and at Camden, Victor headquarters, in an effort to get more machines to take care of his customers. Mr. Cohen reports May business exceeding that of the same month of 1916, and he looks forward to good business this fall.

C. B. Noon, manager of the music department of The Hub and Hecht Brothers & Co. Furniture House, reports a good retail business at both stores. Mr. Noon feels that business is going to continue to pick up and show good returns throughout the balance of the year. M. J. Rogers, who is Mr. Noon's assistant in the Victrola department at The Hub, is in New York, and will visit the Victor factories and get closer to the construction of both machines and records and other details.

Business with the Victrola department of the Mann Piano Co. was pretty good for the month. Mr. Mann expects the summer months to show very good, and he looks forward to a good fall business.

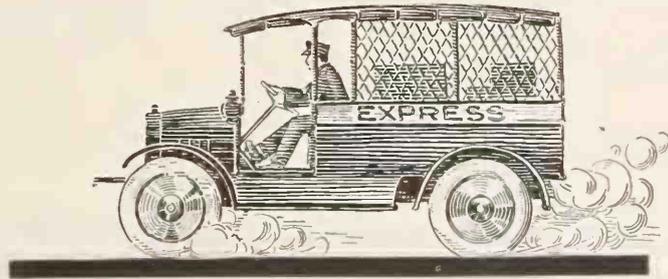
Throughout the city there is still a big demand for the popular and patriotic records. There is also some demand for the patriotic airs of our "Allies," especially the French National Anthem.

GETTING ON IN BUSINESS

No Rules in "Getting Along," It Is a State of Mind, Says a Man Who Knows

An expert on business declares that he has received a letter from a young man who says he is just going into business with another young man and he wants some rules for "getting along" with his partner. He answered: There are no rules. "Getting along" is a state of mind. This state of mind consists in seeing the business itself as a whole, not as yourself or your partner, but as an institution. Do not work for yourself. Do not work for your partner. Work for the business. Keep closely in mind the oneness of the institution.

If you work for the institution, and your partner works for it, then the institution will prosper to the individual profit of both of you. If you and your partner get this mental attitude—the oneness of the business, that what is for the good of the business as a unit is for the profit of each, then there will be no object in one taking any advantage over the other.



Speed!

—one of the prime requisites of good Victor distributing service, is a point upon which our organization lays particular stress.

In-so-far as stock permits, all orders are shipped the same day as received.

This is accomplished without sacrifice as regards accuracy in filling the order and care in packing.

Schmelzer Arms Co.

The Oldest Victor Distributors in the South West

KANSAS CITY, MO.

ENLIST WITH US

STRONG ON SERVICE!

CRESSEY & ALLEN

VICTOR DISTRIBUTORS

PORTLAND

MAINE

GETTING PEOPLE IN YOUR STORES

How E. F. Waits, of Corinth, Interests Pedestrians in His Line of Talking Machines

CORINTH, MISS., June 2.—There are many ways in which to attract the attention of the pedestrian, thereby enticing him into your store, but one of the most unique and at the same time an exceedingly efficient means of attaining this result has been devised by E. F. Waits.

Mr. Waits, who is a jeweler, handling both



Window Which Attracts the Pedestrian's Ear Columbia and Victor products, is a man of unusual ability, and aggressive ideas. He has worked out and installed in his store a demonstrating machine that when played, can be heard for blocks around, or controlled so that just the right volume is in evidence to attract the pedestrian directly in front of his store. Another very unique feature is that when playing loudest, there is no sound in the store, but volume enough outside to overcome all the noise of the street traffic.

It will be noticed in the accompanying photograph that just above the "Note the Notes" sign is seemingly an innocent ventilating system for the store, but in reality, both of these sections represent the "bell" of the horn, and the slats or leaves are controlled by a lever in the store, thereby allowing the operator to vary the vol-

ume of sound at his will. The horn itself is about five feet deep with a connection running down to the machine. Connected to this same operating base is another tone arm and reproducer which runs up to a similar horn, but much smaller, inside the store. Mr. Waits uses this to demonstrate nearly all of his records, and it has the advantage of sending forth the melodious tones out into the street, at the same time he is playing for his record customer in the store. Although there are two reproducers in contact with the same record, there are no conflicting sounds at all.

Another very good feature about this ingenious device is the very good advertising Mr. Waits gets from it. When the slats are closed you behold two instruments painted on them. Hearing the music, the innocent passerby naturally looks up to discover where the music is from, sees the "Note the Notes," remembers what record he wants and promptly goes in.

Conditions, generally speaking, are very much improved in this section, and every one is very

optimistic. Taking the high price that cotton brought this year and the outlook for the most attractive prices for every kind of farm product, the future seems to hold very alluring possibilities. Record buying has been stimulated, and a larger percentage of machines sold this spring than heretofore have also helped business.

Mr. Waits looks more to the sale of the higher class of records, carrying a very good stock for the size town, and specializing as he does on this particular branch of the record business increases his profits not a little, as it does not conflict with the sale of the popular-priced records, but on the other hand tends to "lift" the record buying public.

PRICE LIST ON DECALCOMANIE

Special Illustrated Card Issued to Trade by Globe Decalcomanie Co.

The Globe Decalcomanie Co., 73 Montgomery street, Jersey City, N. J., are sending out to the trade an illustrated price list of decalcomanie name plates. The list is in the form of a four-page folding card, one section of which can be used as a postal for ordering transfer name plates, and also the transferring outfit which the Globe Co. claims is one of the most simple, economical and at the same time attractive methods in use. The Globe Decalcomanie Co. is also sending out samples to interested dealers and manufacturers.

STEADILY EXPANDING ITS BUSINESS

BERKELEY, CAL., June 4.—The Kruschke Phonograph Co., distributors for the Pathé Frères Phonograph Co. in this territory, have been making very satisfactory headway in developing a wide demand for the Pathé line, and in order to take care of their fast growing business have obtained another establishment in Los Angeles.

The company has established new dealers throughout its territory, and its traveling representative, Mr. Gilcrest, who recently returned from a week's trip, made arrangements whereby the Pathé line will be handled by many representative dealers.

ADVERTISEMENTS THAT APPEAL

The best advertisements are those which not only appeal to the eye quickly, and convince the mind readily, but also last the longest in the memory. Virtually the effect of such advertisements never dies, and they appear oftenest among the car cards.

MANUFACTURERS— ATTENTION!

The 1918 model of VEECO, the ELECTRIC DRIVE OF SUPREMACY for TALKING MACHINES, will be ready for the market in about a month.

The mechanical construction in this electric motor in every respect is the most advanced. It departs entirely from the trouble-giving parts of all talking machine motor construction.

Solicitation was made from the highest authorities for criticism and we can truthfully state that there is no mechanical criticism to this new model.

It will be an eye-opener to all talking machine manufacturers in the way of ingenuity and simplicity of construction and all running parts are so designed that the longer this motor runs, the better it will become.

We have made changes in our Vitraloid turntable which, together with the motor, makes our complete product entirely distinctive in every respect.

We solicit your inquiry as to prices and terms and we will be glad to furnish you with a sample motor complete for two weeks' trial without any expense to you.

Our motors are guaranteed in every respect for two years.

THE VEECO COMPANY

248 Boylston Street

Boston, Mass.

THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE FOR
THE TALKING MACHINE MANUFACTURER'S USE.



All the way from cover to cover—the July Columbia Record List is a list 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

PATRIOTIC RECORDS STILL HAVE THE CALL IN ST. LOUIS

Dealers Find it Hard to Keep Stocks Complete—Better Grades of Machines in Demand—Jobbers Report Unusually Large Future Orders—New Quarters for Koerber-Brenner Co.

St. Louis, Mo., June 4.—St. Louis talking machine dealers are very well satisfied with the present condition of business. All of them report increases and some are talking the usual figures that are hard to believe unless you are familiar with the increases made in this business.

Some surprise is manifested at the continued demand for patriotic records. Retailers have had their stocks broken time and time again on “America” and other popular selections. Most of the dealers thought that the demand, which sprang up almost overnight when a state of war with Germany was declared, would soon pass. It was necessarily slowed up for a brief time because of a shortage of records, but since the supply became generous in the jobbers’ hands, there has been a steady demand of surprising volume.

The machine trade, it is said, is running chiefly to large instruments. There seems to be a less demand for the small machines for club houses and outing trips. This may be because the season has been wet and cool, or it may be because so many of the strenuous chaps who went fishing, hunting and who owned riverside camps, are busy with guns and things that enter into military life. Perhaps the girls will buy them when the weather gets warmer.

Early this month the Associated Advertising

Clubs of the World met here and many of the talking machine men were interested in the meeting. Mark Silverstone is a member of the local Advertising Club and bought himself a uniform for the parade, contributed generously to the fund for the convention, advertised heavily in the program and had a special window display, a revolving disk like a record, inviting the ad men to come in and hear a special concert suitable for advertising hustlers.

Local jobbers are a unit in declaring that they are receiving unexpectedly large orders. Some of them feared that the small dealers, especially, might view the war’s effect on business seriously. But trade, it appears from reports they make, is expanding almost if not quite at the usual rate. They all expect the full per cent. of increase when all orders are accounted for, as those who were undecided at first about placing orders are coming in later with orders fully as large as was expected before there was indication of immediate state of war.

Talking machines are being freely used here as a stimulation to recruiting. The first use was for reproducing patriotic airs and later special records of notable recruiting speeches were used. There also have been calls from soldiers on sentry duty at isolated points for records and these have been freely met, both dealers and machine owners contributing.

By the middle of the month St. Louis will have two handsome new jobbing stores to show to trade visitors.

The Koerber-Brenner Music Co., Victor distributors, are moving into their new store at 1714 Washington avenue as this is written. It will require a week or two to complete the setting and show the new warerooms, handsome office suite and model store for what it is worth. The removal from the old quarters, two blocks east on the same street, was delayed a month by too much work in the local planing mills which had the contract for the office fixtures, and a scarcity of skilled labor to hasten the work along. Even in the disorder of moving, there was strong evidence of what beauties the new place was to have. There also is a maximum of convenience, the warerooms being arranged on the wide observation of the members of the firm, H. G. Koerber and E. C. Rauth, which were submitted to the best business building engineer in the city. The new location is on the ground floor, this being a decided step forward from the fourth floor of the old location.

The other new store is that of the wholesale department of the Columbia Co. Manager Reid moved in more than a week ago and has been keeping up the business pace to the accompaniment of carpenters’ hammers and to the smell of new paint and varnish. Another week will provide for the finishing of these quarters, which are large, light, well ventilated and handsomely fitted. This removal to 1127-29 Pine street is a decided step forward, as the wholesale department of the Columbia line always has been buried in offices in the rear of the retail department of the Olive street store and neither department had space for adequate work. Ben. Philipps, retail manager, is holding forth at the former location and is enjoying a freedom of movement and an ability to entertain more customers than ever before. The former wholesale offices will be equipped for demonstration rooms as soon as the work on the new wholesale department is completed.

Charles Staffleback, manager of the Pathé department of the Hellrung & Grimm Housefurnishing Co., says that he at last has his decks entirely cleared and his stock in such shape that he is seeking new dealers and is ready to give to them the sort of service that the Pathé line justifies. He won on his first contested effort to get a dealer, the Rokmueller-Flint Furniture Co., 5538 Easton avenue, a new concern that is going into the talking machine business quite elaborately. Mr. Staffleback, who is new to the jobbing business, although he has sold the Pathé successfully at retail for several years, attended the national piano conventions at Chicago and felt well repaid, both from a talking machine and a piano standpoint, as he has charge of the piano department of this firm as well as the Pathé line.

Mark Silverstone of the Silverstone Music Co., Edison jobbers, is optimistic as to business conditions during the war despite the fact that six men from his repair shop have enlisted and



Winning Recognition on an Engineering Principle

Behind the modern, thoroughly equipped manufacturing plant of the Presto Phono Parts Corporation there is an engineering principle—SERVICE.

Its every product, from the minutest jewel screw to the latest achievement of a truly universal tone arm, must stand the test of service.

The manufacturing organization that has made possible a line of sound boxes and tone arms that has but in a few months won recognition and adoption by some of the leading and most discriminating phonograph manufacturers, has been built up on the principle of efficiency with economy.

To those who demand Phono parts of precision, refinement and individuality our line will bear the most rigid inspection.

For parts made to your own specifications our engineering service is at your call.

Presto Phono Parts Corporation

36 to 48 Flatbush Ave. Ext.

BROOKLYN, N. Y.

R. L. Wilson, his office manager, has passed the examination for an officers' reserve camp. He is going to buy some Liberty Loan Bonds and is going to prepare for the biggest fall business the Edison line has ever put on the books in this section.

The "keep your eye on Edison" buttons which were distributed by the Silverstone concern last month became so very, very popular that the supply ran out ahead of time and recently many mail requests have been made for them. Mr. Silverstone says that other Edison jobbers are taking up the idea.

Mr. Silverstone is waging a campaign with his dealers to get as many as possible of them to attend the dealers' meeting in New York, July 12. He hopes to have a big delegation there.

Manager Guttenberg of the Aeolian Hall talking machine department was asked: "What is the effect of the war on your trade?"

"Really we do not know in the way of merchandising that there is a war," he replied, "unless it is the demand for patriotic records and the increased machine sales. I think if reports are true that wages in munition factories are high and that manufacturers are making unusual profits, most of this money must be finding its way to Vocalions and Columbia records. Our sales are very unusual, both as to records and

machines. We are maintaining our advertising campaign and are getting results from all lines of publicity and salesmanship."

January 1 a salesmanship contest was begun at Aeolian Hall that has only recently been concluded. A trip to the company's factories and home offices was offered to a salesman in both piano and Vocalion departments who made the "biggest volume of sales on the least cost per cent." The awards have been made to John L. Stevner of the Vocalion department and Robert L. Hallahan of the piano department.

Manager Ditzell of the Famous & Barr Co. says that he is puzzled about the recent increase of record sales in his department. "I do not know," he said, "whether it is the extraordinary demand for records or whether it is a demand for sealed records. We are putting out only sealed records in this department now and we believe the people like and appreciate them. The sale of patriotic records has been most extraordinary."

Along the same line Manager Magoon of the Kieselhorst Piano Co. Victrola department said: "It is hard to estimate the sale of patriotic records. It is always said that if you do not have the records the instant the demand comes, you lose a good part of the sale. Of course the demand for patriotic records came too suddenly for any stock to care adequately for all demands. But if we lost the punch of the demand, it would be very hard to say what the demand would have been, for some large stocks of these records are being turned. The McCormack record has proved a big hit."

EXCELLENT CONDITIONS IN SOUTH

Edwin C. Boykin, Director of Sales Promotion for Thomas A. Edison, Inc., Attends Dealers' Conferences in Various Cities—Reaches Atlanta in Time to Help Fight Big Fire

Edwin C. Boykin, director of sales promotion of Thomas A. Edison, Inc., made a flying visit to the South last month, reaching the city of Atlanta the day of the big fire in time to aid the rescue work and show his West Point training.

Mr. Boykin found many of the Edison dealers who were to be at the convention held at Recital Hall of the New Edison Shop, Atlanta, working like Trojans aiding the authorities in putting out the conflagration. Although the convention was held under great stress and excitement, a number of Edison dealers attended and much enthusiasm was displayed. A luncheon was served at the Winecoff Hotel.

Another convention Mr. Boykin attended was held two days later in Birmingham, Ala., at the Tutwiler Hotel following a luncheon served to a number of the dealers there. In an interview given upon his return to the Edison plant, at Orange, Mr. Boykin said:

"On my trip South I visited Atlanta, Birmingham and Montgomery. In all three cities I found Edison business on the boom. In fact, all Edison dealers I met on my trip told me that business was good and would be better.

"I happened to be in Atlanta during the fire. Really I have never seen or imagined such a sight before. Fortunately our jobber's beautiful store was a good distance from the fire and was untouched. However, every Edison dealer who visited Atlanta on May 21 pitched in and went to the fire district and did everything possible to move furniture and such things to safety.

"Our Atlanta jobber tells us that his business is going along nicely. You probably know that he is one of the most recently established jobbers. I found that the Edison concert hall has really become a musical center of Atlanta, and that a great many musical clubs and social organizations are using the recital hall for headquarters and for meetings and sociables.

"In Birmingham I found pretty much the same condition. Loveman, Joseph & Loeb, our biggest dealers in Birmingham, are remodeling their establishment. In fact, they are giving the Edison department one of the most prominent locations in the city. Both Mr. Baskin, who has charge of the department, and Mr. Loeb say that their Edison business is going

splendidly, and that they expect to do a much greater business during the coming year. Bromberg, our other Birmingham dealer, says that he is also doing a good business. I reached the shop just about two minutes after they had sold a \$250 instrument.

"I found everybody in Montgomery talking about the New Edison. Miss Ida Gardner recently gave a most successful tone test there. I believe the Edison has a big field in Montgomery. Our dealer there, Frank Tenuille, is one of the substantial men in town.

"On the whole, I found the South very optimistic. It has practically adjusted itself to war conditions, and is looking forward to a real era of prosperity. Crops are good, and with the establishment of several large training camps in the South, many millions of dollars will be put in circulation there."

W. S. McDonough and C. S. Mitchell are opening a music store at the corner of Main and South Elm streets, Beacon, N. Y., where the Columbia Grafonola will be featured.

THIS SHOULD INTEREST YOU



809



\$9.75

Matches New Victrola IX

809—Mahogany, Golden Oak, Fumed Oak, Weathered Oak, Nickel-plated trimmings. Lock and key. With removable moulding so machine can easily slide in, giving a perfect "Cabinet match" appearance. Height, 33 inches. Top, 22 3/4 x 19 1/4 inches. Holds 192 twelve-inch records Matches new Victrola IX. Highest type of cabinet, both in construction and finish. Average weight crated, 70 lbs.

800—Same Cabinet, without moulding. Matches COLUMBIA FAVORITE. All finishes.

Immediate Delivery

YOU NEED OUR CATALOG AT ONCE

SCHLOSS BROTHERS

637-645 W. 55th Street, New York

Phone Columbus 7947

Satisfy Yourself

that the best way to play Edison and other "hill and dale" records on other phonographs is by means of the

VICSONIA

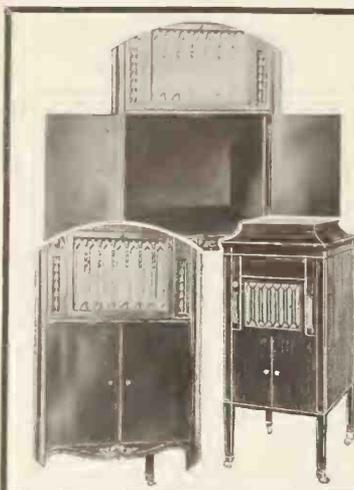


It will give rich, sweet tones without blast, without nasal quality or "tinny" sound.

In order to give you an opportunity to judge for yourself, we will send one to any dealer for ten days' trial upon receipt of \$3.50—Money to be refunded if reproducer is not satisfactory.

Mention this advertisement and state make of machine.

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



SOSS

INVISIBLE HINGES

Emphasize Beautiful Wood Finishes

So many talking machine Cabinets are designed with a disguise of the instrument as their chief feature that invisible hinges are of special importance.

Ordinary hinges may be made inconspicuous, but the fact that they cannot be completely hidden by any ingenuity mars every cabinet on which they are used.

SOSS Invisible Hinges preserve the beauty of well-designed and finely finished
TALKING MACHINES MUSIC CABINETS
PIANOS PLAYER PIANOS AND BENCHES

They are made in numerous sizes for these particular purposes. They are simple, strong and durable, easy to install and are an improvement on any class of cabinet work.

We will be pleased to send you our new illustrated booklet "T"

SOSS MANUFACTURING COMPANY

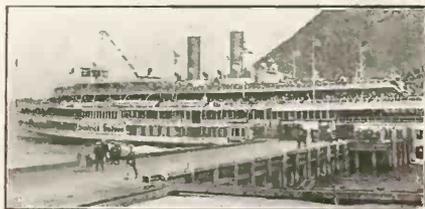
435-443 ATLANTIC AVE. BROOKLYN, N. Y.
CHICAGO, 160 North 5th Ave. } Branch { SAN FRANCISCO...164 Hiansford Bldg.
LOS ANGELES, 224 Central Bldg. } Offices { DETROIT—922 David Whitney Bldg.
Canadian Representatives—J. E. Beauchamp & Co., Montreal, Can.



BLACKMAN FORCES CELEBRATE FIFTEENTH ANNIVERSARY

Outing and Dinner Commemorate This Important Event—President Blackman Presented With Silver Loving Cup—Annual Distribution of Profits—Growth of the Business

The fifteenth anniversary and eighth annual outing of the Blackman Talking Machine Co. New York, Victor distributor, was celebrated on Decoration Day, when the officers and employes of the company enjoyed an outing which was the most successful that this popular concern has ever given. As a rule the Blackman outings are held on Saturday afternoon and evening, but in order to do justice to the fifteenth anniversary this year's outing was sched-



The Steamer "Hendrick Hudson"

uled for a holiday, so that the plans made by Mr. Blackman could be carried out without a hitch.

At 8.30 a. m. the members of the Blackman party boarded the steamer "Hendrick Hudson" of the Hudson River Day Line, and after a delightful sail of three hours arrived at Bear Mountain Inn, Bear Mountain, where a luncheon was served. From 2 o'clock until 4 dancing and boating formed the major part of the program, when the party returned to New York on the "Robert Fulton."

The next event scheduled for the entertainment of the Blackman party, and by far the most important, was a dinner in the Egyptian Room at Murray's Restaurant on West Forty-second street. For the past three years the Blackman dinners have been held in this room which has almost made this part of the program a fixture.

During the course of the dinner the guests



The Ladies in the Blackman Party

were entertained by several members of Murray's cabaret staff, and after enjoying a dinner which emphasized the culinary achievements of Murray's, J. Newcomb Blackman, president of the company, delivered a short address which was enthusiastically received. He referred briefly to the fact that the company had pur-

chased a number of Liberty Bonds, and that he had devised a plan whereby the employes could participate in the purchase of these bonds on an exceedingly liberal basis. Judging from the enthusiasm of the Blackmanites, practically all of the employes will own Liberty Bonds within the next few days.

Mr. Blackman then announced the annual distribution of profits among the Blackman employes. This method of profit sharing was inaugurated eight years ago, and at each annual outing the members of the staff who have been with the company during the past fiscal year share in the profits of the concern on a basis determined by Mr. Blackman. This modern spirit of practical appreciation of an employe's efforts has been generally adopted by leading concerns throughout the country, evidencing the foresight exercised by President Blackman eight years ago.

At this year's dinner twenty-two employes participated in this profit sharing, an increase of five over last year. In view of the fact that Mr. Blackman announced the closing of the best



The Members of the Blackman Delegation

year in the company's history, these twenty-two employes were well deserving of the congratulations which they received on all hands. Those who received these profit sharing envelopes were Frank Roberts, secretary of the company and its oldest employe; James F. Ashby, assistant treasurer; John L. Spillane, assistant secretary; George Thau, H. C. Lansell, A. J. Wilckens, E. S. Palmer, J. H. Giles, John Mills, John Hanley, A. D. Robbins, Frank Tillinghast, Charles Marquis, Charles Cornwell, Frank Engelbretsen, Miss L. D. Peters, Miss M. Hennig, Miss R. Dunker, Miss E. M. Kostenbader, Miss M. V. Johnstone and Miss V. Hirschberg.

At the close of this distribution of profits Mr. Blackman stated that a few years ago he had determined to make a number of his employes stockholders in the corporation as a mark of his appreciation of their services. These employes received dividend checks in addition to their participation in the profit sharing, and among these were Messrs. Roberts, Ashby, Spillane, Lansell and Thau. Other stockholders of the company who were present at the dinner were Fred P. Oliver, vice-president and general

manager of the company; Mrs. J. Newcomb Blackman, Mrs. Anna A. Houghton, Mrs. Irene C. Blackman and Mrs. Fred P. Oliver.



Cup Presented to President Blackman

After concluding this part of the program Mr. Blackman made a timely talk on the general conditions facing the business world at the present time, and gave those present a clear idea of the economic and industrial problems brought about by the war. As Mr. Blackman had been to Washington several times in the interests of the talking machine industry in connection with the 5 per cent. tax on musical instruments, his remarks were based on actualities, not theories.

The surprise of the evening was the presentation by Vice-President Oliver to Mr. Blackman of a beautiful sterling silver loving cup, which was the gift of the employes of the Blackman organization. In presenting this cup Mr. Oliver referred to the affection and esteem in which Mr. Blackman is held by his co-workers, and

We have four factories in which we make cabinets for whole-



Model 95

sale dealers and assemblers. Can take on a few more contracts. No shipments less than one hundred at a time.

Grand Rapids Cabinet Furniture Co.
GRAND RAPIDS, MICHIGAN

expressed the hope that he would accept the cup in the spirit it was given. He added this in recognition of the fact that Mr. Blackman, several years ago, had absolutely forbidden the presentation of gifts of any kind by his employes. Recognizing the spirit which prompted this year's gift, Mr. Blackman accepted it, thanking his associates for their unexpected kindness. Frank Roberts, the first employe of the company, and the "grand old man," was presented with a silk umbrella by his co-workers.

A theatre party on June 8 at the Palace rounded out the fifteenth anniversary celebration of the Blackman cohorts, and this year's outing will go down in the minds of every employe of the company as an ideal reflection of the spirit which has dominated the activities of the organization from its very inception—cooperation and mutual appreciation.

As indicative of the spirit which characterizes these annual outings the following is a message of greeting extended by Mr. Blackman to his associates through the columns of the official program of the outing:

"As founder and head of our business, I greet you to-day with a keen sense of appreciation of your friendship and loyalty.

"The seed of faithful service planted in 1902 by Frank Roberts cultivated by cumulative cooperation has ripened and enables us to reap together a successful harvest.

"Continued friendly relations give me visions of our sharing even greater future results, and I pledge you my best efforts to that end.

"On this Memorial Day, let us honor those who have passed to the great beyond by standing united for the defense of our country, liberty and humanity."

"Along Broadway," the Edison musical magazine has reached the 200,000 mark in its circulation and has now attained the status of a national magazine. This monthly periodical presents current musical news for the general reader and articles of interest to those who possess a new Edison phonograph.

MURATORE OPENS MUSIC SHOW

Famous Tenor of Chicago Opera Co., Although Ill, Starts Great Show—Exclusive Pathé Artist

Lucien Muratore, the famous lyric tenor of the Chicago Opera Co., and exclusive Pathé artist, sent his message that opened the Chicago Music Show by telephone, while lying in a sick bed after just being operated upon for appendicitis at the Audubon Sanitarium, St.



Lucien Muratore Sending Message
Nicholas place, New York City. Mr. Muratore has felt very grateful to Chicago for the kind reception it has given him in the past, and he thought this was merely a small means of repaying the great kindness he has received from the many music lovers in Chicago. The message was given in French, and was as follows:

"It is with a full knowledge of the great honor afforded me that I voice the gratification that so many must feel to find a new home for music and art. Paris, in your sister republic France, has long been identified with what your city is to-day accomplishing in full measure—the advancement and cultivation of art side by side with science and commerce. Chicago has been home for me for five years,

and nowhere can one find keener appreciation or better understanding of all that music means than in your city. This day marks another milestone in the fulfillment of your aim. I hereby pronounce the National Music Exposition officially opened."

BELL T. M. CORP. IN NEW OFFICE

Executive Headquarters Now at 44 West 37th Street, New York—Become Distributors of the Schubert Pianos and Player-Pianos, Also Good Demand for Schubert Phonographs

The Bell Talking Machine Corp. is now settled in its new executive offices, 44 West Thirty-seventh street, New York. For several years the offices have been located at the factory, 1 West 139th street, but with the opening of the new offices there will be greater convenience for both the manufacturer, and the dealer as the several models of talking machines which the Bell Corp. are manufacturing may be seen at the display room connected with these offices.

Peter A. Duffy will be located in the new offices as well as L. Rommel. Besides manufacturing and distributing the Schubert phonographs which have become very popular during the last year the Bell Corp. will also be general distributors for the Schubert pianos and player-pianos, manufactured by the Schubert Piano Co. The wholesale business of the Schubert Piano Co. will be transacted from the Thirty-seventh street offices. The location is convenient to the hotel and retail shopping districts so that either dealers or purchaser may easily inspect the line. The corporation is now manufacturing five styles of machines in various woods and original cabinet designs, the prices ranging from \$60 to \$200.

The Eureka Phonograph Co., with headquarters on F street, Eureka, Cal., has been taken over by Viggo Ericksen, who will handle Edison Diamond Disc phonographs and records, and also sheet music.

Short Victrolas or Records?

Take Advantage of our Matchless Facilities—Write us today

Not only have we a large stock, but every order is filled in the spirit of helpful service.

To use utmost care in packing and shipping—to get the goods to you in the shortest possible time—to aid you to still better serve your customers, is the basis on which every transaction is handled.

Get in touch with us at once. Learn what we can do for you. A constantly growing number of aggressive, successful dealers are finding our stock and service of very great value to them.

Know the Big Selling Records

Our advance list, furnished by our committee of musical experts is of definite advantage. To let us place your name on our mailing list doesn't obligate you at all—but does inform you regularly of the best sellers.

Grinnell Bros

Distributors, Victrolas and Records

First and State Streets
DETROIT



Our Exclusive Wholesale Building



We are prepared to prove to you that the Columbia department will be *immediately* profitable to you without extravagant investment and *continuously* profitable because of the record business coming in all the time to the owners of the instruments already sold.

(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

IMPORTANT POINTERS ON ADVERTISING FOR THE DEALER

Treated at Some Length and With Considerable Interest in the Volume Entitled "Merchandising Helps for Victor Dealers"—Some of the Points Emphasized in This Volume

The subject of advertising constitutes one of the most valuable and interesting articles in the publication "Merchandising Helps for Victor Dealers," issued recently by the New York Talking Machine Co., New-York, and the Chicago Talking Machine Co., Victor distributors. This article treats of all phases of dealer advertising, the sections devoted to newspaper advertising, ready-made advertisements, and advertising in street cars reading as follows:

We say that the age of miracles has passed, but here is a real miracle. A man loses a bunch of keys on the street of a city of, say, half a million inhabitants. He goes to a newspaper office and inserts a two-line advertisement under the heading "Lost and Found." The newspaper consists of twelve pages, each page containing seven columns and each column consisting of about 300 lines—a total of 25,000 lines. Only two lines among 25,000 and only one person in half a million who can possibly respond to that advertisement. And yet the one "prospect" for whose eye the advertisement is intended sees it and inside of twenty-four hours the man who lost the keys has them safely back in his pocket!

This is not the place to present a treatise on advertising, but bear in mind that the Victrola itself is one of the greatest examples of what intelligent, courageous and persistent advertising can accomplish, and that in spite of the fact that it is now known the world over the Victor Co. is spending more money than ever—and more money than any other advertiser in this country is spending—to keep alive in the hearts of the people the desire to own a Victrola.

This great national campaign of the Victor Co. which never for one moment permits people to forget the pleasures to be derived from Victor ownership is for your benefit as well as theirs, but to cash in on it to the fullest extent you must advertise yourself locally as the Victor dealer. Over this great farm that stretches from the Atlantic to the Pacific and from the Great Lakes to the Gulf the Victor Co. scatters the seed that will germinate in millions of minds into a desire to own a Victrola, but to reap your share of the harvest you must cultivate your own patch of ground.

To let the people of your city know that you are the local representative of the Victor Co. use generous space—as large as you can afford—in the newspapers of your city. They go into every home and slowly, perhaps, but surely, they will bring the customers to your store.

When you prepare copy for a newspaper advertisement think of what you read a newspaper for—for news—and try to get some of this news quality into your advertisement. The fact that the new records for the month go on sale tomorrow is an item of news, interesting to every one that owns a Victor—make it the subject of an advertisement. The fact that a famous singer who is to appear in your town next week has made a dozen records for the Victor and that you have them is an item of news—make it the subject of an advertisement.

The fact that your sales for the past month show that certain records were the "best sellers" is an item of news—list the best selling records in an advertisement and you will be surprised at the number of people who will come in asking to have these records played for them.

Every store is a little world in itself and in a live store something is happening all the time that can be made the subject of a newsy advertisement. Read the Voice of the Victor and you will find in it many bits of information that will be of interest to the general public and can be used in your advertisements. Read your daily paper and you will find constantly news items that will suggest advertisements.

"A famous European violinist has just made his American debut in New York," says the local paper. "We have had his records here for two years," says your advertisement; "glad to play them for you at any time."

"High school students will present a play at the Town Hall next Friday night," says the local paper. "The incidental music will be furnished by a Victrola," says your advertisement.

"The voice of a great singer has been stilled by death," says the local paper. "The singer is dead," says your advertisement, "but her voice still lives—in Victor records."

Do not forget that the Victor Co. has prepared for you hundreds of ready-made advertisements which can be used in many cases just as they are, or easily adapted to local conditions, and that these advertisements and the cuts needed to illustrate them are free to you.

In advertising in street cars the thing to remember is that you must get your story over in a few words. Don't try to tell as much in a car sign as you would in a newspaper advertisement. Use big type and be brief.

The car sign is essentially a "reminder"—and a reminder to the man or woman who is already thinking about buying a Victrola or of hearing some of the new records. You don't have to use many words with such people. Just remind them that you handle the Victrola and that your

store is located at such-and-such an address. If the car they are on passes your door, say so.

To enable you to use street car advertising to the best advantage and at a minimum of expense the Victor Co. has prepared an attractive series of car signs, which are most elaborate and attractive in design. New signs are printed from time to time. These signs can be secured by you free.

GIVES CONCERT AND DANCE

The Donovan Co., of Lancaster, Pa., Gives Benefit for Red Cross Which Is a Success

LANCASTER, PA., June 8.—The Donovan Co., of this city, Victor dealer, recently gave a concert and dance for the benefit of the Red Cross Society which was one of the most successful events of this kind that has been held for some time. The concert took place at the Hiemenz Auditorium and attracted a capacity audience which was enthusiastic in its applause.

The program featured the famous Hawaiian Sextette which has made a number of Victor records; Miss Kathryn Westcott, a prominent character and folk dancer, and Miss Kathryn Walton, a nine-year-old girl, who has achieved considerable renown as a toe dancer. The program also included a rendition of a number of Victor records of popular and patriotic theme and after the close of the concert the Hawaiian Sextette furnished dance music for the devotees of Terpsichore.

The Donovan Co. advertised this concert extensively and spared no pains or expense to make it a success. Liberal space was used in all of the newspapers and all of the proceeds of the concert and dance were donated to the Red Cross Society.

The Hawaiian Sextette is famous throughout the country and its appearance in this city served to emphasize the fact that the Victor records made by this Sextette faithfully reproduce the distinctive art which has made Hawaiian music so popular.

MAKES ENCOURAGING REPORT

BOSTON, MASS., June 8.—Manager Silliman, of the Pardee, Ellenberger Co., of this city, makes a most encouraging report of business conditions, and throughout the New England field the orders have been coming in in such numbers that it has been found difficult to fill them. On his desk a few days ago there was a large bunch of unfilled orders.

Hardware for Talking Machines

Lid supports	Tone rods
Needle cups	Continuous hinges
Needle rests	Door catches
Knobs	Sliding casters

Special parts made to order. Write us.

WEBER KNAPP COMPANY, Jamestown, N. Y.



Retail Price, \$2.50
Kiddiephone, No. 795

Is especially well designed and constructed of heavy gauge metal and will withstand hard usage. It has a noiseless motor and governor—efficient speed regulator and pleasing tone qualities. Guaranteed against imperfections in material or workmanship.

For the Summer Camp or Bungalow

Get the Kiddiephone on display before your customers leave for the Summer. A chance to add to your profits. Priced for the masses.

Write for prices and particulars

THE WILKINS TOY CO.

KEENE, NEW HAMPSHIRE

THE VITAPHONE CO. BANKRUPT

Talking Machine Corporation Is Said to Have Liabilities of \$90,000 and Assets of \$50,000—William D. Newcorn Is Appointed Receiver

PLAINFIELD, N. J., June 4.—With \$388,960 of preferred, and \$679,940 of common stock outstanding out of a total authorized capitalization of \$1,500,000, the Vitaphone Co., a Delaware corporation engaged in the manufacture of talking machines, went into the hands of a receiver on allegations that the concern has liabilities in excess of \$90,000 and assets of only \$50,000. Vice-Chancellor Lane, before whom the matter came on the return of a rule to show cause, named William D. Newcorn of Plainfield as receiver and fixed the amount of the bond he is to give at \$40,000.

While the receiver was appointed on a bill filed by Ames & Crane of Plainfield, representing William C. Simpson of this city, factory manager and purchasing agent for the alleged insolvent concern and a creditor in the amount of \$1,070.08 for labor, etc., another insolvency bill was filed by Furst & Furst in behalf of Venino Brothers & Co., electrical contractors, at 65 Hamilton street, and James Coe & Co., both concerns merchandise creditors in relatively small amounts.

The bill filed by Ames & Crane tells that the Vitaphone Co. was incorporated in Delaware March 1, 1907, and licensed to do business in New Jersey in the following year. Its officers are: President, C. B. Repp of Plainfield; first vice-president, A. M. Lowden of Elmira, N. Y.; second vice-president, G. A. Frisbie of Plainfield; secretary and assistant treasurer, W. F. Heincke of Plainfield.

In the bill the company's plant is valued at \$30,000, against which there is a \$10,500 mortgage, while realty owned by it in the borough of Manayunk, near Philadelphia, is valued at \$15,000, but mortgaged for \$9,000.

The bill gives as part of the liabilities outstanding commercial paper amounting to \$51,-

000, promissory notes aggregating \$28,000 being held by Elmira creditors. On account of salaries, wages, etc., the company is said to owe \$15,000, and for merchandise \$12,000.

In an affidavit it is told that when an employe unfortunately demanded that he be paid, he was told by an officer of the company that Mr. Repp was in the South trying to sell stock to raise money.

United States District Court Judge Haight, sitting in Jersey City, denied an application for the appointment of a receiver in bankruptcy for the company, made by Winfield S. Angleman in behalf of three employes of the company.

The Vitaphone Co. was not represented at the proceeding before Vice-Chancellor Lane.

HOFFAY CO.'S NEW SELLING PLAN

Local Advertising and Exploitation Campaigns in the Direct Interests of Hoffay Dealers Will Be Inaugurated in 150 Towns in Three States

The Hoffay Talking Machine Co., New York, announces that there will soon be put into effect a new plan of promotion designed to aid directly, and in their own territories the various dealers handling the Hoffay talking machines.

"The remarkable distribution of Hoffay machines," said one of the company's officials, "which has been accomplished through The Talking Machine World, necessarily brings us to an immediate development of the consumer idea. We have pledged ourselves to a strenuous campaign of promotion among the ultimate consumers, and we purpose to back up our new agents in a formidable way.

The company, in its new policy, does not propose to confine its advertising to the national publications, but will carry it into the dealer's own town and tie his name to it for the purpose of the direct appeal. During the next six months the company states that local campaigns will be carried out in 150 cities and towns of 10,000 and over in Pennsylvania, Ohio and Illinois, and in each case will be done in

behalf of and under the name of the local Hoffay dealer.

There will be many new ideas and features incorporated in the campaign, and special emphasis will be placed on the Hoffay airtight reproducer, which has been chiefly responsible for the success of the company's product.

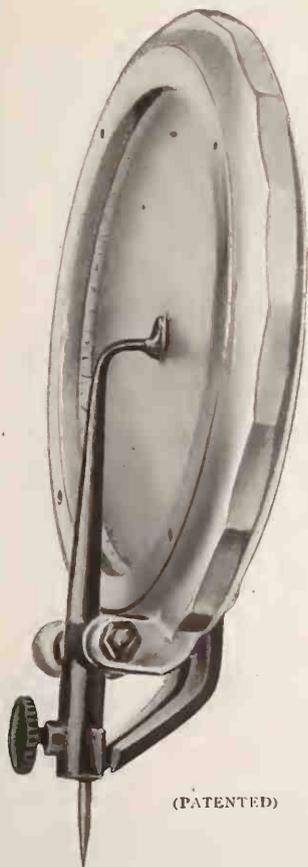
EDISON DEALERS CONVENE IN DALLAS

Retailers in Texas-Oklahoma Territory Hold Interesting Business Meetings, Listen to Talks by Officials and Enjoy Tone Test

DALLAS, TEXAS, June 4.—The second annual convention of the Texas-Oklahoma Edison Dealers was held in this city on May 28 and proved to be one of the most successful conventions held in this part of the country. A large number of dealers were in attendance and listened to business talks by A. H. Curry, president of the Texas-Oklahoma Phonograph Co., the local Edison jobber, and T. J. Leonard, general sales manager of the musical phonograph division of Thomas A. Edison, Inc., who dropped off at the convention while on a Southern trip.

V. E. B. Fuller, general supervisor of the musical phonograph division, also delivered a stirring address before the dealers and staged a tone-test at the Dallas Opera House, which served to attract an overflow audience. Mme. Rappold and Ciccolini were the featured artists and both were in splendid voice. Arthur Walsh of the Edison reporting laboratory staff also played the violin in contrast to Albert Spalding, violin obligato. The tone-test resulted in many dealers making prompt subscriptions for similar recitals in their own locality. The dealers themselves spent much of their time in the meetings in discussing the trade situation and threshing out various problems.

R. K. Moses, sales manager of the Amberola Division of Thomas A. Edison, Inc., has enlisted in the National Guard of New Jersey and expects to be doing his "bit" in the near future when the troops are called out for action.



(PATENTED)

Parr Magnetic Reproducer

Just compare its tone with that of any other sound box. Test it on a piano record for instance. Observe the clearly defined notes in the rapid runs—no blurring or slurring. Even the most delicate overtones of the record are brought out with clearness and fidelity by the Magnetic Reproducer. Just as simple as it is scientific. The magnetic attraction acting on the one-piece Stylus Bar is far more sensitive than any metal spring can possibly be. Besides, springs will invariably weaken, but the magnetic attraction is uniform and permanent. The Parr Magnetic Reproducer will play all makes of disc records and can be used on any phonograph.

Also—A Diaphragm More Responsive than Mica

—of a composition permanently resilient and uniform in thickness. Being non-porous it will not absorb moisture. No bubbles, no blisters, no wavy places. With this Diaphragm the customer is sure to get as good results at home as in the demonstration booth. Apply every mica test you can think of—there is no comparison. We are sincerely enthusiastic about it and not one unfavorable comment has been received.

To Manufacturers—Send for Samples

of Magnetic Reproducer with either mica or composition diaphragm. Any machine not equipped with Magnetic Reproducer is completely out of date. Large discounts to manufacturers in quantity lots.

Parr Manufacturing Corporation

1 UNION SQUARE

At Fourteenth Street

NEW YORK

UNICO DESIGNS ARE PATENTED

UNICO SYSTEM WILL BE YOUR



THE STANDARD TALKING MACHINE CO., PITTSBURGH, PA.
An example of the Complete Unico Interior Display Rooms, Offices,
Wall and Ceiling Decorations
Every detail executed in Unico Sectional Units.

UNICO SYSTEM,
demonstrating rooms,
record racks, record counters,
wall and ceiling decorations,
display windows, casework and
interior fitments for every pur-
pose have been adopted by 700
of the leading musical instru-
ment houses throughout the
United States.

ELASTIC SECTIONAL
units of patented inter-
locking construction are
promptly shipped from stock,
completely finished, fitted and
glazed ready for immediate use.
No delay—no confusion—no
costly interruption to business.

EIGHT EXCEPTIONAL
designs, any desired
finish, from stock. Special or
period designs—Adam, Hepple-
white, Louis XVI, Empire,
etc.—quickly and faithfully
executed.

THE UNIT CONST
121-131 South Thirty-first S

LITERATURE ON REQUEST

UN

UNICO CONSTRUCTION IS PATENTED

ULTIMATE SELECTION

UNICO SERVICE
satisfies every requirement—from a single room to the complete equipment of store or department. Over 150 prominent dealers from Canada to Texas, from Maine to Montana, have installed Unico System since January 1st, 1917. Every delivery made on schedule—no disappointments.

EXPERT PLANNING
based upon years of experience is at your service. Send us rough draft of your available space—you will promptly receive plans, suggestions and estimates for a complete, modern money-making department.

ECONOMY AND EFFICIENCY
result from Unico Service — economy of time, money and space. Efficient equipment insures maximum sales and profits.

CONSTRUCTION COMPANY

PHILADELPHIA, U. S. A.

WRITE TO-DAY



THE FULTON-DRIGGS-SMITH CO., WATERBURY, CONN.
Unico Equipment throughout. Demonstrating Rooms, Record Racks and Counters, Musical Instrument Cases, Sheet Music Racks, Wainscots, Offices, Display Windows.

SEVERAL IMPORTANT CHANGES IN COLUMBIA STAFF

Francis S. Whitten, President of Company, Also Becomes General Manager—Geo. W. Hopkins Will Take Charge as General Sales Manager June 15—Other Changes of Interest

The following changes in the executive organization of the Columbia Graphophone Co., New York, were announced recently over the signature of Francis S. Whitten, president of the company:

The president will assume the title of president and general manager.

John Cromelin, formerly general manager, will become the assistant to the president in an advisory capacity.

H. L. Willson will retain his title as assistant general manager, but with broadened duties and increased responsibility. Mr. Willson will be in charge of and have full authority over the entire organization.

The above changes are effective immediately; the following going into effect June 15:

George W. Hopkins, vice-president and general sales manager of the American Chicle Co., and for years vice-president and sales manager of the Loose-Wiles Biscuit Co., joins the Columbia Graphophone Co. in the capacity of general sales manager. Mr. Hopkins is recognized as an authority on matters of sales management, and occupies a premier position among the leading sales managers of the United States. He was the first president of the New York Sales Managers' Club, which is composed of twenty-five of the leading sales managers in New York City, representing many of the largest and best known industries in the country. He is at the present time vice-president of the New York Advertising Club, which is the largest advertising club in the world. In introducing Mr. Hopkins, Mr. Whitten commented as follows:

"We anticipate, under Mr. Hopkins' leadership, the building of a selling force which will stand out pre-eminent in efficiency and organization, with an unprecedented sales result as a consequence. Mr. Hopkins is already assured of the loyalty and ability of our present sales force, and his aim will be to co-ordinate the efforts of his department with other departments of the business in a manner that will give us 100 per cent. results from our combined efforts."

Mr. Hopkins' sales work will relieve W. C. Fuhri, the United States manager, from his duties in that direction, and will enable him to devote more of his time to assisting the president and the assistant general manager in the executive problems of the company.

James P. Bradt, formerly assistant to the

president, will assume the duties of general manager of Canada, R. Cabanas retaining his position and title of Canadian manager under Mr. Bradt.

H. C. Cox, formerly associated with Arthur Young & Co., certified public accountants, will become comptroller of the company in charge of all accounting of the American Graphophone Co. and of the Columbia Graphophone Co.

STEADY PROGRESS OF THE MOTROLA

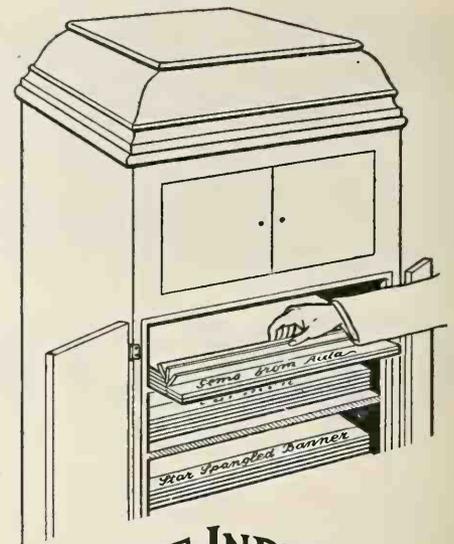
Jones-Motrola, Inc., Now Have Modern Assembling Plant in New York and Are Improving Distributing Facilities Constantly

Jones-Motrola, Inc., 29 West Thirty-fifth street, New York, manufacturers of the Motrola for winding talking machine motors automatically by means of electricity report that although their output is being steadily increased, the demand from all sections of the country keeps well ahead of the ability to supply it. The company now has established an excellent plant at the Thirty-fifth street address, which is well equipped with modern machinery of various types for winding springs, cutting gears, and making and assembling other parts of the Motrola. A number of Motrolas have been made complete in the plant even to the manufacture of the armatures, an elaborate testing room has been equipped in which every Motrola is thoroughly tried out before being shipped. The plant is being increased in size constantly as the demand grows.

Jones-Motrola, Inc., have also greatly improved their distributing facilities in various sections of the country, through the establishment of substantial territorial agents. One of the latest of these is the Pittsburgh Motrola Sales Co., 763 Liberty avenue, Pittsburgh, Pa., of which M. J. Brenner is manager. Distribution of the Pacific Coast is being taken care of by the Pacific Phonograph Co., of San Francisco.

A. J. Olson, of the sales staff of the company, left on June 8 on an extended business trip to the Middle and Northwest, and will be gone for several weeks.

A certificate of incorporation has been issued to Henry Mielke, of New York City, a dealer in talking machines and accessories. The capitalization is \$5,000, the incorporators being Henry Mielke, Aaron Nover and Gustav J. Voss.



"THE INDEXO"

PHONO RECORD HOLDERS

IN STOCK FOR IMMEDIATE DELIVERY

INDEXO PHONO RECORD FILE CO.

14-16 WOOSTER STREET

NEW YORK

LATEST DELPHEON IMPROVEMENTS

Covering New Reproducing Equipment Which Has Been Highly Praised

BAY CITY, MICH., June 8.—The Delpheon Co., of this city, manufacturers of the Delpheon phonograph, has just completed a series of successful experiments covering a new reproducing equipment for its machine, including a new sound box, tone arm and horn. The company has applied for patents covering its sound box, which is operated on an entirely different principle from any reproducer now on the market. The company has also changed the construction and shape of its amplifying chamber and is using a new and distinctive type of tone arm. This entire combination gives a tone quality that has been praised by visitors to the factory.

The Delpheon factory has just completed an extensive addition to its assembling and finishing plant and this new plant will enable it to triple its output. This addition was finished in record breaking time in order to enable the company to fill its orders promptly.

R. W. Gresser, sales manager of the company, is planning to visit the East in the near future to close several important deals for the handling of Delpheon products in the Eastern section of the country, particularly New England.

The RECRUIT PHONOGRAPH

Weight, 18 lbs. Water-proof leatherette case. A new Recruit for ARMY, NAVY, HOME DEFENSE, ANY CAMP.

The Only Real, Practical Portable Phonograph



ON DUTY

Retail Price
\$30

Just what you have been looking for—what everyone has been looking for



OFF DUTY

Has Standard motor, Universal tone arm, drawer for needles, wonderful tone quality big in volume. Plays any disc record. Racks for twelve records. Case opened and ready to play, or closed up in less than a minute.

Many orders received for Y. M. C. A. Army Branches. Adoption is favorably considered by schools of Foreign Languages teaching by phonographic methods.

Sole Selling Agents

Thornell-Manton

An Establishment for the distribution of the Phonograph and its Accessories

In The Havemeyer Building

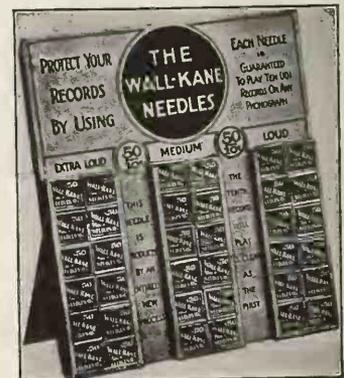
Cortland - Church - Dey Streets

NEW YORK

Call, write*or telephone
—Cortland 4744 NOW,
for terms and territory.

Steel Needles

Each needle guaranteed to play ten records.



This handsome metal enamel display stand, holds 60 packages, 2 doz. extra loud, 1 doz. medium and 2 doz. loud; each package containing 50 WALL-KANE needles, retailing for 10c.

Price of Stand to dealers, \$3.90. Single packages, 6c.

JOBGING TERRITORY OPEN

Progressive Phono. Supply Co.

145 WEST 45th STREET, NEW YORK CITY

Talking Machines at National Music Show

Industry Represented at Big Exhibition of Musical Instruments of All Kinds Held in Coliseum, Chicago, Ill., Recently—Featured in Musical Events—Those Who Exhibited and Details of Their Various Displays—Some New Products

CHICAGO, ILL., June 8.—The importance of the talking machine in the music trade at the present time was illustrated strikingly at the National Music Show, which was held in the Coliseum, this city, during the week of May 19 to 26. Although at previous music shows, talking machines were practically an unknown factor, only one concern being represented at the last show also held at the Coliseum in 1911, this year a large percentage of the exhibits consisted of talking machines and accessories. Talking machine recitals and the singing and playing of prominent recording artists also served to supply many features of the important musical programs of the week.

The talking machine or phonograph trade was also strongly represented at the formal opening of the show on May 19, on which occasion Thomas A. Edison had in his laboratory in Orange, N. J., pressed the button that started things going, while Muratore, the noted artist, who was scheduled to appear in person, sent greetings by long distance phone from New York, where he was in a hospital recovering from an operation.

Despite the inclement weather on several days during the week, the attendance figures were most satisfactory. The National Association of Piano Merchants of America held their annual convention at the Congress Hotel during the week, and the several hundred piano men who attended, the majority of them also dealers in

keenly interested in the variety of music offered.

Upon entering the Coliseum there was offered to the gaze a long expanse of handsome and practically sound-proof booths finished in white and gold and with lighting fixtures to

the whole and presented a most pleasing effect. The exhibitors and their staffs turned out in full regalia, which gave it a decided society air.

Charles H. Green, manager of the National Music Show, and his corps of assistants in all departments deserve full credit for the success of their efforts in connection with the present exhibition. It should do much to put music on the map, in Chicago. The complete list of talking machine and accessory exhibitors was as follows:

Aeolian Co. Vocalion Division

The Aeolian-Vocalion exhibit formed one of the handsomest displays in the Coliseum and was a fitting companion to the displays of the other Aeolian Co. interests. W. H. Alfring supervised the work, assisted by W. H. Carey, H. B. Levy, H. M. Hall, A. C. Barg and O. C. Searles. Eight models running from \$35 to \$375 displayed the regular Vocalion line to good



Looking Down the Center Aisle of the National Music Show

match. A plate glass front permitted the viewing of the displays within the booth to advantage, providing the space was so crowded



The Handsome Vocalion Room

talking machines, visited the show, and naturally took a lively interest in the talking machine exhibits found there.

The Musical Program

Elaborate musical programs each day and eve-



The Domestic Talking Machine Exhibit

ning during the week also won public patronage of those who would not naturally be attracted by the displays themselves, but who were also that one could not enter—and that was frequently the case.

A wide aisle running entirely around the building provided for access to the booths on each side of it, while center cross aisles in each

advantage, while ten special art models evoked much admiration from the many women visitors to the show as well as the dealers who viewed them from a business standpoint. There was also on display the new style X electric motor



The Stage of the Edison Theatre

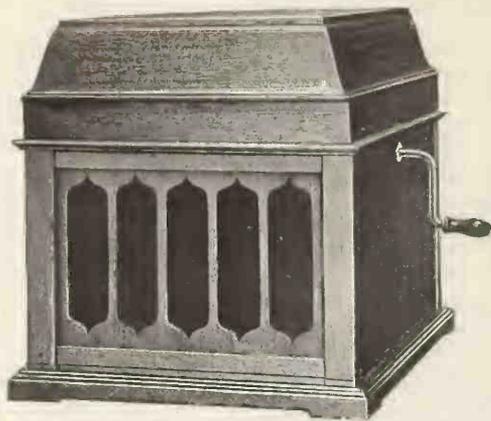
direction led the way to the remainder of the spaces. A canopy of sky blue and studded with electric lights in semblance of stars overhung



Pathé Exhibit (Showing Making of Records)

with glass side and mirror arrangements so as to show its complete operation.

(Continued on page 65)



THE NEW EDISON DIAMOND AMBEROLA
MODEL 50

FOR YOUR SUMMER BUSINESS

Immediately you think of your summer phonograph business, the

New Edison Diamond Amberola and Edison Blue Amberol Records

come to mind as the most desirable low-priced phonograph merchandise you could carry, especially at this time of the year.

The New Edison Diamond Amberola combines

Light Weight

Compactness

Diamond Reprodncer Point (No needles to bother with)

Low-priced Instruments (\$30—\$50—\$75)

Practically Indestructible Records (50c and 75c each)

REAL MUSIC

Can you think of a more ideal instrument for the camp, the summer cottage, the house-boat, etc., than one possessing these points of superiority?

Your request for full information will meet with a ready response from

THOMAS A. EDISON, Inc.

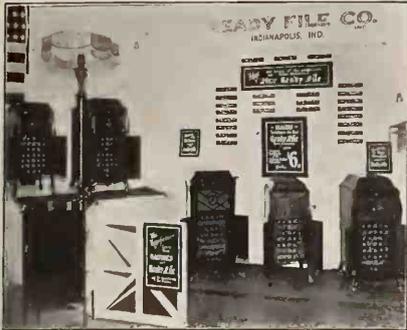
279 Lakeside Ave

ORANGE, N. J.

TALKING MACHINES AT NATIONAL MUSIC SHOW—(Continued from page 63)

Brooks Mfg. Co.

The Brooks Mfg. Co., of Saginaw, Mich., was represented by President C. C. Brooks. One of the Brooks talking machines was on display at the Johnson motor booth and another at the

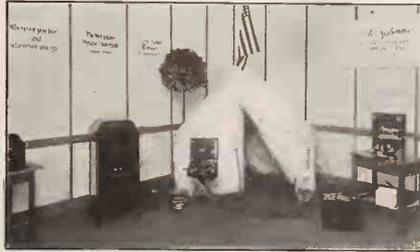


The Advantages of the Ready File Are Shown Heineman exhibit. Both were fitted with the now famous Brooks automatic stop and repeater which makes it possible to repeat the playing of a record any number of times up to ten or continuously. H. Van de Mark, local jobber, assisted Mr. Brooks.

Brunswick-Balke-Collender Co.

The Brunswick-Balke-Collender space was

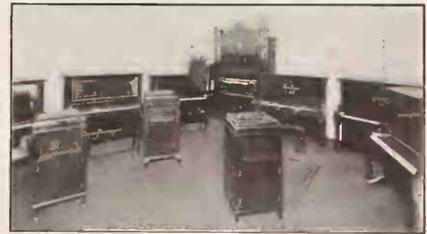
explanation of the remarkable new universal sound box, which is a new part of the Brunswick equipment. The new two-spring and three-spring Brunswick motors were also the recipients of much attention. The Brunswick regular line of eight models, running in price from \$30 to \$175 were on display and in addi-



Melophone Talking Machine Co.'s Display tion there were two special styles at \$1,000 and \$325 respectively, while there were also two models in fashionable wicker designs, which seemed to win the favor of many as a summer proposition.

Columbia Graphophone Co.

The Columbia Graphophone Co. occupied a large space at the show comprising four booths thrown into one and providing for a commodious recital hall as well as space for the display of



The E. P. Johnson Display was the remarkable dual construction of the sound box whereby the contact point between needle and record remains in practically the same posi-



The Empire Line on Display tion whether playing lateral or vertical cut records, thus insuring in each instance that the



Part of the Columbia Booth

another exhibit that was kept busy and W. B. Harrison, who was in charge, aided by Mr. Brophy and Miss Curtis, were kept steadily at



The Brunswick Phonograph Display

diaphragm receives the full force of the blow.

The exhibition was in charge of P. C. Adams, sales manager for the Domestic Corp., and E. Bauer, their special traveling representative, was also in attendance. Horace Sheble, president of the company, was a visitor.

The Domestic exhibition was unique in another point, namely, they were the only ones specializing on table machines to the extent of showing no floor types. Mr. Adams explained that the concern was specializing in one field and proposed, through concentration, to aim for



The Stewart Phonograph Display

work explaining the manifold merits of the line. Martin Nystrom, who was also in attendance a large part of the time, was in demand for an



Where the Pathephones Were Shown

the company's complete line of Grafonolas. The space was attractively decorated with portraits of prominent Columbia artists and the national colors, and the general effect was excellent. In one corner of the room on a small stage, a Grafonola 200 was kept going almost continuously, demonstrating the Columbia records as well as the machines. At one side of the hall was an exhibit of the various processes that enter into the manufacture of records from the first wax blank to the pressed and finished product. The display was in general charge of James P. Bradt, assistant to the president, and H. A. Yerkes, Central Western representative, assisted by members of the Chicago staff.

Domestic Talking Machine Corp.

The Domestic Talking Machine Corp. exhibited in their booth a complete line of the new Domestic table models. A unique feature of the show was a Domestic "Favorite" model with glass panels, the interior being illuminated to show the inner mechanism of the machine and demonstrate to advantage the silent-service motor and new automatic brake that stops the motor when the tone arm is raised. A further interesting point, shown in the entire Domestic line,



Handsome Heineman Motor Exhibit

leadership in the moderate-priced instruments. Thos. A. Edison, Inc.

Thos. A. Edison, Inc., occupied a large con- (Continued on page 66)

TALKING MACHINES AT NATIONAL MUSIC SHOW—(Continued from page 65)

cert hall at the south end of the Coliseum where tone tests and recitals featuring the New Edison, the Edison Re-creations and artists of national standing who sing for and with the New Edison, among them being Marie Rappold, soprano; Hardy Williamson, tenor; Arthur Walsh, violinist; Christine Miller, contralto; Ciccolini, Italian tenor, and Harold Lyman, flutist. The tone tests were given on a raised platform at one end of the hall, which by the way, accommodated over 200 people, and was constantly crowded, and the New Edison phonographs, seven of the new period designs and seven of the regular models, were shown on platforms at the sides. There was shown the cabinet, a replica of a celebrated piece of cabinet work now in the Hotel de Cluny, and which is declared to be the costliest phonograph in existence; a handsome French Gothic cabinet, and the other beautiful period cabinets after the early English, French and Italian schools. Of the regular styles there were Model C250, Chippendale; Model C200, Adam; Model B450, Louis XVI; Model B375, Louis XV; Model C150, Sheraton, and Model A100, M. Verdi. E. B. Fuller, general supervisor for Thos. A. Edi-



The United Phonograph Corp. Exhibit son, Inc., was in charge of the display, and was assisted by Messrs. Walsh and Lyman.

Empire Talking Machine Co.

The Empire Talking Machine Co., with John H. Steinmetz in charge, proved a drawing card to both dealers and the public, for to the dealers there was the complete Empire line to inspect together with the new Empire records, while to the public there was a free chance on a machine. The Empire Model B, which retails at \$100, held the center of the stage, and the fine selections of oak and mahogany in which it is finished were much commented upon. The special reproducer and tone arm were features of the line that were prominent, as was also the automatic stop, which is one of the strong points of the Empire line.

Fulton-Alden Co.

The Fulton-Alden Co., of Waukegan, enjoyed a good share of attention with the company's phonograph. Three models were shown, the retail prices of which were \$125, \$225 and \$350. The stepped vibratory horn, acoustic chamber and special tone arm and reproducer attracted much attention, while the automatic record con-



Another View of the Heineman Exhibit tainer, which is a part of the Fulton specifications, also came in for much praise.

In attendance at the exhibit were R. C. Fulton, E. G. Alden, J. H. Kirby, J. R. Fulton, R. H. Stripe, T. Nowicki and H. L. Howe.

Otto Heineman Phonograph Supply Co.

The Otto Heineman Phonograph Supply Co., New York, had a large double booth facing on two aisles and devoted to the product of the Heineman plant at Elyria, O., and also the recently acquired Meisselbach factory at Newark, N. J. Seven different models of Heineman and four Meisselbach motors were shown, motors being shown on pedestals, unenclosed, thus dem-



The C. J. Lundstrom Mfg. Co.

onstrating their noiselessness. On the walls were frames in which were displayed all the various component parts of the motors. Both Heineman and Meisselbach sound boxes, tone arms and other accessories were displayed. An interesting feature was that showing the various

steps in the manufacture of talking machine motors. Immense legends on either wall declared that more than 500,000 Heineman motors have been sold in the U. S. during the past two years. The company co-operated with nearly twenty talking machine manufacturers using their product by permitting them to show samples of their machines in their booth. Those in charge were Otto Heineman, president of the company; S. A. Ribola, manager of the Chicago office; W. G. Pilgrim, assistant sales manager; W. C. Strong, factory manager at Elyria; L. F. Kieffer, Central West division; Paul L. Baerwald, Eastern sales manager; C. W. Neumeister, manager of the Cincinnati office. On Saturday evening Mr. Heineman tendered a dinner to his staff, during the course of which he mentioned that the company's exhibit at the show had proved very successful, many orders having been received for Heineman and Meisselbach motors, tone arms, sound boxes, etc.

Johnson Motor Co.

The Johnson Motor Co. booth was especially favored by the talking machine men, and all during the show Harry Griffith and others in charge of the display were kept busy answering



Looking Into the Mandel Booth

questions and demonstrating the uniformity of the motor's operation. Evidently the electrically-driven talking machine is going to receive a lot of attention from the trade this year. The Johnson motor could be seen at the show in installations in the following machines: Cowan, Brooks, Unit United, Brunswick, Chicago Reedware, Superba, E. P. Johnson, Bush & Lane, Magnola and Empire.

C. J. Lundstrom Mfg. Co.

C. J. Lundstrom Mfg. Co., Little Falls, N. Y., had an interesting display of its "Converto" phonograph cabinet, which is made so as to convert small table machines into large enclosed cabinet styles. Two sizes were shown, and they evoked much admiration from the dealers.

(Continued on page 68)

PEARSALL SERVICE IS ACTIVE IT IS ALWAYS IN FRONT



On duty all the time guarding your supplies for getting more profits. Our investigations of business demands enable us to judge well on the volume of your record orders.

Frequently a dealer puts on more steam and surprises us in the larger orders for Victor records, but our stock is so big that any requisition is handled completely and delivered promptly.

It is the record business that brings permanent profits. It is the permanent profit that makes you a bigger dealer. And Pearsall Service helps your prestige as well as your profits.

SILAS E. PEARSALL COMPANY
VICTOR DISTRIBUTORS 18 W. 46th STREET, NEW YORK

The Famous  Emanating

From "ALL" Products Manufactured by the

CRESCENT TALKING MACHINE CO., Inc.

Manufacturers of the Famous "SILVERTONE" Line, and

Tone Arms, Patent One-hand Side Stays

Sound Boxes

Motors

Automatic Stops, etc., etc.

Assures Manufacturers Equipping Their Products with Our Motors
and the Various Types of Our Tone-Arms and Sound Boxes

"THE ANTICIPATED SUCCESS"

Illustrations and Literature, also Prices on Quantities upon Application

The "PLAYSALL STYLUS"

will play from 50 to 100 selections, either hill and dale or lateral
cut. Made to retail at 10c each.

Now distributed throughout the whole country.

Put one of our novel display cards in your
shop and see how it will add to your profits.

ACCESSORIES and EQUIPMENT DEPT.

CRESCENT TALKING MACHINE CO., Inc.

109 Reade Street

New York

Chicago Office
CRESCENT SALES CO.
23 E. Jackson Blvd.

New England Distributor
CRESCENT SALES CO.
Providence, R. I.

TALKING MACHINES AT NATIONAL MUSIC SHOW—(Continued from page 66)

Magnola Talking Machine Co.

The Magnola Talking Machine Co. was well represented with several models of Magnola talking machines, including two portable machines just introduced to the trade. Both machines were of the standard cabinet type with rubber tired wheels occupying the place of the ordinary rear legs, and were designed for use in country homes, schools and other places where it is desired to move the machine from one place to another. Styles 65, 100, 150 and 200, the latter a beautiful walnut model of unusual design, were included in the display. A feature of the better models that interested the visitors

**The Fulton-Alden Line**

was the FlexiFile equipment for filing records, which goes with each machine. Those in charge of the display included Otto Schulz, president of the company; H. D. Hewitt, Frank Olson and A. T. Gustafson.

Mandel Mfg. Co.

Mandel phonographs attracted a big share of attention and under the direction of M. B. Silverman, M. Mandel and A. P. Miller made many friends and dealers. The complete Mandel line of five models, ranging in price from \$35 to \$250, in all the various woods, was exhibited. The Mandel phonograph motor, of which its designers are so proud, also occupied a prominent place in the display, the various parts being shown as well as the assembled motor. A Mandel souvenir in the shape of a whistle was distributed. It bore the slogans "Blow for the Mandel Phonograph" and "Built, not assembled."

Melophone Talking Machine Co.

The Melophone Talking Machine Co., under the direction of the local manager, L. M. Heymann, Sales Manager Guarnier and F. D. Bennett entertained a large crowd of visitors and showed the portable Melophone which retails

at \$30 and the Melophone Model 6, a table machine which also sells at that figure. The Melophone P. B. Torsional spring motor, which plays six ten-inch records at one winding, was an object of special interest and examination by the visitors.

Meteor Motor Co.

The Meteor Motor Co. of Piqua, Ohio, exhibited in its booth the floor model talking machine which is to be specialized on by the Meteor concern. Maurice Wolfe was in charge of the exhibit.

Pathé Frères Phonograph Co.

One of the most interesting displays at the Coliseum from both the dealer's and the public's point of view was that of the Pathé Frères Phonograph Co., occupying Booths 6 and 7. The feature of the display was a record press in actual operation, and it was declared that it was the first time this interesting process had ever been shown to the public. The press, with the necessary steam table and other complicated piping and equipment was installed by F. D. Lewis from the Pathé factories, and the plant was devoted to pressing the record by Mura-ture, one side bearing "On With the Play," from I Pagliacci, and the other side "La Donna Mobile," from Rigoletto. Each visitor was given a numbered card to be filled out with name and address, and each hour four records were given free to people drawn by lot through the medium of the cards. The booth was continually crowded, and on the opening night over 2,000 registered. In the adjoining booth was displayed the full line of Pathé phonographs. The display was in charge of H. N. McMenimen, managing director of the company, who was assisted by Mr. Lewis and John Marty, who did the pressing.

Ready-File Co.

The Ready-File Co., of Indianapolis, exhibited several models of talking machines, including Victor machines 10 and 11, equipped with the Ready-File record filing device. The booth was neatly placarded and brought out the number of Victor distributors who are pushing the Ready-File. F. O. Wilking and F. R. Robinson were in attendance.

Re-Pla-Stop Co.

The Re-Pla-Stop Co., of Cincinnati, had a very interesting display of the company's device, which is designed for talking machines of almost all descriptions and which will replay a record any number of times that the operator desires. A simple dial arrangement will repeat

a record once or five times or any intermediate number and will then automatically stop. A. D. Blanton was in charge, assisted by J. E. Strietelmeier and E. C. Strietelmeier.

Sonora Phonograph Corp.

The Sonora Phonograph Corp. had a very elaborate exhibit of all models of phonographs manufactured by that company with the Sonora Supreme, the \$1,000 model, holding the center of the stage. The Sonora won a number of new friends from among those who visited the booth and listened to the tone quality and inspected the structural features of the machines. W. Hadert, general manager of the Sonora Phonograph Corp., was in general charge, and was as-

**The Johnson Motor Co.'s Exhibit**

sisted by C. L. Marshall, Detroit representative for the Sonora, E. A. Frank and others.

Stewart Phonograph Corp.

The Stewart Phonograph Corp., of Chicago, displayed in its booth the popular priced standard Stewart machine and also the new case equipment, which is being put out to make a handily transportable machine out of the Stewart. The new floor models equipped with the combination tone arm and sound chamber were also shown. F. A. Bringolf, W. Shire, L. McArthur, W. D. Hodson and R. Thomas were in attendance.

Udell Works

The Udell Works, Indianapolis, Ind., had a most comprehensive line of cabinets for music, music rolls and talking machine records in Space 9A at the Coliseum. The display included nearly twenty of the leading models, several of them being most elaborate. There were a variety of finishes, including oak and mahogany. Tom Griffith, sales manager, and Daniel G. Williams were in attendance.

Among the new features shown were two of the latest Udell cabinets for music rolls, both handsomely designed, one after the style of William and Mary and the other Queen Anne.

United Phonograph Corp.

The United Phonograph Corp. showed in its booth a full line of "Puritan" machines. Gery Winholtz and Gordon Osborne were in charge.

World Phonograph Co.

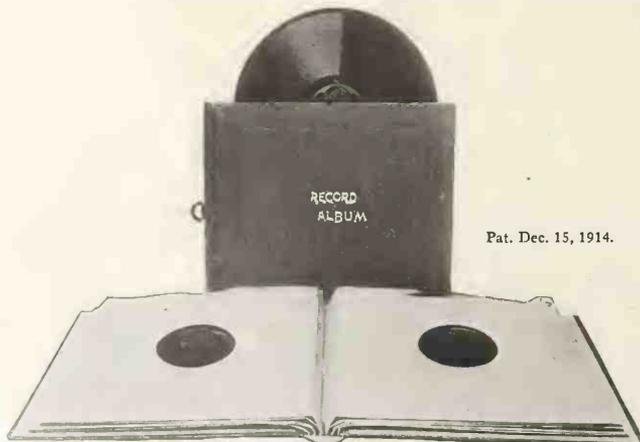
The World Phonograph Co. offered an exceptionally interesting display and was well patronized by dealers in talking machines and pianos alike. Harry C. Meek, sales manager of the company, was on hand during the day to receive the trade, while in the evening A. E. Kaumanns, F. E. Wegelman and other officers of the company were present. Three models, \$125, \$175 and \$200 were shown in addition to the "Artcraft Reed" style. A style C in unfinished mahogany was admired by many and it also afforded an opportunity to appreciate the method of World phonograph construction. Special folders, etc., were distributed. Mr. Brink, representing Barnhart Bros. & Spindler, makers of motors, tone-arms, etc., also shared the booth, and had an interesting display.

John E. Howe

John E. Howe of Toronto, Ont., exhibited a new electric automatic stop for talking machines at the Stratford Hotel.

Monarch Talking Machine Co.

The Monarch Talking Machine Co., of Menominee, Wis., showed its line of Monarch talking machines in Room 402, Stratford Hotel, in charge of William A. Johnson, general manager of the company. Three models were shown furnished with electric motors.

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.

Every home, without exception, is a market for a Columbia Grafonola; where there is a piano or no piano, where there are children or no children; the market is as broad as the love of music and entertainment, which is universal.

(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 CONDITIONS IN LOS ANGELES

Business Continues Active With Scarcity of Small Styles to Supply Demands—Dealers Through Newspapers and Window Displays Keep Well in Evidence—News of the Month

LOS ANGELES, CAL., June 6.—All Los Angeles dealers are greatly pleased by the way in which business is keeping up to and even passing former records. All the jobbing houses are experiencing the same old trouble of getting their goods through. The local dealers have been ordering all their special records for the last two or three months by express, in order to be sure of getting them at a stated time.

The scarcity of the small models in all makes of machines has been quite noticeable, as this is the time of year when there is a large demand for these sizes. A great many people in this part of the country who have large machines at home delight in taking a small one on trips to the beaches or mountains where they make splendid outdoor entertainers.

The Southern California Music Co. has received one of the Edison Diamond Disc phonographs of the Elizabethan Period model. This is one of the handsomest instruments ever brought to Los Angeles, and has attracted a great deal of favorable comment.

The Birkel Music Co. have had a very interesting display of a Whitehead torpedo, the kind used in the U. S. submarines, in the window opposite to the one which they display their Victor machines, and it has attracted a great deal of attention. Manager Beck, of the Victrola department, reports business on the increase.

The Bartlett Music Co. have opened up their new talking machine department at their present location, 231 South Broadway. Frank Salzer, who has been with the house for years, is in charge. The Bartlett Co. are planning to have up-to-date quarters when they move into their new store at Seventh and Hill streets. They are exclusive Columbia dealers.

Miss Honorina Biscailuz, for a number of years connected with the Southern California

Music Co., has taken a position in the talking machine department at the Wiley B. Allen Co.

The shortage in needles is still bothering the dealers, as most of them are entirely out and unable to get any from the Eastern manufacturers, who claim they are many months behind in their orders. Most houses are selling needles at 10 cents per hundred, and it looks as if the price would go to 15 cents before long.

C. S. Ruggles, local manager for Sherman, Clay & Co., Victor jobbers, says his freight shipments are coming along better than heretofore, and has hopes of being able to relieve the shortage both in records and machines. Mr. Ruggles says the new Victrola XIV has made a hit with all the dealers, and that the demand for it is so great that he is unable to supply one-fifth of his orders.

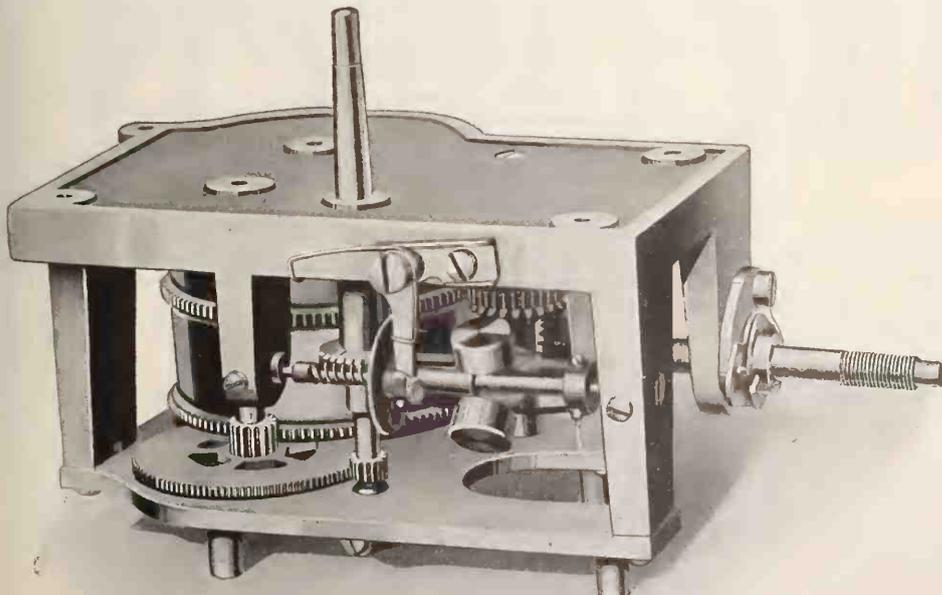
O. A. Lovejoy, manager for the Diamond Disc Distributing Co., Edison jobbers, has just received three carloads of machines and records from the factory this week. Mr. Lovejoy is very much satisfied with the business.

The Motor of Power and Efficiency

That is what the Mandel Motor embodies. By concentrating our production on one type of motor we produce an efficient product—now in actual service in thousands of Mandel machines.

Our present facilities will enable us to take on more motor contracts. If you want

quality motors that perform their work precisely, we can supply you.



Mandel Motor and Phonograph Parts

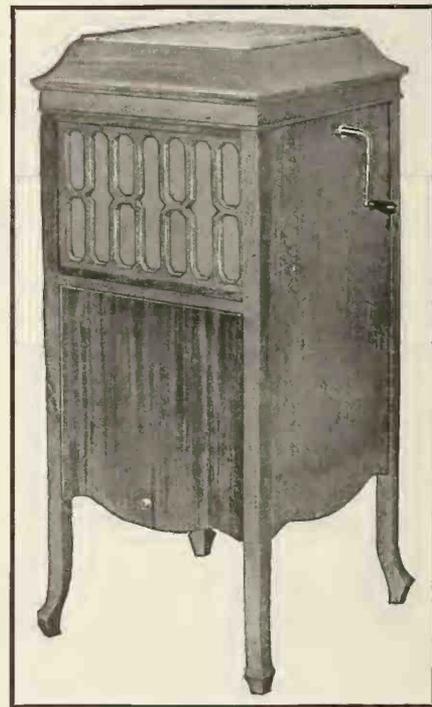
Write for descriptive pamphlet of Mandel Motors, Tone Arms and Sound Boxes.

Mandel
Manufacturing Co.
INC.

501-511 S. Laflin Street
CHICAGO ILLINOIS

Do You Realize the Importance of
Furnishing Your Dealers With
ATTRACTIVE CABINETS?

Sales are made and lost on the appearance of the cabinet, and it therefore pays the manufacturer to use the best that are made.



Two of our standard designs

CENTURY CABINETS

Are made in a plant that for many years has specialized in phonograph cabinet manufacture and they are constructed with scientific accuracy.

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.

Write today for our quotations

Century Cabinet Co., 25 West 45th St., New York

SAN FRANCISCO TALKING MACHINE MEN HAVE BIG TIME

Biggest Event of Social Season Was Fancy Dress and Mask Party Given by Talking Machine Dealers' Association at St. Francis Hotel May 28—Affair Greatly Enjoyed

SAN FRANCISCO, CAL., June 5.—One of the biggest events of the social season in San Francisco was the fancy dress and mask party, Monday evening, May 28, given by the Talking Machine Dealers' Association of San Francisco and Bay Counties. The affair was held in the beautiful Colonial ballroom of the St. Francis Hotel, our leading hostelry. Two hundred and fifty per-

floor manager and master of ceremonies, hence everything was carried along without a hitch. "Billy" is in a class by himself when it comes to putting over a good time.

The grand march started at 9.30, led by A. W. White, of the Emporium, and Mrs. White. A committee, consisting of A. G. McCarthy, Geo. R. Hughes, Byron Mauzy, Earle Cum-



Fancy Dress and Mask Party Given by Talking Machine Dealers' Association of San Francisco connected with the talking machine industry attended. The hotel management gave over the handsome Rose Room to the ladies, where maids were in attendance to assist with the costumes.

The revelers commenced to gather at 8.30, and from that time until 11 o'clock a steady stream of automobiles arrived from all parts of northern California. The boxes and loges surrounding the ballroom were crowded with spectators, friends of the association.

Wm. Morton, of Sherman, Clay & Co., was

selected the winners for various prizes donated by the merchants. There were prizes for fancy, comical and unique costumes for both ladies and gentlemen.

The musicians, all friends of the association, with Ben Scott, of Sherman & Clay's wholesale as leader, played almost continually, sending the dancers home tired but happy.

Although the Talking Machine Dealers' Association has held many notable gatherings, this one was declared by everyone to be by far the

best. All expenses in connection with the party were borne by the association members, in keeping with the true Western spirit of hospitality.

BUY \$1,000 WORTH OF LIBERTY BONDS

Boston Book Co. Shows Patriotism in Practical Manner—Makes Excellent Business Report

The Boston Book Co., of 103 Broadway, Brooklyn, N. Y., manufacturers of record albums, recently showed their patriotism by subscribing \$1,000 to the issue of Liberty Bonds. J. M. Alter, president of the company, reports a most successful year for his firm, and states the demand for their products continues heavy. The new Chicago office recently opened by the company also reports conditions most favorable since the opening of that branch. The above firm is especially fortunate in having bought large stocks of supplies before the heavy advances were made in the sort of materials they use.

COLUMBIA CO. FEATURES "TONE"

The Columbia Graphophone Co., New York, carried an attractive page in last Saturday's Evening Post under the heading "Tone," featuring the tone arm of the Columbia Grafonola. The text of this page was an interesting discussion of the importance that the tone arm plays in producing the Columbia "Tone." Mention was made of the fact that even the taper is calculated in the last ten-thousandth parts of an inch to provide a perfect expanding passage for sound waves to the tone chamber.

The Columbia Co. has also announced three special patriotic records which will be advertised extensively in the newspapers and will also be featured on display cards. These records are timely and one of them features the "Star-Spangled Banner" and "America" played by the Chicago Symphony Orchestra of sixty-five pieces.



PATHÉ PATHEPHONES AND RECORDS



BEST BY TEST

SERVICE

From the Jobber Is

SUCCESS

to the Dealer

THE FISCHER COMPANY

940-1030 Chestnut Street,

Cleveland, Ohio

OLDEST PATHÉ JOBBER

NOTE

SOME VALUABLE TERRITORY OPEN.
SEND US YOUR NAME AND ADDRESS.

Name.....
Town.....
County.....



This inspection slip appears on all shipments by us.

The CONTENTS OF THIS CASE have been examined by The Fischer Co. and found O. K.



The Imperial

THE IMPERIAL TALKING MACHINE COMPANY takes pleasure in presenting to the Trade and Public their Model No. 6—an unprecedented value and a worthy addition to the splendid Imperial Line of Highest Class Talking Machines.

Cabinets
in
Mahogany
and
Quartered Oak

In Diamond Paneled
Mahogany,
\$190.00



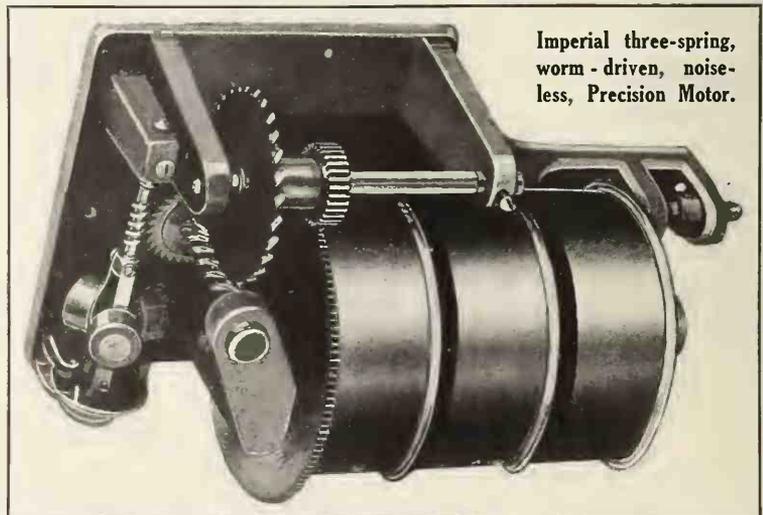
Imperial No. 6

Universal
Sound Box.
Triple
Spring Barrel
Motor

In Straight Mahogany or
Quartered Oak,
\$175.00

Specifications of Imperial Machines

Model	Height	Width	Depth	Price
No. 1	14½"	16"	19"	\$25.00
No. 2	16"	17½"	20½"	35.00
No. 3	42¾"	18¾"	20¾"	70.00
No. 4	45"	21"	24"	90.00
No. 5	47¾"	22¾"	25"	135.00
No. 6	48"	22¾"	25¾"	175.00



Imperial three-spring,
worm - driven, noise-
less, Precision Motor.

The Imperial Machine is not an "assembled" or "stencilled" article. Every part of it—no matter how small—is made at The Imperial Talking Machine Company's Plant at Wilmington, Delaware.

The new Imperial Record Catalogue has just come off the press—one hundred and fifty pages of Musical Selections—Classic, Standard and Popular Music, Dances, Marches, Vocal—Instrumental—Ensembles—Recitations—Everything!

Write for sample copy. Supplementary Lists issued every month. Look for July List of Imperial Records in "Record Bulletin" on page 130 of Talking Machine World. We shall be pleased to give, upon request, full particulars regarding our Machines, Records, Terms, etc., etc.

LIBERAL DISCOUNTS

IMPERIAL TALKING MACHINE COMPANY

Recording Laboratories:
35-37 West 31st Street, New York City

Main Offices and Factory:
No. 9 Vandever Ave., Wilmington, Delaware

Pacific Coast Distributors:
THE STERN TALKING MACHINE CORPORATION
1085 Market St., San Francisco, Cal.

C. STANLEY GARRISON'S NEW POST

Well-Known Advertising and Newspaper Man Becomes Advertising Manager of the Ready File Co. of Indianapolis—Splendidly Qualified

INDIANAPOLIS, IND., June 9.—C. Stanley Garrison, widely known in advertising circles in Indianapolis, has been appointed advertising



C. Stanley Garrison

manager for the Ready File Co., manufacturers of the Ready Record filing device and other talking machine accessories. He assumed his duties June 1.

Mr. Garrison has been connected with the headquarters staff of the Associated Advertising Club of the World in the capacity of associate editor of "Associated Advertising," the official organ of that organization. He had been prominently identified previous to that time with various metropolitan newspapers, both in Indianapolis and elsewhere. Just subsequent to his connection with the Associated Clubs he was with the Children's Aid Association as extension secretary and publicity manager, directing the finances of that society.

His various activities in the newspaper and advertising fields make him particularly well fitted to take up the position as advertising manager of the Ready File Company and push its sales to new dimensions.

CONDITIONS GOOD IN TEXAS

DALLAS, TEX., June 8.—The tremendous growth of the business done by Sanger Bros., who are the Victor jobbers in this city, has necessitated moving to much large quarters. The new department has three floors, 7,500 square feet, devoted exclusively to the wholesaling of the Victor line and is perhaps one of the best equipped departments in the Southwest.

In a recent advertisement conducted by the company, it announces to the people of Dallas that the new department contains a stock of some 250,000 records which is the largest and most complete assortment in the Southwest.

Lester Burchfield, in referring to the business transacted by Sanger Bros. since the new year, says: "Our Victor business so far this year has indeed been flattering, showing substantial gains over 1916, and we fully expect to keep this record up the balance of the year."

PROGRESSIVE PORTLAND HOUSE

PORTLAND, ME., June 7.—The William Emerson Co., of this city, of which William Craigie is the president, is becoming quite a factor in the talking machine business in this city. The company handles the Harmonola machines and the Emerson records, and it is finding business good at pretty nearly every point. Mr. Craigie is one of the hustlers in the trade, a fact which the Portland dealers are rapidly finding out. He has plans for establishing several agencies in Maine, and these will be carefully selected at good business centers.

NOW STRADIVARA DISTRIBUTORS

Schilling Piano Co., New York, Take Eastern Territory to Exploit Machines Made by Compton-Price Co.—F. P. Altschul Tells Plans and How Dealers Will Be Aided

A business deal of importance was consummated on May 26 last whereby the Schilling Piano Co., 112 West Twenty-third street, New York, became the sole Eastern distributors for the Stradivara phonographs, manufactured by the Compton-Price Co., Coshocton, O.

The Schilling Piano Co. has been doing business in New York for many years, and is well known throughout the metropolitan district as an enterprising retail piano house. The company is controlled by F. P. Altschul and by M. F. Dennis.

The territory for which they will be distributors of the Stradivara machines will include that east of Pittsburgh in the Middle Atlantic States, New England and the South.

E. P. Altschul stated to a representative of The World: "The Stradivara machines are

everything that can be desired by representative dealers. They are made in seven models, retailing from \$45 to \$245, and are all equipped with automatic stops. A redeeming feature of these machines is the fact that they are manufactured in their entirety in the Compton-Price factory and as great care is taken in their finish and artistic appearance as is with the mechanical part of the machine."

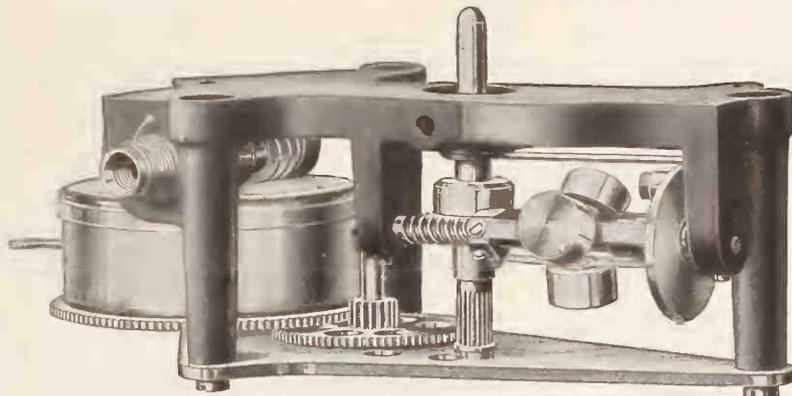
"They will also play any disc record, being equipped with a universal tone arm. An individual feature is the construction of the base of the tone chamber which is built on the same principle as a piano sound board. As for our part, we are prepared not only to give liberal discounts, but to supply each dealer or distributor who ties up with us with ample newspaper and display advertising to promote his own interests. We have a large area of good territory open and will be glad to talk to dealers regarding State distribution or local territory."

Max Fainberg, of Wilkes-Barre, Pa., has taken the Columbia agency.

Single and Double Spring Motors, Tone Arms, Reproducers, etc.

In Quantities

At Low Prices



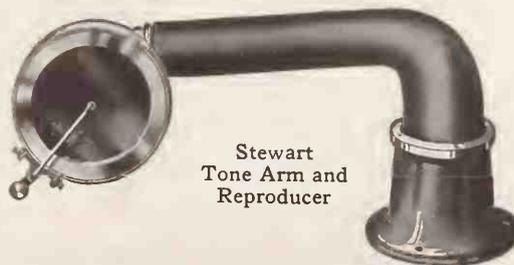
Stewart Single Spring Motor

Rigid cast frame. Simple design. Hobbed gears. Powerful and silent. Plays one 12" or two 10" records. Furnished with side or top speed regulator control.

Our huge plant, equipped with special machinery for the economical production of large quantities, places us in a position to offer phonograph manufacturers parts of quality at exceedingly attractive figures.

Our Double Spring Motor is a quality product in every particular. Heavy cast frame. Cold rolled steel bottom plate. All parts easily removed. Smooth, silent and even running. Furnished with plate to mount from top of motor board. Also with automatic brake. Plays three 12" or five 10" records.

It will pay you to use Stewart parts. Our facilities enable us to handle large orders promptly. Detailed information and prices upon application.



Stewart Tone Arm and Reproducer

STEWART PHONOGRAPH CORPORATION

327 Wells Street

CHICAGO

ILLINOIS

EMPHASIZING PATRIOTIC RECORDS

Victor Talking Machine Co. in Its Newspaper Advertising and in Special Supplements Pays Particular Attention to That Class of Music

Among the advertisements to be inserted in the newspapers of the country by the Victor Talking Machine Co. is a particularly effective one that will appear during the week of June 18, and is designed to stimulate a demand for patriotic records for July 4. The advertisement occupies the usual Victor space and shows "standing at attention" the figures of a soldier and a sailor. A dozen or more of the most popular patriotic records are listed, and attention is called to about one hundred or more records of similar character which are to be found in the Victor catalog.

In order to facilitate the work of dealers in supplying the present heavy demand for patriotic records of all kinds, the Victor Co. has prepared and issued a special order sheet covering Victor records of patriotic music. Not only are the American patriotic songs to the number of 100 or more carefully listed, but there are also listed national patriotic airs of the allied countries, including Belgium, Canada, China, Cuba, France, Great Britain, Russia, Servia, etc.

BROADEN ROCHESTER ASSOCIATION

Piano Men Join with Talking Machine Dealers in That City in Forming Rochester Piano and Talking Machine Dealers' Association

ROCHESTER, N. Y., June 4.—At a meeting last week the Rochester Talking Machine Dealers' Association, organized a year ago, admitted to membership forty piano dealers and changed the name of their organization to the Rochester Piano and Talking Machine Dealers' Association. The new officers are: president, Raymond C. Fagan; vice-president, William Smith; secretary, George M. Richter; treasurer, William C. Ludwig.

AN ORGANIZATION OF WORKERS

Progress of the Heineman Phonograph Supply Co. Due to the Calibre of the Executive and Staff—Expansion All Along the Line

The marked success achieved by the Otto Heineman Phonograph Supply Co., New York, can be attributed not only to its progressiveness and the quality of its products, but to the efficiency and exceptional mental calibre of the executive and sales staffs.

Otto Heineman, president of the company bearing his name, has gathered about him a staff of co-workers who are specialists in their respective fields, and who have become imbued with the spirit of aggressiveness which has characterized this company's activities from the first day it entered the American market some two years ago. Mr. Heineman is aptly named a "human dynamo" and the members of his sales and executive forces are rapidly earning similar sobriquets in the talking machine industry. All of them are conversant with the mechanical construction of the Heineman products, having spent considerable time at the company's plant in Elyria, O., before visiting the manufacturers throughout the country.

The company has opened branch offices in several of the leading cities and according to its present plans additional branches will be established in the near future so that the users of the Heineman motors, tone arms, sound boxes, etc., may receive maximum co-operation and service from all angles. The managers of these branch offices frequently spend days or weeks with the company's clients carrying out Mr. Heineman's idea of working with the manufacturers and helping them solve their problems in a thorough and practical way. That this method has met with the approval of the talking machine manufacturers is evidenced in the wide use of the Heineman motor by leading concerns.

The recent amalgamation of the Otto Heineman Phonograph Supply Co. and A. F. Meisselbach & Bro. has given the members of the

RECORD ENVELOPES

STOCK RECORD POCKETS

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

Heineman sales staff an opportunity to develop new channels of co-operation, for the Meisselbach motor has been a signal success since first placed on the market and is highly regarded by



Front row, left to right: S. A. Ribolla, Otto Heineman, Paul L. Baerwald. Standing, left to right: C. W. Neumeister, W. G. Pilgrim, W. C. Strong and Claude T. Pott. All factors of the industry, particularly the manufacturers of high grade machines.

ISSUE NEW MACHINE CATALOG

The Favorite Talking Machine Co., 438 Broadway, New York, has just issued a new catalog containing prices and illustrations of their products. The above firm carries everything in the line of parts and accessories for phonograph manufacture, besides a full line of horn and hornless talking machines.

We carry
8
styles of
MOTORS

We manufacture
4
styles of
TONE-ARMS

and
14
styles of
SOUND BOXES

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

CALL ON US

FOR

ANY PART

IN THE

PHONOGRAPH**LINE**

We
manufacture
all parts
including

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

INDEPENDENT TALKING MACHINE CO., INC.

54-56 Bleecker Street, New York City

The Columbia dealer markets the line of merchandise that cannot be secured elsewhere. No other musical product is so exclusive. People want it—and a competitor cannot easily satisfy them with substitutes.

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

Columbia Graphophone Co.
Woolworth Building, New York



FINAL PROGRAM FOR JOBBERS' CONVENTION NEXT MONTH

Plans Call for Two Business Sessions—Some Talks by Factory Experts—The Usual Entertainments for the Convention Delegates and Elaborate Features for "Victor Day"

Latest reports from Victor distributors in the various sections of the country indicate that the forthcoming annual convention of the National Association of Talking Machine Jobbers, to be held at the Hotel Traymore, Atlantic City, N. J., on July 9, 10, 11, will be one of the best attended in the history of the organization, for there are many things just now that demand the earnest attention of those engaged in the talking machine business.

Not only are the ordinary problems of the business, such as stock shortage, sales methods, etc., ripe for further discussion, but there have recently developed new problems growing out of the war situation, and including possible taxes on musical instruments, increasing difficulties in transportation, advances in freight rates, and other features too numerous to mention, but which require careful and efficient handling.

As is indicated in the program printed herewith there will be two business sessions, one on Monday afternoon, July 9, and the other on Tuesday afternoon, July 10. The rest of the time being given over to amusement and entertainment. As has been announced before in *The World*, it is planned to have Victor Co. officials and department heads address the jobbers on pertinent subjects, and then answer any questions regarding manufacturing or sales details that may arise. The jobbers will themselves

take care of the various details of the association's work, but will not read any special papers.

The Victor Co. will take charge of things on

CONVENTION PROGRAM

Monday, July 9

Morning—Reception and registration.

11 A. M.—Swimming.

2 P. M.—First business session.

2.30 P. M.—Entertainment for ladies.

Evening—Visits to the piers.

Tuesday, July 10

9 A. M.—Golf tournament at Country Club.

11 A. M.—More swimming.

2 P. M.—Second business session.

2.30 P. M.—Auto trip for ladies.

Evening—Annual banquet.

Wednesday, July 11

Victor Co. Day—Entertainment of Jobbers by Victor Co. at Atlantic City.

Wednesday, July 11, and will entertain the jobbers and their families in Atlantic City itself, instead of carrying them to Philadelphia or to the factory in Camden. Just what the company's program is, has not been made public, but past

performances would indicate that it will be an elaborate one.

Among the jobbers themselves, the entertainment plans call for a golf tournament at the Country Club, a tournament that has become an annual feature. There will be the usual organized excursion, along the boardwalk, on to the piers and into the briny, and during the daily sessions, the ladies will be taken on special trips by themselves.

The Victor jobber who has not yet made his hotel reservations had better hurry and insure himself against disappointment. The headquarters are at the Traymore, and the dates, July 9, 10, 11. The hotel makes a special rate to those attending the convention.

GIVE LECTURE-DEMONSTRATION

Famous & Barr Co. Department Gets Excellent Results Through Unique Affair

St. Louis, Mo., June 7.—The talking machine department of the Famous & Barr Co. recently secured some excellent publicity through the holding of a "lecture-demonstration," with the assistance of William H. Nolan and Miss Louise Sutton, and at which the Victrola and Victor records were featured. The event was widely advertised in the local papers, and admission was by ticket only. The name and address of the recipient was written on the back of each ticket and a record was kept, which proved that all but six of those who had requested tickets were present. Mr. Nolan delivered an interesting lecture and gave a practical demonstration of the use of the Oscar Saenger course in Vocal Training. Miss Sutton demonstrated the use of the Victor as an accompanying instrument, and there was also a program of general music.

THIRD EDITION OF TRADE DIRECTORY

A Feature of *The Talking Machine World* This Month—Has Official Value

There appears in this issue of *The World*, the third edition of the "Talking Machine World Trade Directory." This directory made its first appearance last November and a subsequent edition was published in February. Our subscribers and advertisers have been using this directory to excellent advantage as a purchasers' and reference guide.

The "Talking Machine World Trade Directory," because of its publication in *The World*, the official paper of the talking machine industry is recognized is the only reliable trade guide in existence. The talking machine industry is changing so rapidly that it is absolutely imperative that this directory be published several times a year in order to keep the information accurate and up to date. In order to give our readers maximum service and co-operation we would appreciate receiving any suggestions or criticism that may enhance the value of this directory.

If time was money, the tramp would be a millionaire.

The Mutual
TONE ARMS & SOUND BOXES

Tone - Tone - Tone

That's what you've
been looking for.

**We Have Found It
You Can Get It**

by using our new

SOUND BOX

Don't take our word for it. Send *At Once* for a sample and be convinced.

Write for Catalogue of Our Tonearms and Soundboxes.

Mutual Talking Machine Company, Inc.
145 West 45th Street
NEW YORK

D

—it's the tone

Tone is primarily what makes the Delpheon supreme.

Through numerous improvements in the reproducing equipment of the Delpheon we have secured a tone quality and naturalness of reproduction that we earnestly believe are unsurpassed.

We have perfected a sound box that in principle, construction and operation is a wide departure from those used heretofore.

In the horn we use a material and construction entirely new—made by a secret process and never before employed for this purpose.

The result of this combination is a realism and artisticness of tonal quality that has never before been attained.

In perfecting these parts we have not been governed by precedent. We started at the beginning and continued our experiments until we achieved success.

We take a pardonable pride in what we have accomplished—no matter how strong we make our claims for superiority, the Delpheon will uphold us.

You may put the Delpheon to any test you can conceive. Include the "curtain test" if you wish. Besides, it has feature after feature that make it the most complete and desirable of all without a single exception.

The Delpheon offers the dealer the most attractive and promising opportunity of them all.

Our advertising plan is an additional inducement to dealers.

Don't delay learning all about "The Phonograph with an Individuality"



The DELPHEON CO.
BAY CITY Dept. T MICHIGAN

D

COLUMBIA GRAPHOPHONE CO.'S LOVING CUP CONTESTS

President Whitten Offers Trophy to District Which Makes Best Record of Sales—Must Be Won Three Times Before Permanent Possession Is Given—Five Cups Offered to Salesmen

The trade promotion department of the Columbia Graphophone Co., New York, has just furnished the members of the Columbia sales staff with detailed information regarding the "President Whitten Cup," which, as announced in a previous issue of *The World*, has been donated by Francis S. Whitten, president of the company. Frank K. Pennington, head of the trade promotion department, has sent out the following letter which explains the conditions governing the contest for this cup:

"President Whitten evidences his warm personal and official interest in the sales end of our Columbia enterprise by offering a splendid Gorham-made, sterling silver, gold lined cup to be competed for by the five districts. The contest will start June 1 and will be continued from month to month until such time as any one district shall have won the cup for the third time.

"In the June contest the 'President Whitten Cup' will be awarded to that district which shows the largest percentage of gain in record sales over that district's yearly average record sales in 1916. To that store in the winning district which will show the largest percentage of gain in June record sales over its own yearly average for 1916 will be awarded possession and custody of the cup during all the month of July.

"The cup contests will continue from month to month until the President Whitten Cup becomes the permanent trophy of the three times winner district. As each district wins the names of the winning district manager and winning store manager, together with the month in which they won, will be engraved on the President Whitten cup."

Another letter sent out by Mr. Pennington announces another contest among Columbia salesmen, the prizes for which are five sterling silver cups, also donated by President Whitten.



Salesmen's Trophy

The conditions governing this contest announced by the trade promotion department are:

"Prompted by a keen and lively interest in the activities of the Columbia men on the firing line, President Whitten has selected and offers five sterling silver Gorham-made cups to be competed for between salesmen within each district. Contests for these cups like the contests for the President Whitten cup will run from month to month until one particular salesman in each district has won for the third time, whereupon the cup becomes his permanent personal trophy.

"The one salesman in each district who shall show the largest percentage of record sales to his



Cup Offered to Best District

total sales will have possession of the cup for all the calendar month following that in which he wins. The name of each winning salesman and the month in which he wins will be engraved on the cup."

The President's War Message on Records

The Patriotic Sensation of the Record World

President Wilson's historical message has been reproduced on 10-inch, double-faced records.

You are cordially invited to hear these wonderful records that will sell all over the world.

No Home or Institution Should Be Without Them

Immediate deliveries in any quantity.

Representatives wanted

Act Quickly

PATRIA RECORDS CORPORATION

32 EAST 23rd STREET, NEW YORK

Utilizing the Show Windows to Advantage During the Summer Months :: :: By Ellis Hansen

This is the fourth 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.

The average talking machine dealer is apt to be a little careless with his show windows during the summer months. He may profess himself a true believer in window advertising, but his enthusiasm might cool considerable when, during the so-called dull season, he comes to pay out a little extra money for something he believes he can get along without. The summer months, however, can be made almost as profitable as any other season if the best medium at the talking machine dealer's command—the show window—is taken advantage of.

False economy in the matter of window expense can easily be carried so far as to lose money for the store instead of saving it. Every live talking machine dealer should continually keep at his task of creating the biggest impression by his window advertising, and not let up because July and August are supposed to be the dull months of the year. The value of impression is just as important now as four months hence. It behooves every dealer to put extra steam into his advertising—which, of course, includes his show windows—to overcome the bad effect of the so-called dull season.

The summer display illustrated on this page was installed in a large open window looking right into the store, without any attempt at a background. There are hundreds of music store windows constructed in the same faulty manner all over the country. Windows of this kind are very often neglected because it seems so hard to make any kind of a display without a lot of trouble and great expense. To all such stores I can most heartily recommend the setting herewith illustrated, as it is giving the most absolute satisfaction in every respect. It is timely, inexpensive, artistic, and best of all, so simple to make that any carpenter or "handy man" can duplicate it without the least trouble.

The main feature is the two large panels, three by eight feet outside measure. The subjects of the paintings are: "Pan With His Flute" and "The Nymph," painted in imitation of mural decorations, and especially well adapted for music store decorations. The two panels are connected with lattice work, the middle part of which is six feet wide and on either

side two feet wide. The entire background is sixteen feet in length. For a small window, only one panel will be needed with lattice work on either side. The pictures are mounted on

Dealers in general realize that it is the first glance that really counts, so don't hesitate, don't worry, but get busy at once and get your share of the summer business that is coming to you



Panel Effects in Window Display Prepared by Ellis Hansen

stretchers, which fit into the frames, and can be changed at a moment's notice. The lattice work is made of seven-eighths by seven-eighths basswood strips, the size of the little square openings are four inches. The height of the four center strips from top to bottom is fifteen and one-half inches. All the woodwork is given two coats of flat white paint, then finished in ivory enamel. The artificial flowers used are roses, but any attractive flower that suits your fancy may be used. Only two instruments were used in the display, one piano and one talking machine. I believe it would improve the display to include a few records.

through your hardest working, silent salesman—your show window.

A setting of this kind has the advantage of being easily adapted to any season with very little expense. All that is necessary to change it from summer to fall or Christmas would be to change the paintings and the flowers, and the entire display would take on an altogether different appearance. The favorable impression such a display leaves is entirely out of proportion to the little trouble and expense it costs to produce it.

TALKERS FOR LIBERTY BOND APPEAL

Talking Machine Records Being Made Bearing Speeches in Favor of Liberty Loan Subscriptions—Plan of St. Louis Men

St. Louis, Mo., June 6.—Talking machines in the music stores of St. Louis are going to make appeals for Liberty Bond subscriptions. Byron W. Moser, business manager of the Liberty Loan organization, announced to-day that members of the War Board Speaking Committee will make four-minute talks on phonograph records. These will be duplicated and records will be furnished to every music house in St. Louis and in the district.

If a demand for the records develops they will be placed on sale. St. Louis is the first city to arrange for sending out arguments in this form for Liberty Bonds and the idea will probably be widely copied.

A Good Box at a Medium Price

MANUFACTURED BY

F. C. KENT & CO.

24 SCOTT ST. NEWARK, N. J.

STRADIVARA

"KNOWN FOR TONE"

The tone of the Stradivara reflects the genius of the world's greatest violin maker, being the only phonograph in the world that contains a regular spruce sound board like the piano and violin. It's the finest natural tone talking machine money can buy.

THE NEW 20th CENTURY MUSIC MASTER

STRADIVARA

"KNOWN FOR TONE"

Is made complete in ONE FACTORY. Not assembled in furniture factories.

State Rights and Exclusive Territory to Good Dealers

LIBERAL DISCOUNTS

We co-operate with our dealers by creating sales for them thro' our regular advertising campaign. This is done locally for the dealer's special benefit.

WRITE US AT ONCE for territory and special dealer proposition and begin to-day to make money.

SCHILLING PIANO CO.
Wholesale Distributors
112 West 23d Street, New York

From **\$45 to \$200**

LYON & HEALY'S



A-CAMPER CARRYING CASE

Something
New
and
Original



Offers a
New Field
for Selling
Victrolas
Styles No.
4 and 6

These cases are constructed of wood covered with black water-proof fiber and substantially made so they can easily be carried or handled as baggage.

The cases are made in two sizes for either style No. 4 or No. 6 Victrolas. Each case is arranged to hold twenty-five 10-inch or 12-inch records, and has a separate place for holding sound box, winding key and needles; besides this, the carrying case when closed and placed on end will serve as a stand for the Victrola.

Feature the Carrying Case with Victrola and Records in Outfit form. Such an outfit should prove very popular with your trade. A-Camper Outfit will complete the equipment for the soldier or sailor, camping party, summer cottager, or motorist.

The matrix of a copyrighted newspaper advertisement will be furnished gratis to dealers purchasing these outfits. Ask for it.

Style No. 4 Case—14 in. high, 18 in. wide, 12 in. deep, weight 12 pounds, **\$8.00**

Style No. 6 Case—16 in. high, 20 in. wide, 14 in. deep, weight 14 pounds, **\$9.00**

PRICES F. O. B. CHICAGO



LYON & HEALY

Victor Distributors

CHICAGO



FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
H. SCOTT KINGWILL, Ass't. Mgr

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., June 11.—While it would probably be untrue to say that the "war" has had no deterrent effect on trade, manufacturers and jobbers generally express their satisfaction with the amount of business coming forward under the circumstances. A large number of dealers were in Chicago during the recent piano conventions and music show, and the houses whom they visited state that in the majority of instances these dealers reported that business was still showing a fair increase over last year. Spontaneity is not the outstanding feature of the orders that are being booked, but there seems to be no lack of business for those who are going after it. Business is more active, naturally, in the agricultural districts than in the large cities. The farmer has every reason to be a most satisfied individual. He is on the top of the heap financially and with the certainty of continued high prices for his product expects to maintain that position. Furthermore, he has the practical assurance that the sturdy farm laborer will be the last of the workers to be drafted for military service. In addition, he knows that in case of freight congestion that the Government will see that his products get the right of way.

The larger models continue to have the call from the bulk of the trade and this, in itself, is a good sign that the dealer has every confidence in what business during the next six months holds for him. Many of the dealers are placing their orders for these early as they anticipate difficulties in getting prompt shipments when Uncle Sam gets into the big conflict and all lines of traffic are throbbing with the call of war.

Patriotic records are in great demand as well as the better grade of recordings with operatic and standard numbers in the van.

Open Handsome Brunswick Shop

The Brunswick Shop at 225 South Wabash avenue, recently opened, immediately takes its place amongst the most exclusive and finest equipped retail talking machine concerns of the city. H. B. Bibbs has been appointed manager of the shop. He is assisted by W. T. Houston and an excellent sales force. There are many new and unique features about the interior plan and decorations that will interest dealers. Four of the booths have been built with swing-

ing partitions which make it possible to immediately convert two small demonstration rooms into one large room. The value of this feature is great at the times of year when business is running abnormally good. There are thirteen booths all together, and a number of these are devoted to exhibition rooms of machines. Each exhibition room contains models of but a single type of finish, i. e., one booth is filled with models in mahogany, another with oak, circassian walnut, etc. This arrangement imparts a most attractive appearance to every booth. All booths are ventilated by means of a new and costly ventilating system which has been installed in the building. Large plate glass walls, sound-proofed by means of air spaces are equipped throughout. The rooms are decorated in white with black and white striped tapestry hanging from the walls.

In the rear of the first floor are located record racks for Pathé records, together with closets for surplus record stocks. On a mezzanine floor are the manager's and the assistant's office, and in the rear of this floor is the repair department. The basement is used for storage of machines. Wicker furniture is provided in the booths and in the reception room. The color scheme is quite attractive, blending as it does a creamy white and dull gray.

Take Advantage of Trade Opportunities

G. P. Ellis, sales manager of the Chicago Talking Machine Co., has just sent a letter to the trade which contains some valuable suggestions, which if followed will, no doubt, aid greatly in keeping business right up to the standard. It runs as follows:

"Ten billion dollars will be spent this year by the United States and her Allies—and the money will stay here!

"This means greater industrial activity—more labor employed and at greater wages.

"And your business will prosper in proportion to the initiative you display in availing yourself of the opportunities offered by the expenditure of this vast sum.

"Have you considered the striking newspaper ads the Victor Co. is going to run this month? Why not couple up your advertising with theirs and work with them in exploiting the best line of talking machines and records in the world?

"And here's another suggestion:

"Millions of loyal Americans are now turning instinctively to the patriotic songs of their beloved nation.

"You can capitalize this demand if you have the records in stock. We have them all. You can get them if you'll use the enclosed order blank quickly.

"The July list will help, too, in a big way. It's short, snappy and mighty interesting."

W. C. Fuhri a Visitor

W. V. Fuhri, U. S. manager for the Columbia Graphophone Co., spent a couple of days in the Chicago office this week and left with District Superintendent Yerkes for St. Louis, where they will inspect the new wholesale quarters recently occupied by the St. Louis office.

IN OUR NEW QUARTERS

The Chicago office of the Talking Machine World is now located in Room 1508 Republic building, 209 S. State St., Phone Wabash 5774.

"At Your Service."

Mr. Yerkes says that conditions in the Central Western district under his supervision, are, if anything, better than a month ago, and that the dealers who hesitated before placing orders for awhile at the first declaration of war have recovered confidence, and are evidently doing a very fair business. The reports of branch offices in his district show an increase of 35 per cent. for May as compared with the same month of last year. This is certainly a most favorable showing under the circumstances, and one which encourages an optimistic view of business prospects.

Six Best Sellers

Patriotic selections continue to be most popular with the public. The popular "hits" of the month, although not selling quite as well as those of some months past, are proving to be in demand.

The six Victor best sellers have been "Barber of Seville," "Quartet in D Minor," "Norma," "The Star Spangled Banner," "Hawaiian Butterfly" and "When the Sun Goes Down in

(Continued on page 82)

WADE AND WADE

FIBRE NEEDLE CUTTERS



The Wade

Fibre Needle

Cutter No. 1

Price \$1.50



The Wade

Fibre Needle

Cutter No. 2

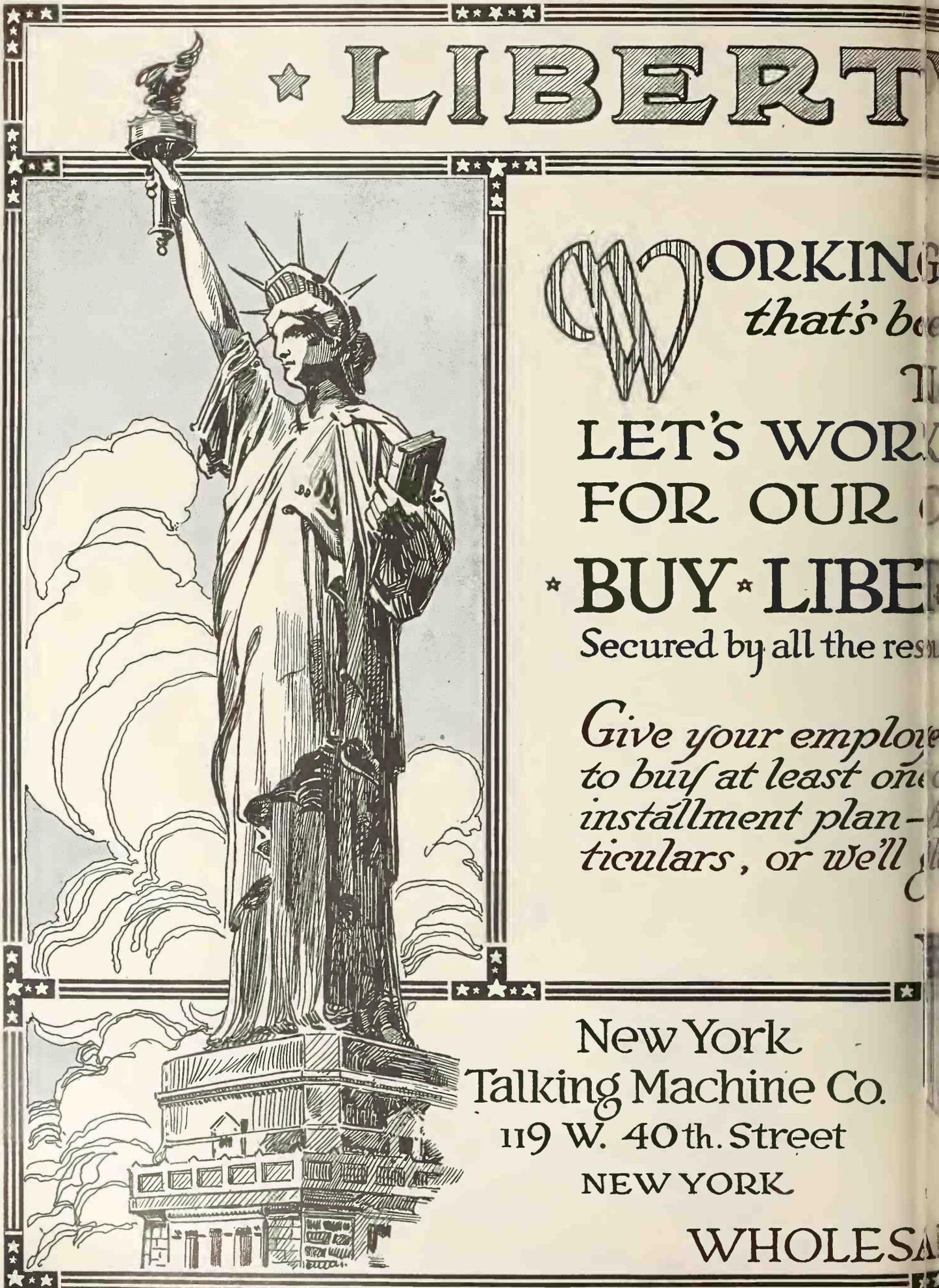
Price \$2.00

When you sell a WADE FIBRE NEEDLE CUTTER you have given your customer maximum value. The satisfaction that goes with every WADE CUTTER comes back to you in other sales.

The same is true of WADE lubricating oil, gear grease, spring lubricant and cabinet polish.

We sell to jobbers exclusively

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.



★ LIBERTY

WORKING
that's be

LET'S WORK
FOR OUR

* BUY * LIBE
Secured by all the res

*Give your employe
to buy at least one
installment plan-
ticulars, or we'll*

New York
Talking Machine Co.
119 W. 40th. Street
NEW YORK

WHOLESA

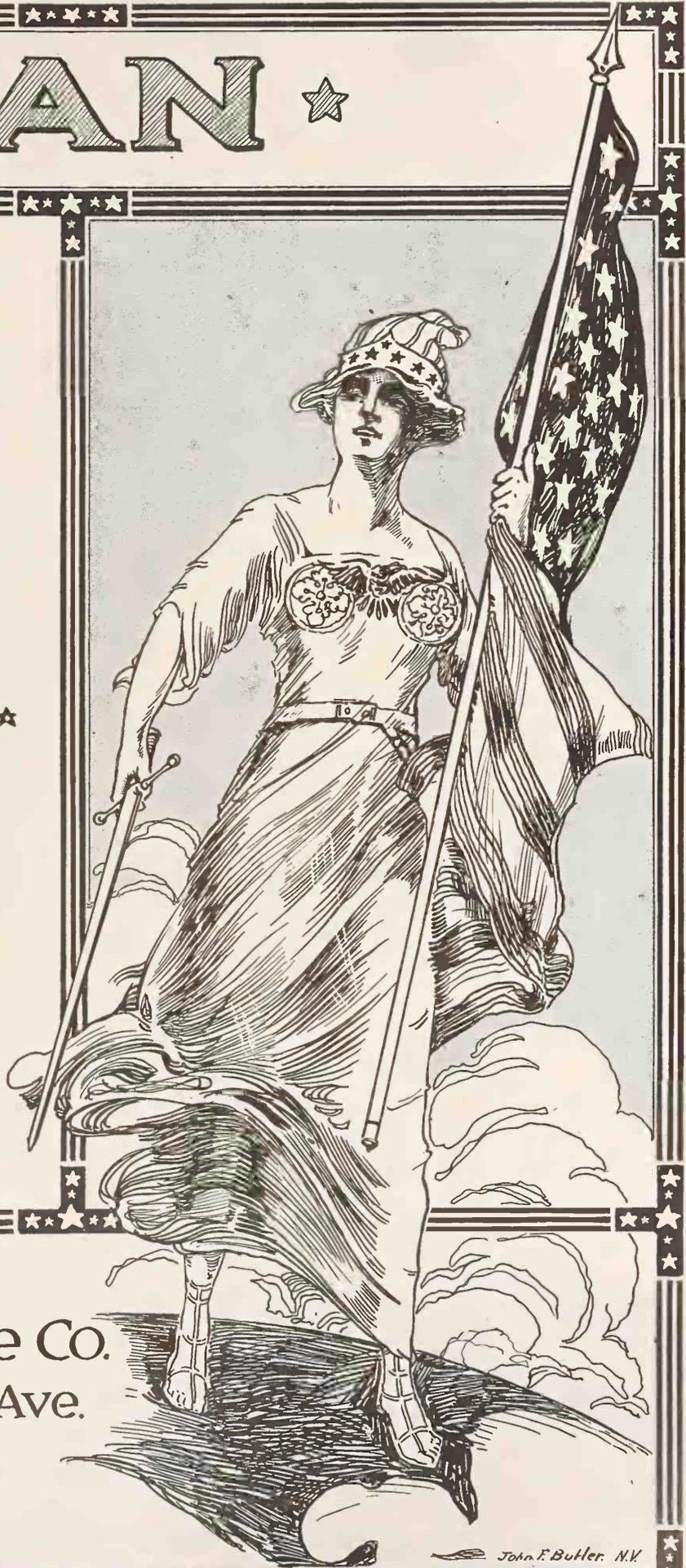
★ LOAN ★

TOGETHER
our aim

TOGETHER
COUNTRY

TY ★ BONDS ★
of the United States

*an opportunity
these bonds on the
your bank for par-
ly tell you.*

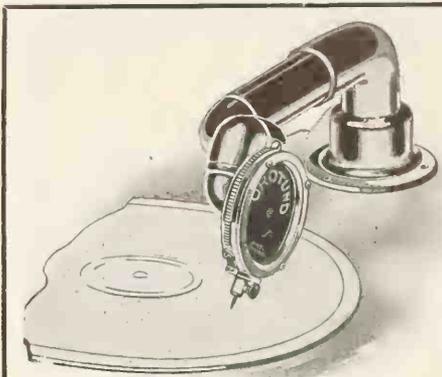


Chicago
Talking Machine Co.
12 No. Michigan Ave.
CHICAGO

ERS ONLY

John F. Butler. N.Y.

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.

Dixie” and “Because You’re Irish” and “Oh, Johnny, Oh, Johnny, Oh.”

The Columbia six best sellers have been, “In a Monastery Garden”—“Sonata,” “American Republic March”—“The Invincible Eagle March,” “Her Soldier Boy”—“I’m Proud to Be the Mother of a Boy Like You,” “America, Here’s My Boy”—“Let’s All Be Americans Now,” “Hawaiian Butterfly”—“Would You Take Back the Love You Gave Me?” and “From Here to Shanghai”—“M-i-s-s-i-s-i-p-p-i.”

The six best sellers in Pathé records were, “Yukaloo”—“For Me and My Gal,” “America, I Love You”—“The Donkey Trot,” “On the Bosphorus”—“The Whirl of the Waltz,” “Yaddie, Kaddie, Kiddie, Kaddie, Koo”—“Smiles, Then Kisses,” “There’s a Long, Long Trail”—“Love Flies Everywhere,” and “Bonnie, Sweet Bessie”—“My Ain Folk.”

The six best sellers in Edison records for the past month have been, “Medley of Hawaiian Airs”—“On the Beach Medley,” “I Wonder Why—Love o’ Mike”—“We’ll See—Love o’ Mike,” “Farewell”—“Flow Gently Sweet Afton,” “Infanata March”—“Dixie Medley,” “William Tell Overture,” Parts One and Two, and “Un Bel Di Vedremo”—“Madame Butterfly.”

The six best sellers in Emerson records for the past months were, “Redhead”—“Somewhere in Delaware,” “Burlesque—Night Time in Little Italy,” “Down Home Rag”—“Chicken Walk,” “American Fantasie,” Part One and Part Two, “American Patrol”—“Star Spangled Banner,” and “U. S. Navy Bugle Calls.”

Takes First Prize at Music Show

Miss Edna Kellogg was awarded the first prize in the contests held at the National Music Show for Chicago musical students. She is a soprano, already possessed of remarkable technique and sweetness of voice, and is a protegee of M. Eduardo Saceradonto, director of the Chicago Opera Co.’s orchestra. The Pathé Frères Phonograph Co. will record Miss Kel-

logg’s voice on Pathé records. H. N. McMenimen, of the Pathé Co., was one of the three judges who awarded the prize at the show.

The Record Collector

F. D. Hall, president, of the B. & H. Fibre Mfg. Co., is an enthusiastic believer in the record collector idea. He is a collector himself and can point out numerous instances among his acquaintances where the collection “Bug” is as virulent as in some well-known sports. He points out one man of this city who at the present time has a splendid collection of expensive records valued at over \$4,000. There is no doubt but that if the dealers of the country were to impress upon record buyers the prolonged satisfaction that is sure to come with the possession of good records well preserved, the record collector would become as well known as the baseball fan. The selection of a record library is decidedly a personal affair, and every talking machine owner takes a pride in the records which he has bought. When two talking machine owners get together and listen to one another’s records there is always a little rivalry as regards the collections which make up the library of each. As each owner invariably believes his own collection to be the best, it would seem that the record-collection idea could be made to become a most pleasant hobby for talking machine owners and a source of profit to record merchants.

Mandel Co. Supplying Motors

The Mandel Mfg. Co. has at last decided to release for the market some of the spring motors which have been one of the strong points of the Mandel line of machines. When the company was first organized the officers insisted that considerable attention be paid to the making of all metal parts, including the motors, and as the company had a beautifully equipped machine shop it was not long before some handsome motors were being produced.

In discussing the move, M. B. Silverman, of

the Mandel Co., said, “We have been solicited a number of times by talking machine manufacturers to release our goods for the general market, and this we have decided to do only after considerable thought. The Mandel motor represents one of the principal points of pride about our goods, and we know they will prove to be entirely satisfactory with other people. Every part of the Mandel motor is carefully gauged, and the assembled mechanism represents the work of trained mechanics.”

Enlisted for the War

There is a decided air of patriotism around the Chicago Talking Machine Co. these days. George Denig, secretary to Vice-President Dan Creed, was the first to enlist, and is a member of Hospital Unit 11 with rank of sergeant. He is now awaiting a call and expects to go to France this month or next. Hallis Harrod, checker in the record department has joined the marines, and with a number of other Chicago boys left a few days ago for Port Royal, S. C.

W. C. Griffiths was one of the first to register Tuesday, and was shown in the act of so doing in a photograph printed in the Chicago Evening American of that day. His card number read twenty-three, which his friends believe to be distinctly a good omen.

The C. T. M. Co. have made it easy for their employes to subscribe to the Liberty Loan by purchasing a number of the bonds which the employes are allowed to secure on weekly instalments to suit their convenience. The campaign in the office in the interests of the Red Cross resulted in about seventy-five memberships.

Central Piano Co. Enlarges

The retail phonograph department of the Central Piano Co., which was located at Wabash avenue and Adams street, has recently been enlarged, and in addition to the Wabash avenue frontage considerable space has been secured on Adams street as well. The Adams street part of the store is fitted up with two booths and one large reception and demonstration room. The two stores are directly connected by a hallway in the center of the building.

An Educational Display

The Pathé Frères Phonograph Co.’s exhibit and demonstration of record-making in Chicago during and after the national conventions of the piano manufacturers and dealers was one of the most interesting of all of the numerous displays prepared for visitors. A complete apparatus for the making of talking machine records was brought to Chicago from New York together with two expert record mechanics. Records were made before the eyes of the public both at the National Music Show (referred to elsewhere), and at the Kimball Co.’s retail salesrooms on Wabash avenue. The fact that heretofore the public had been kept in profound ignorance regarding the manufacture of records made the demonstrations all the more eagerly attended. Pathé recordings of the fa-

It’s Making Talking Machine History

Empire
The Machine
that Plays
any Record

The Empire record proposition will also interest you—10 and 12 inch double face records to retail at 75c, \$1.00 and \$1.25

The quality and beauty of the cabinet will appeal to you, for you know how to appreciate good workmanship and finish and so does your customer.

The motor is of all cast frame and is built to harmonize with the quality of the cabinet. It can play seven *twelve*-inch records.

Tone arm and reproducer are so designed as to produce a wonderfully rich, natural musical tone, with all the volume needed.

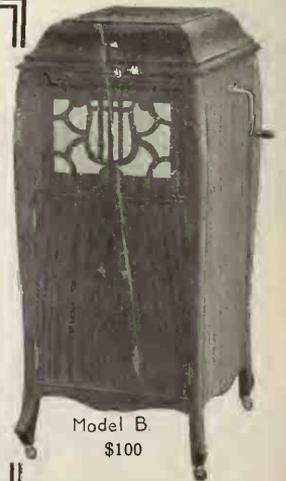
The automatic stop, the automatic cover support and balance, and the tone modifier, add the touch of perfect mechanical completeness.

The Empire line is very complete—seven sizes, at a price to suit any customer. Write today for agency information—be the Empire dealer in your town.

Empire Talking Machine Company

John H. Steinmetz, Pres.

429 So. Wabash Avenue, CHICAGO



Model B
\$100

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 82)

mous Muratore were made and given away. Every person who cared to try for a record was handed a slip with a number upon it, and every few minutes ten records were given to the holders of the lucky numbers. This procedure created considerable interest apart from the actual making of records and succeeded in drawing large crowds to the exhibition. It was necessary to have two policemen on guard at the Kimball Co.'s rooms to keep the crowds in check.

A two-ton hydraulic press, a steam-heated table for softening the record composition and a blocking table were necessary for the making of the records. As the Chicago Herald describes it: "He might have been making hot waffles in a Madison street window. But he wasn't. The white-capped man with the fierce mustachios who flops waffle-shaped discs 'once-over' until they look like hot-cakes isn't making waffles. Not much. He's betraying to the public a long-guarded scientific secret."

H. N. McMenimen, managing director from New York, was in the city during the show and at the Kimball exhibition. A large number of Pathé distributors were in Chicago from all parts of the country to aid in making the Pathé exhibition a success, and for the purpose of meeting Pathé dealers.

Entertain Famous Cornetist

F. T. Nutze, of Stephenson, Inc., New York, manufacturers of the Precision-Made motor, spent several weeks in Chicago last month and closed some important deals with talking machine manufacturers, who were here attending the Music Show. Mr. Nutze had as his guest, Herbert L. Clark, the well-known cornet soloist and assistant conductor of Sousa's band. Mr. Clark, by the way, is widely known to talking machine owners through his cornet records. He has just purchased himself a home on Grand Boulevard in Chicago and will make this city his home.

Introducing the "Phono-Clock"

The Phono-Clock is a new combination

grandfather's clock and talking machine just being placed on the market by Read & Parsons, of 27 S. Fifth avenue, this city. It is 80 inches in height, of Colonial design and furnished in any wood to match the furniture of the apartment for which it is purchased. The record storage portion of the cabinet contains the Automatic Container system, the invention of F. P. Read, and has a capacity of 200 records. It was especially designed for hotels and cafes and it is also adaptable for the home. The talking machine is furnished either hand or electrically wound as desired.

Vitanola Co. in New Quarters

The Vitanola Talking Machine Co. has completed the work of removal from its former downtown location at 210 South Wabash avenue, and is now well established in the new quarters at Thirty-fifth street and Butler street and Normal avenue. The factory, which the company has acquired, is a very large and handsome one, and with its three floors and basement occupies space of over 70,000 square feet. The large concrete basement which has light from four sides is well adapted to the use of the American Phonoparts Co., which is affiliated with the Vitanola interests, and large quantities of motors, tone arms and parts are stored there and prepared for shipment. On the first floor is the general assembling room, and in the front of the building there is located the general offices. As a part of this there is a large and handsome directors' room, where visiting dealers may be received and entertained without interruption, while there is also one commodious general display room, where the entire line of Vita-Nola machines is shown. Adjoining this there are three special sound-proof demonstration booths. In the rear of the first floor there is a shipping department with loading platform extending on two sides of the building and six loading doorways. A private alley runs around the building and adds to the facility of shipment. The second floor is devoted to the storage of cabinets and the finish-

ing departments. The third floor is also used for these purposes.

"Yes, we are very proud of the place," said S. S. Schiff, vice-president and general manager of the company, "it is ideally suited to our purpose, and for talking machine manufacture. It is one of the very few factories in this business located in Chicago that has daylight on all four sides of the building, and we certainly find that it aids in turning out careful work. A number of our friends in the trade have already made the trip to the factory and have congratulated us upon the new location. The shortest way to get out here is by taking a Racine avenue car any place along State street, and upon reaching Thirty-fifth street walk two blocks east."

M. C. Schiff is president of the company, S. S. Schiff is vice-president and treasurer, and Jeffery B. Schiff is secretary.

Stewart Co. to Supply Motors

The Stewart Phonograph Corp. has entered the supply field and will supply motors of the smaller type to manufacturers of machines. The Stewart Co. is particularly fortunate in having a wonderfully well equipped and comprehensive machine shop division and any visitor who has been through the tremendous plant on Diversity Parkway can testify to the numerous fleets of machines that turn out, with startling rapidity, metal parts of all descriptions.

The Stewart Corporation by reason of its affiliation with one of the largest automobile accessory houses in the world is also in an especially fortunate position from a purchasing standpoint and can obtain raw materials under very advantageous conditions.

The company is thus, by reason of its prestige, able to offer motors on a very attractive basis and already contracts have been entered into with some of the largest manufacturers.

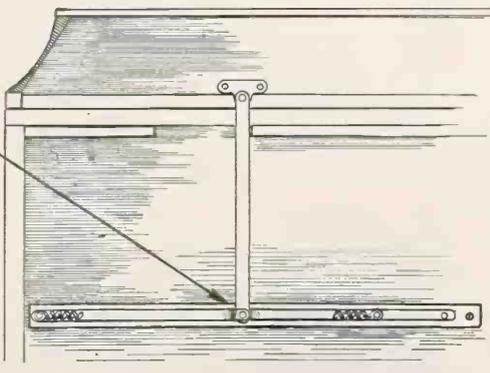
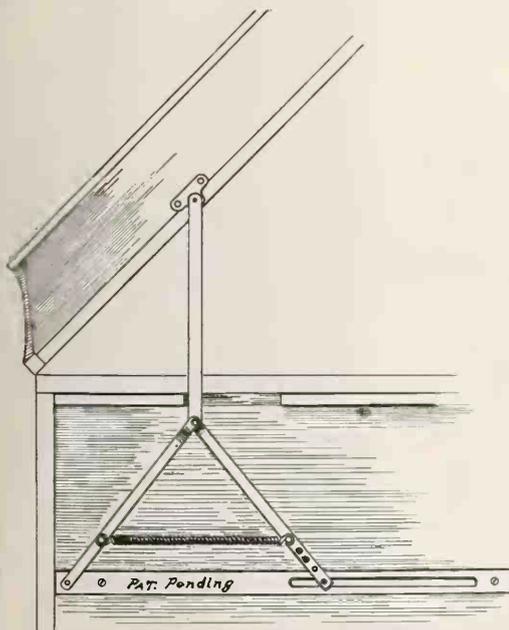
Sonora Northwest Jobbers Appointed

R. Hadert, Western manager for the Sonora
(Continued on page 85)

THE MAJESTIC COVER SUPPORT

Has Many Advantages

1. It is entirely automatic.
2. Adaptable to any type of construction.
3. Cover cannot warp.
4. Hinges cannot loosen.
5. Can be reversed for either side of cabinet with no change of screws or rivets.



Send for complete information regarding our line of Tone-arms, Sound Boxes, etc., and especially our new Automatic Stop.

Notice position of spring when cover is up

The "dead center" of spring when cover is down makes warping impossible

THE MAJESTIC COVER SUPPORT is a high-grade support for high-grade machines. Sample 50 cents. Quantity prices upon application.

MAJESTIC PHONO PARTS COMPANY, 1326 REPUBLIC BUILDING CHICAGO, ILLINOIS

WHY BRUNSWICK DEALERS ARE SO ENTHUSIASTIC

MORE PROFIT

THE House of Brunswick is able to give its dealers more liberal profits because of our great manufacturing facilities. We are the largest users of hard wood in the world. We have nine great factories. We employ 5000 people.

The House of Brunswick has specialized in cabinet work for 76 years.

We save in a thousand ways, both through purchasing and manufacturing power. These savings we divide with you and your customers.

We are receiving letters daily from progressive dealers all over the country who are highly enthusiastic. They know they are making more because they handle The Brunswick.

And best of all, they are gaining satisfied customers. Every Brunswick sold is a daily advertisement for the Brunswick dealer. Every one who hears it, whatever the make of record played, gives The Brunswick first place.

Coupled with The Brunswick are Pathe Records. This combination is ideal, and people are buying more and more Pathe Records. To Brunswick dealers we offer this additional money-maker, Pathe Records.

EASIER SALES

Because of the name behind it and the national advertising in magazines and newspapers, dealers tell us that people know and respect The Brunswick. They realize that the House of Brunswick makes the finest phonograph cabinets and that this great institution has now introduced a phonograph which combines all merits in one instrument. Dealers appreciate the alliance with Pathe.

People know the special features of The Brunswick—that it plays all records better—that its sound-chamber is entirely of wood—built like a violin—all the features are already known to them.

The news is spreading fast about the super-tone of The Brunswick. All you have to do to convince people now is merely to let them hear it. Place it in comparison with any other phonograph. Play the same record on each. Then let your customers decide.

There are a few localities throughout the country where we are looking for progressive dealers to handle The Brunswick and Pathe Records. Places where we know dealers will make money.

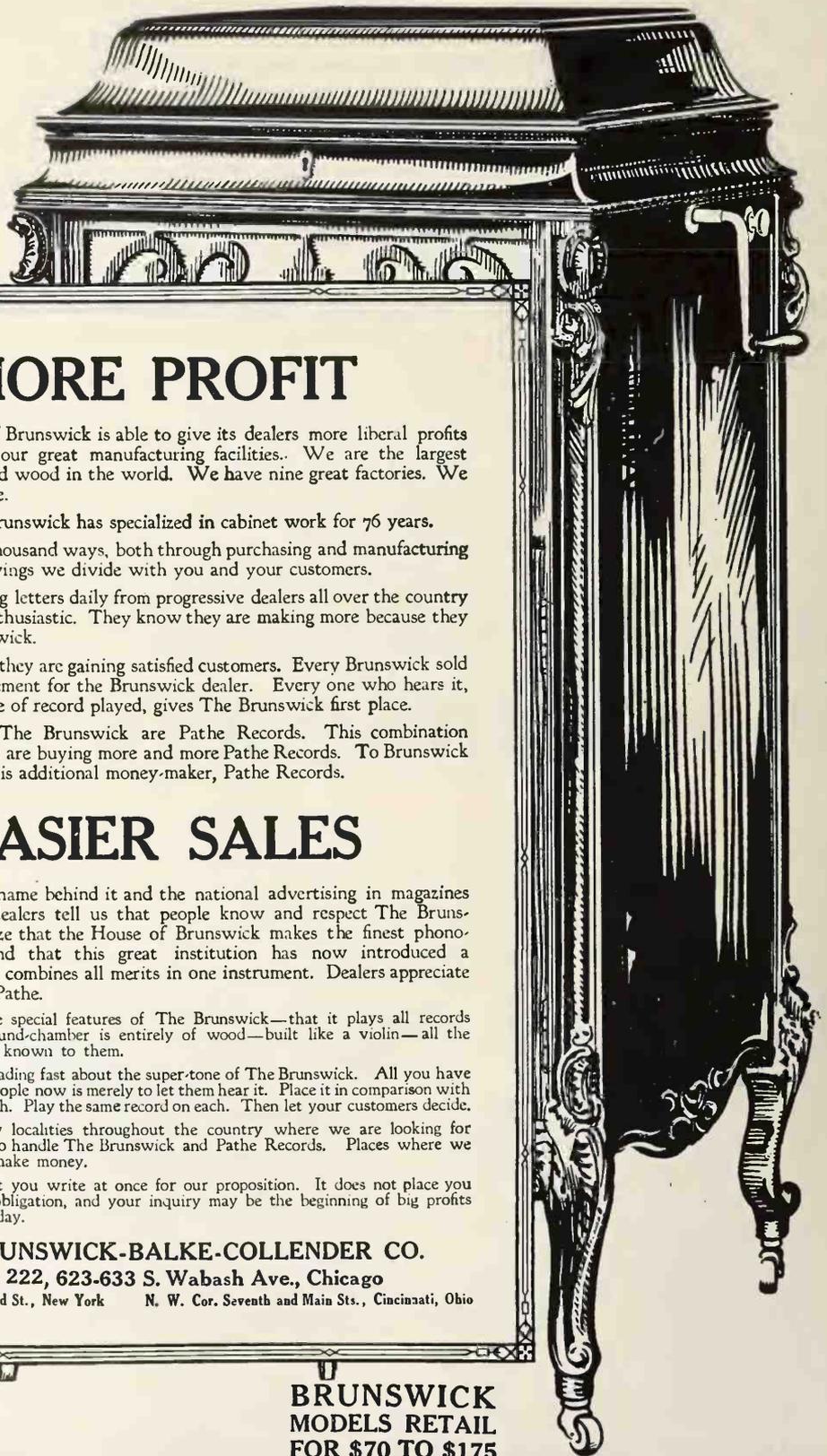
We suggest that you write at once for our proposition. It does not place you under the slightest obligation, and your inquiry may be the beginning of big profits for you. Write today.

THE BRUNSWICK-BALKE-COLLENDER CO.

Dept. 222, 623-633 S. Wabash Ave., Chicago

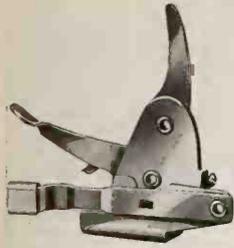
29-35 W. Thirty-second St., New York N. W. Cor. Seventh and Main Sts., Cincinnati, Ohio

**BRUNSWICK
MODELS RETAIL
FOR \$70 TO \$175**



FROM OUR CHICAGO HEADQUARTERS (Continued from page 83)

The Perfect Automatic Brake



**New Styles
To Fit
All Makes of
Tone-Arms.
Now Ready
for Shipment.**

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

Samples \$1.00 each, cash with order.
State make of tone-arm used.

Write for attractive quantity prices.

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

Phonograph Corp., announces that two new jobbers have been appointed in the States of Wisconsin, Minnesota and North and South Dakota. Yahr & Lange, wholesale druggists, will job Sonora talking machines in Wisconsin with the exception of the city of Milwaukee which will continue to be covered by Charles Orth. Minnesota, North and South Dakota will be covered by the Minneapolis Drug Co. Mr. Souders, of the Minneapolis Drug Co., will have charge of the Sonora branch of the drug company's business.

New Western Vocalion Traveler

W. H. Carey, traveling representative of the Aeolian-Vocalion Co. and who formerly worked from the New York office of this concern will now have Chicago as his headquarters. Mr. Carey will travel through the Central West.

Dictaphone in Larger Quarters

The Columbia Co.'s Chicago Dictaphone

branch has moved from the Chicago office at 12 North Michigan avenue to fine quarters of its own on the eighth floor of the North American Building, at the northwest corner of State and Monroe streets. Manager Arthur McGrew has now infinitely better facilities than before for the rapidly growing Dictaphone business, and the space vacated serves to relieve the congested condition in the general offices.

C. E. Goodwin Is Optimistic

C. E. Goodwin, manager of the Phonograph Co., is convinced that instead of showing any reaction, business will be larger than ever before. "It is very satisfactory to us," said he, "to find that very few of our dealers have shown any conservatism since the war commenced, and that the majority of them are buying as freely as ever and report an excellent trade. As a matter of fact we had a better start than the European countries. The war situation did not take us unawares—we were prepared for it. The banks had marshalled their resources and the people generally had become used to the idea. Then the large amount of money put into circulation by the great bond issue will be felt in quickening commerce in various ways. If the papers will only talk economy in food and commodities used by the army and advocate the spending of money in all normal ways, it will have a great deal to do to further our general prosperity. May was a very good month indeed with us and the seventieth bulletin of Edison records, which is now being sent out, will, I am sure, be highly appreciated by the dealers, as it is an unusual one in every respect.

Manophone at Furniture Show

A. C. Einstein, Western representative of the Manophone Corp., has made arrangements whereby furniture men visiting the coming show in July will be enabled to inspect the Manophone line of talking machines. A booth at the Manufacturers' Exhibition Building has been secured, and preparations are being made

to show a number of models. It is expected that the new line of cabinet machines will be ready in time for the show.

To Push Table Models

A. F. Butterfield, manager of the Fair Department Store's talking machine department, has rearranged the display of cabinet and table models in order to handle the summer business with greater facility. The main exhibition room is now filled with the small table model Columbias and Victors exclusively. The cabinet machines are located in separate rooms.

Patriotic Display With Salt

James T. Lyons, local retailer of Victor, Columbia and Edison machines and records and wholesaler of Edison Amberola cylinders, has hit upon something distinctly original in window displays. Two of Mr. Lyons' customers, Messrs. Leonard Hagel and Joseph Kelly, decorated the entire floor of the window with red, white and blue colored salt. American flags, patriotic worded appeals, red-cross insignia, are all made from salt. Two or three disc records are surrounded with rings of red, white and blue salt. Two cannons constructed of cylinder records, with wheels of disc records, have been ingeniously trained upon the passerby in the street. Red, white and blue ribbons at the top of the window complete the display.

Geiszl Co. Quits

The Geiszl Woodwork Mfg. Co., which had been incorporated under the laws of South Dakota for \$1,000,000, and which operated a cabinet making factory at 853 West North avenue, has quit after a month of its existence.

Emerson Western Sales Conference

The Emerson Phonograph Co., manufacturers of Emerson records, recently held a Western sales conference at the Chicago headquarters in the Regal Building. Arthur H. Cushman, general sales manager, of New York, was in the city together with F. W. Clement, Western representative, and a number of other salesmen.

(Continued on page 86)

WHAT ADVANTAGES ?

Do You Possess That Will Enable You to
Successfully Meet the Keen Competition of 1917

THE

**VITANOLA
Talking Machine Co.**

Is prepared and will help YOU prepare for the greatest year in Talking Machine history.

We have greatly improved all of our models.

We have increased our facilities and are giving you the benefit of a vastly improved quality.

We are giving top-notch co-operation, knowing that your welfare is our welfare.

We are giving Liberal Discounts, decidedly so.

That is why our business is increasing so enormously.

It is to your advantage to communicate with us now.

Vitanola Talking Machine Co.

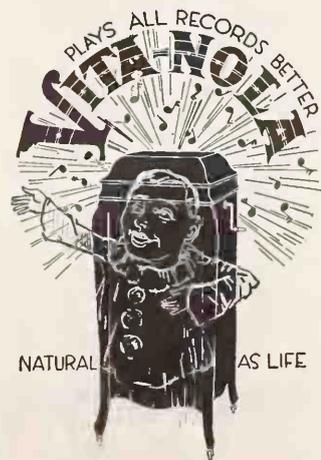
501-509 W. 35th St.

CHICAGO

SEE OUR COMPLETE LINE OF
NEW MODELS
at 1319 Bldg., Chicago,
during July, 1917



Our New Number
150 Model
July Deliveries



NATURAL AS LIFE

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 85)

Six new men were added to the force traveling the Central West from the Chicago office. Mr. Clement states that during the week in which the conference was held a number of morning and afternoon sessions were occupied with the work of familiarizing the new travelers with Emerson records and their merits. The Emerson Phonograph Co. have determined to counteract the effect of the war by going after new business with additional men and increased output. This attitude, it would seem, should prove to be the correct tone to adopt at the present, throughout the trade.

Exceptional Window Display

The Talking Machine Shop of this city, local Victor retailers, have again registered a "hit" in this month's Hawaiian window display. Life-sized figures of a Hawaiian dancer and a ukulele artist are shown surrounded by palms, tropical plants, etc. The islanders are appropriately dressed in native clothing, the entire floor of the window is covered with moss and from the

ceiling hang numerous Hawaiian butterflies. These last are made from vari-colored crepe paper and lend a most enchanting atmosphere to the entire display. An electric fan in one corner serves to keep the butterflies and tropical growths in motion, and a painted background of surf and beach complete the display. The window was trimmed by the girls of the Talking Machine Shop.

Brunswick Business Booms

The Brunswick-Balke-Collender Co. had an exceptionally large May, which was accentuated by some excellent contracts placed during the Music Show.

The Saturday Evening Post of June 9 will have an unusually attractive Brunswick page advertisement, reduced cuts of which are being supplied dealers by the service department for use in their local papers.

Reed G. Landis, of the Brunswick phonograph advertising department, has joined the Officers' Reserve at Fort Sheridan. In the meantime his

work is being cared for by A. Atkinson, who has been with the company for some time.

From Retail to Wholesale

R. Burke Corcoran, who has been manager of the record department of the Geo. P. Bent Co., has resigned and accepted a position as city salesman for the talking machine department of Lyon & Healy. Mr. Corcoran is succeeded by Miss Glenn Carrdine, who has been in the record department at Bent's for several years.

To Make Machines

The Williams Piano & Organ Co. are contemplating the making of talking machines in the near future. This concern is a well-known and long-established piano house, and takes this step in response to the demands of its dealers who wish to handle talking machines.

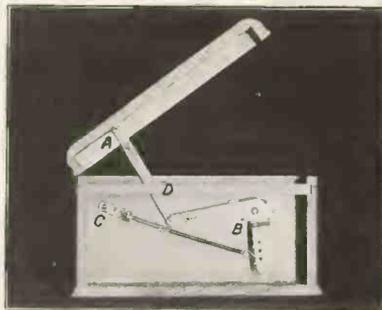
Selling Rodinola Machines

E. V. Roddin & Co., 24 East Madison street, who are in the wholesale jewelry business, are distributing the "Rodinola" and "Peerless" machines.

Investigate!

When you lost that last sale did you investigate the cause?—did you attempt to find out why your competitor was able to sell where you could not? Look into the matter! It's your business to do so. See if the other machine wasn't equipped with the

Chicago
Cover
Balance



Chicago
Cover
Balance

You talked quality—your competitor with the Chicago Cover Balance demonstrated it! And the demonstration won!

Moral: See that your instruments are equipped with the dominant quality argument.

CHICAGO HINGED COVER SUPPORT & BALANCE CO.

2242 W. 69th St.

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 86)

Handsome Brunswick Display

The accompanying cut shows an exceedingly effective window display of Brunswick phonographs and Pathe records recently made at Coasts' large department store at Iowa City, Ia. This display followed a somewhat similar one made by the house at the local auto show

wick department of Coasts, personally supervised the making of the display and was highly satisfied with the results secured.

W. F. Martin Resigns From Sonora

W. F. Martin, who has been connected with the Sonora Corp. in the West for the past two years, and who recently has had charge of Min-

pany. Samuel Siegel, who is manager of the Siegel Sales Co., is very conversant with talking machine conditions and anticipates a big business upon the Republic line, as he has been a great admirer of it for some time past.

"We are very much pleased at getting representation of the 'Virtuoso,'" said Mr. Siegel, "and I am planning some big things for it in Eastern territory very shortly."

C. F. McLaughlin, sales manager of the Republic Co., reports a continuance of the big business that has favored the company since its establishment several months ago. Mr. McLaughlin says that there is a very large preponderance in the demand for machines of the more expensive type.

Central Phonograph Sales Organized

The Central Phonograph Sales Co. has been incorporated by A. S. Waiss, T. D. Waiss and others, with a capital stock of \$10,000. The company is located at 5 South Wabash avenue. Details of the company's plans have not been procurable.

Eastward Ho.

While arrangements have not been definitely completed, it is expected that a number of the Western delegates, and those from Chicago to the National Talking Machine Jobbers' convention at Atlantic City will leave via the Pennsylvania on Saturday, July 7, arriving in Atlantic City on the 9th. Mr. Wiswell has been corresponding with the Western jobbers and expects quite a delegation.

Columbia Cashier Married

Miss Grace Mick, who for five years past, has greeted visitors of the Chicago office of the Columbia Graphophone Co. from the cashier's desk, was married on May 26 at the home of her parents at Goshen, Ind., to Charles F. Thayer. Mr. Thayer has been associated with the school work of the educational department of the Columbia Co. since the organization of that department, and since the first of

(Continued on page 88)



Brunswick Phonograph Display at Coasts' Establishment in Iowa City, Ia.

the week previous. Besides the display of the machines themselves the various distinctive features of the Brunswick, such as the wooden horn, the tone control and the compact filing system for records were displayed to excellent advantage. The special service furnished in record supplements and special record lists mailed to customers each month was also exploited. B. C. Condit, manager of the Bruns-

nesota and Wisconsin, has resigned his connections. Mr. Martin has had a number of new propositions offered him, but has not yet announced new connection.

Republic Phonograph Co.'s Eastern Distributor

H. T. Schiff, president of the Republic Phonograph Co., announces that the Siegel Sales Co., of 41 Union square, New York City, has been appointed Eastern distributor for the com-

Why Remain in Doubt

When you can test the merits, selling qualities and profit-making possibilities of the Virtuoso line at our risk?



*Vir-tu-ó-so—
A Master Musician*

We don't ask you to decide on the printed description or glowing accounts of the quick sales and big profits our dealers are making. We stand ready to ship a Virtuoso to any responsible dealer—where we have no agency—subject to

Thirty Days' Trial

Better write for details of this proposition now, before some other dealer in your vicinity beats you to it.

REPUBLIC PHONOGRAPH COMPANY

HENRY T. SCHIFF (Pioneer Phonograph Manufacturer) President and General Manager

General Offices: 320 S. WABASH AVENUE, CHICAGO

SIEGEL SALES COMPANY

41 Union Square NEW YORK CITY Eastern Sales Managers



MODEL A

50 inches high, 22 1-2 inches wide x 22 1-2 inches deep

Automatic stop—tilting motor board, instantly accessible for oiling and inspection—universal tone arm, playing all records perfectly without extra attachments—guaranteed double spring motor—tone modifier—sound chamber of wood.

You'll better appreciate its wonderful value when you learn the wholesale and retail selling price.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 87)

the year has made his headquarters at the Chicago office.

E. A. Wenglein With World Co.

Emil Ad Wenglein, who is well known to the local talking machine trade as one of the partners in H. J. Wenglein's Norica and Herold needle works, large manufacturers of talking machine needles, has become vice-president of the World Phonograph Co. Mr. Wenglein's long acquaintance with the requirements of the talking machine business should contribute a valuable factor to the success of the World Co.

The World Phonograph Co. is placing a number of new and improved designs upon the market, and visitors to the World phonograph booth at the National Music Show will be pleased to know that the models which were on display at that time are not only to be produced in larger quantities, but that there will be additional styles of similar beauty. In this work Maurice Hebert, who is in charge of the designing of the new World models and who

is now a part of the organization, will be of great value. The reed styles of the World line are proving particularly popular with the trade.

Receive Big Order

Frank P. Read and W. W. Parsons, of the FlexiFile and Automatic Record Container interests, have just received an order for 470,000 division cards for use in the installation of compartments in talking machine cabinets. This is one of the largest orders in the history of the filing cabinet business.

Western News Co. to Handle Par-O-Ket

The Western News Co., large distributors of periodicals and newspapers throughout the Central West, have decided to wholesale Par-O-Ket records. The facilities which the Western News Co. possess for reaching small variety, stationery, notion, etc., stores where a moderate priced record is in demand will doubtless result to the great mutual advantage of both parties.

Lyon & Healy News

At Lyon & Healy's it is reported that in

spite of the war excitement that May showed a slight increase over last year, and conditions indicated that the dealers have by no means lost their nerve and are looking for a good steady trade.

Lyon & Healy dealers are already responding in liberal fashion to the company's latest special the "A-Camper carrying case" made in two styles—one for the Victrola style 4 and the other for the Victrola style 6. It is adapted especially for army and navy outfits, for campers, summer cottagers and motorists. The cases are constructed of wood, covered with black waterproof fibre, are arranged to hold twenty-five ten or twelve-inch records, have a separate place for the sound box, winding key and needles. When closed and placed on end the case will serve as a stand for the Victrola.

A mailing cover for the monthly record bulletins which Lyon & Healy have been issuing for several months comes out this month in improved form embellished with artistic designs in colors.

L. C. Wiswell, manager of the Lyon & Healy talking machine department, has been confined to his home for several days, but is much better and will probably be able to resume his duties next week.

H. R. Smith, Illinois traveler, has enlisted in the naval reserves in Philadelphia, Pa., being his home State. Mr. Smith is said to be the first man to register. He took that step three weeks ago at Springfield under the provision allowing a man expecting to be away from his home town on registration day to go through the formality in any town of 30,000 or over. Among the registrants from Department H were William H. Nolan, manager of the retail record department, and W. P. Roach, Wisconsin representative. Both expect to enlist shortly.

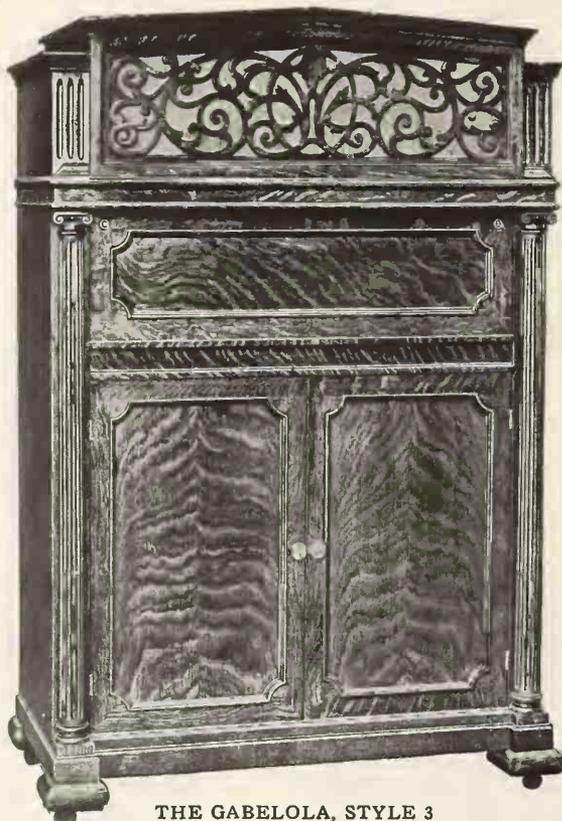
Miss Helen Ford, of the wholesale office, was married last Saturday to B. E. Fox, of Chicago. Her associates among the young women in the office tendered her a luncheon Tuesday.

Personals and Visitors

Among those of the dealers attracted by the Music Show and piano conventions to Chicago and who called on the local jobbers when here were: Julius A. J. Friedrich, Sr., and Jr.; Mr. Smith, of J. W. Greene Co., Toledo, O.; James Black, manager talking machine department, of Wiley B. Allen Co., San Francisco, Cal.; John Ditzel, Famous-Barr Co., St. Louis, Mo.; Will A. Young and wife, Fort Wayne, Ind.; Paul Seegar, manager talking machine department, Edmund Gram Co., Milwaukee, Wis.; F. Clement, C. E. Roat Music Co., Battle Creek, Mich.; Miss Carroll, J. C. Barter Piano Co., Davenport, Ia.; Harry Aschenbach, Packard Music House, Fort Wayne, Ind.; Mr. Greulich, Cable Company, Cincinnati, O.; A. J. Schneider, Schultze Music Co., Kenosha, Wis.; Harry Goldsmith, Badger Talking Machine Co., Milwaukee, Wis.; H. H. Collins, New Orleans, La.; Mr. Goodman, Goodman Piano Co., Cleveland, O.; Mr. Pofahl, St. Paul, Minn., and Wm. Schmoller, Schmoller & Mueller, Omaha, Neb.

GABELOLA

An
Evening's
Entertainment
Of
24 Selections
Started
By
The
Pressing
Of
A
Button



You
Don't
Have
To
Change
Needles
Change
Records
Wind
It Up

THE GABELOLA, STYLE 3
Golden Oak Finish—Height 66 inches, width 43 inches, depth 22 inches

Making Good

The Gabelola is no longer an experiment. The new instrument in sound reproduction has quickly proven its ability to sell upon its own merits. Dealers have found it a source of new and unexpected profits.

GABEL'S ENTERTAINER CO.

210 N. Ann Street General Offices and Factory CHICAGO, ILL.
Gabel's Entertainer Sales Co., Suite 512, No. 117 N. Dearborn St., Chicago

10,000 Edison and Pathé Ceylon sapphire points well set and highly polished true to size. 100 lots 15 cents each F. O. B. Chicago. Samples 25 cents each. Ask for quantity prices. Have you seen the K. M. W. Automatic Stop? It will pay you to send for a sample—\$1, money returned if not satisfied. Write for quantity prices. Let us send you our phonograph hardware bulletin.

LAKESIDE SUPPLY CO., Inc.
202 S. Clark St. CHICAGO, ILL.
Tel. Harrison 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 88)

PROTEST FREIGHT RATE INCREASE

L. C. Wiswell Sends Interesting Letter to Association Regarding Petition of Railroads and What it Means to Talking Machine Men

CHICAGO, ILL., June 7.—L. C. Wiswell, chairman of the freight committee of the National Association of Talking Machine Jobbers, recently mailed the following letter to the members of the association:

"You are doubtless cognizant of the fact that the railroads are asking a flat increase of 15 per cent. in freight rates. Their request should concern you. It merits your thoughtful attention, principally because it affects you as a Victor distributor from the standpoint of dollars and cents.

"During the past two years the railroads have been given two substantial increases in rates. They have in addition to this had enormous increases in tonnage and consequently great increases in revenue and profits during the last six months.

"As a Victor distributor, you will be obliged to bear your proportionate share of the taxes which will be levied by our country for the promotion of the war. The weight of these

taxes will be heavy, therefore, it behooves you to be watchful in keeping down your expenses, and one of the largest expense items which you have to contend with is freight rates.

"One of the arguments advanced by the railroads in asking for this 15 per cent. increase is that their expenses have increased enormously on account of the Adamson law. According to statistics the Adamson eight-hour law means an increase in wages of the railroad employes of approximately \$50,000,000 per year. This argument is offset by the fact that the volume of business done by the railroads during the year 1916 was the largest in their history, and if they do a like amount for the year 1917 and receive an additional income of 15 per cent., it would mean increased revenue of approximately \$406,000,000.

"Further, this increase in wages is not permanent under the act of Congress, although the railroads propose to put a permanent increase of nearly ten times as much upon the country.

"Your committee respectfully suggests that if you are not in sympathy with this request made by the railroads, that you write your Congressman and Senator as well as Interstate Commerce Commission, informing them that you are not in favor of the increase."

TO SELL THROUGH DEALERS

Stewart Phonograph Corp. Makes Announcement Anent New Trading Policy

CHICAGO, ILL., June 10.—D. K. Hodson, general sales manager of the Stewart Phonograph Corp., has made an announcement that should prove of much interest to talking machine dealers. He states that in the future it will be the Stewart policy to sell through dealer agents exclusively and that absolutely no business will be done outside the regular dealer channels. The idea behind the move is that the company can better guard against the violation of the dealers' rights by taking on no business except that which comes through their regularly accredited representatives.

A handsome new style of the smaller class has been made ready for the market and is now ready for shipment. This new model, which is to sell at \$7.75, possesses a number of advantages over the older style, which retails at \$6.50. A particularly fine point about it is the

motor with which it is equipped. This has been in the hands of the company's builders for over two years and a motor has been evolved that it is believed will prove far superior to anything ever turned out in instruments of that size.

ADVERTISING SLIDES FOR DEALERS

CHICAGO, ILL., June 2.—The Empire Talking Machine Co. has issued a new series of advertising slides for use in motion picture houses and is supplying its dealers with them. The accompanying illustration shows one of the slides that is proving popular.

"It has always been our desire to co-operate with our dealers to the fullest extent," said President John H. Steinmetz, "and these new



advertising helps which we are now issuing will doubtless be the producers of a large amount of business for them."

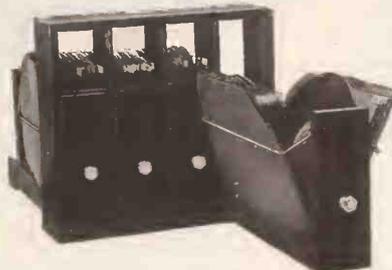
Visitors to the National Music Show will be interested in knowing that Miss Dorothy Saelzer, who is connected with the business department of the big Hotel Morrison, was the winner of the mahogany style B \$100 Empire machine which was raffled off in the Coliseum.

MANUFACTURERS BUYING TRANSFERS

CHICAGO, ILL., June 8.—No matter what falling off in retail sales there has been during the past sixty days, it is plain that the manufacturers contemplate nothing but big business for the fall, and supply men agree that they are all buying quite heavily. For instance, Sales Manager Crompton of the Meyercord Decalcomanie Co. says that sales in this line of goods are great.

"All of the manufacturers are placing most substantial orders," said Mr. Crompton, "and most of them are for elaborate designs and transfers of the best quality. If the number of transfers we have sold and contracted for is any criterion, the coming fall will be the biggest season the talker industry has seen."

— The —
Automatic RECORD CONTAINER
Patents Pending



Simple
Practical
Accessible
Attractive

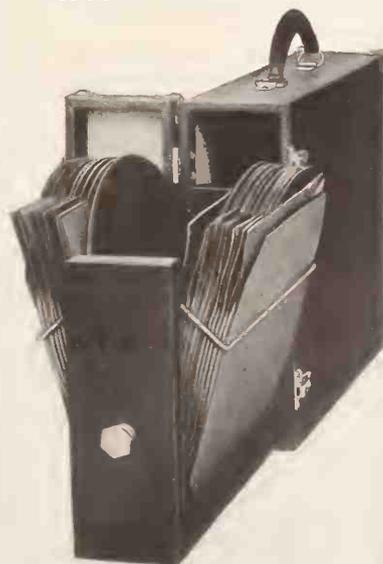
AUTOMATIC Because—

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 MOTORS
SOUND BOXES
TURN TABLES
NEEDLE CUPS
OTHER METAL PARTS FOR TALKING MACHINES

THE SUPERIOR EQUIPMENT OF OUR NEW FACTORY ENABLES US TO OFFER PROMPT DELIVERIES AND ATTRACTIVE PRICES

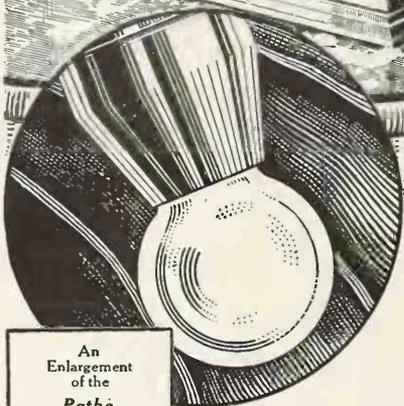
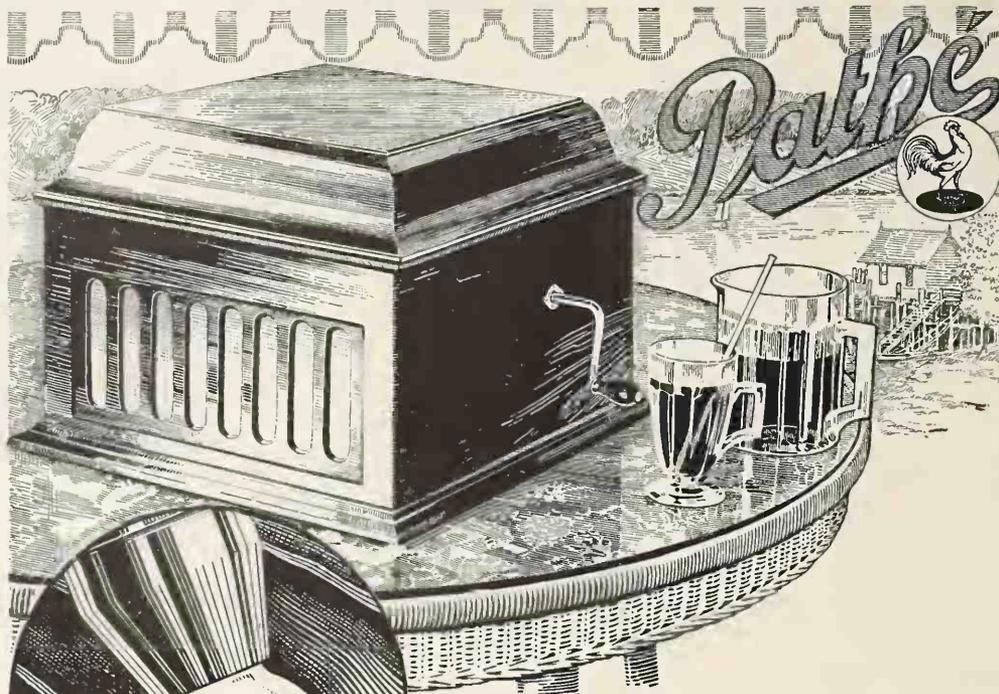
SAMPLES SUBMITTED CONFIDENTLY

FIFTY YEARS BUSINESS OF CASTING METALS EXPERIENCE CAPACITY RESPONSIBILITY

GET OUR FIGURES ON YOUR SPECIFICATION

BARNHART BROTHERS & SPINDLER
DIE CASTING AND METAL SPECIALTIES
MONROE & THROOP STREETS
CHICAGO

THIS AD SET IN BARNHART'S PUBLICITY GOTHIC TYPE



An
Enlargement
of the
*Pathé
Sapphire
Ball*
and Pathé
Sound Grooves

At Your Service— A Never-Failing Base of Supplies

EVERY new ad that Pathé Frères bring out as part of its big national and local advertising campaign means a big new demand from customers about you. It may be the \$25 Pathephone—the biggest summer special in talking machine history. It may be dance records, or an epoch-making performance by one of the Pathé galaxy of international opera stars.

Our business is to keep every dealer in our territory prepared for this changing, growing demand; to keep your stock up-to-the-minute.

Our own stocks are kept ready by weekly carload shipments from the Pathé factory. And you get your new stock as soon as we get ours. You can depend upon *that*.

If you're a Pathé dealer we want to show you how our service can mean bigger customer satisfaction and bigger profit for you. If you're not yet a Pathé dealer, we have an added message for you about the Pathé Sapphire Ball and Pathé Records, which are guaranteed to play at least a thousand times.

We want to give you proof by showing you what we've done for other dealers. Just tell us on a post card that you're looking for more business.

Williams, Davis, Brooks & Hinchman Sons
Detroit, Michigan

BUFFALO DEALERS ARE VERY ACTIVE

Find Time Between Sales to Work in Interest of the Liberty Bonds—Decorate Stores for Registration Day—New Dealers Entering the Field—Summer Trade Developing Fast—Soldiers Prove Good Record Customers

BUFFALO, N. Y., June 9.—Patriotism is at high tide in Buffalo this month and talking machine jobbers and dealers are among the foremost advocates of true Americanism. They are co-operating with the other local merchants in the sale of Liberty Bonds. Local business men recently met to prepare a campaign in favor of such a sale. Among the principal speakers was Ralph C. Hudson, president of J. N. Adam Co., which handles the Victor line. Some of the stores are advertising the bonds and selling them to their employes on easy payments.

The Victor Furniture Co., which handles the Pathé machines, is using this sign in a window display: "Buy your Liberty Bond at Victor's. A dollar a week is all you pay to buy a bond for the U. S. A."

Patriotic parades and other celebrations were held in Buffalo June 5, registration day, and the talking machine stores were specially decorated for the occasion.

A patriotic garden, with appropriate signs, is a feature of J. N. Adam Co.'s Washington street window.

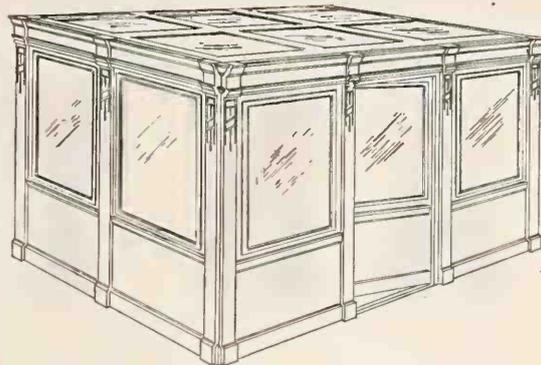
The talking machine trade is drawing considerable optimism from May's report of the Buffalo Clearing House, which shows that industry generally is on the gain in this city. The clearings for last month were \$84,713,516, as against \$69,712,766 for the same period in 1916.

Secretary Hackenheimer of C. Kurtzmann & Co., which handles Victrolas, attended the piano men's national conventions in Chicago. He said "Better Business Than Usual" was the slogan of the meetings.

R. L. Hollingshead, representing the Verbeck Musical Sales Co., Inc., was also present at the Chicago conventions. He visited the Steger factory, where he placed orders for Steger talking machines. George H. Verbeck is general manager of the Verbeck Co., and Harold J. Verbeck has charge of the talking machine department. This firm also features the Delphon phonograph.

Manager Brennan of the William Hengerer Co.'s Victrola department has returned from New York. The live ideas which he gained there are being used by Mr. Brennan to increase his already heavy trade. The Hengerer store

Van Veen "Bed-Set" Booths



Style C—The Van Veen Leader

Write for a copy of our NEW CATALOG

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. We design and build complete interiors. We also build record racks, which are described in our new catalog.

ARTHUR L. VAN VEEN & CO.
Marbridge Building
47 West 34th Street, NEW YORK

will be closed all day each Saturday in July and August. The closing time on the other days in these months will be 5.30 o'clock.

Two hundred talking machines and 10,000 records are among the articles to be provided for the American troops when they arrive in Europe. This enterprise, which is state-wide under the auspices of the Y. M. C. A., is headed by A. H. Whitford of Buffalo.

William H. Daniels of Denton, Cottier & Daniels, is spending his vacation in Atlantic City. This firm recently used this sign: "Hear Whitehill, Braslau, Garrison and Althouse, Victor artists, at the May Musical Festival at the Elmwood Music Hall and then hear their Victor records at this store."

Besser's, at Main and Huron streets, are featuring the Flemish talking machine in window displays. G. H. Ankerman is in charge of this department.

Winegar, Lindsay & Seales, who sell talking machines, have a patriotic window display. Red, white and blue are the dominating colors.

Christian Kurtzmann is among the Buffalonians attending reserve officers' training camps.

A strong bid for the orders of June newly-weds is being made by L. M. Cole, manager of John G. Schuler's Sonora department.

E. D. Anderson has been elected president of the Buffalo Ad Club, in which the talking machine trade is represented.

Dealers are continuing their crusade against

fake operators who are trying to collect money or sell tickets and program space for alleged benefits for war sufferers.

Six thousand pounds of paper were recently collected and sold by the school children of Little Valley, N. Y. With the proceeds they bought a Victrola and records.

As a result of the breaking of part of the dam of Silver Lake the basement of Watrous & Rumsey's music store at Perry, N. Y., was badly flooded.

"We are looking for an unusually good business during the coming fall and winter," was the report of W. D. & C. N. Andrews, Victor distributors. "Trade has slackened up somewhat, which is usual for this time of the year. The volume is as heavy as a year ago. We are still unable to get machines of certain types, on which we want to fill orders."

Alfred O. Bald, a Columbia dealer at West Ferry and Grant streets, attended the convention of the New York State Retail Jewelers' Association in New York City. He was re-elected secretary of the association.

"Patriotic records are moving extra well and it is difficult to get enough of them," said O. M. Kiess, manager of the Buffalo branch of the Columbia Graphophone Co. "Business as a whole is very satisfactory."

S. J. Collins of 2179 Seneca street, Buffalo, has been appointed a Columbia dealer. New Columbia dealers, who are handling the company's Italian records exclusively, are Oscar Provenzano of Rochester, and T. A. Siracusa of Auburn.

The Kayser Furniture Co., in Jefferson street, near Utica, and Kobler & Miller of Genesee street have taken on the Sonora line.

Hundreds of guardsmen in Buffalo are persistent purchasers of talking machine records. Part of the money intended for this purpose cannot easily be enticed from the soldiers by local cafe proprietors, because the sale of liquor to any man in the uniform of the army or navy is prohibited.

Frank J. Wilson is the proprietor of the International Record Exchange at 628 Main street. His assistant is Miss Myrtle Beland.

Niagara Falls dealers have lost some business on account of the new Dominion immigration regulation forbidding men eligible for military service to cross from Canada to the American side. The Canadian boys have frequently bought records on the New York State side of Niagara River. This loss at Niagara Falls is in a measure offset by extra trade from an officers' training camp at Fort Niagara, at which several thousand college men and others are located.

Charles Reinhardt, son of Herman A. Reinhardt, a Victrola dealer at 1190 Lovejoy street, Buffalo, was recently married to Miss Alice Haas, of this city.

"Our May business this year showed a satisfactory increase over that of the same period in 1916," said W. J. Bruchl, manager of the retail department of Neal, Clark & Neal. "We hope to make a similar showing in June."

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, \$5.00
Plain
(Carrying Straps Extra)
- Grade K, \$7.50
Plain

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

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

THE C. E. WARD CO.

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

101 William St. NEW LONDON, OHIO



WANTED

A big man for a big Victor job. Must be essentially a salesman, a correspondent, an advertising man and an executive.

Put your personality into your answer and state past experience and salary expected.

Address Box 99

c/o The Talking Machine World

373 Fourth Ave., New York

BRINGS CHEER TO THE CHILDREN

Miss Edna Bailey Spends Much Time During Summer Taking Children for Outings in Her Automobile—Tells Own Story of Her Work

Miss Edna Bailey, the gifted elocutionist who has made numerous re-creations for the New Edison, finds time outside of her professional work to act as an angel of good cheer among the children of Brooklyn, N. Y., where Miss Bailey makes her home. This work is particularly appropriate as Miss Bailey's re-creations are



Miss Edna Bailey

designed for the entertainment of the juveniles.

Last summer this artist spent much of her time carrying poor children in her automobile for outings in the country or to the seashore at a time when the infantile paralysis panic had served to discourage many others from carrying on such work. She plans to follow the same practice this year.

In telling of her work and plans, Miss Bailey said: "On the hottest days we would start from neighborhoods where the streets are narrow and the trees and flowers are seldom seen, and in a short time we would be far out in God's beautiful country where we would find a quiet nook shaded by friendly big trees, and with only the flowers and the birds for an audience we would play, tell stories, eat and sleep. And at eventide we would be whisked away toward home—the kiddies relieved from their long confinement at home, rosy from romping and the fresh air and worried mothers refreshed after weeks of patience trying to amuse their children at home. So the entire summer passed like a great big fairy tale.

"If you could only have seen the little kiddies' faces as I saw them when I motored up in the "Chariot." Sometimes they would wait for me on the street curb, sometimes I would see their little faces pressed against the window panes with their noses flattened against the glass.

"Some of the New Edison dealers of Brooklyn may know of some kiddies who would enjoy one of these day trips and are at liberty to telephone or write me so that I may make the arrangements for these trips."

RECORDS OF PRESIDENT'S SPEECH

Strong Demand Reported for War Message by Patria Record Corporation

The Patria Record Corporation, which announced last month the release of two ten-inch double-faced records bearing President Wilson's war declaration before Congress on April 2, state the demands for the records are very heavy and that they really exceeded the expectations of the company, although they were prepared to deliver large quantities. However, arrangements have been perfected in the last two weeks whereby a larger production than was at first thought necessary can now be had. The demands for sample records were very heavy after the first announcement and were invariably followed by orders.

Phillip Waldman, general manager of the Patria Record Corporation, is a man of long experience in the record field in European countries. Among others he was long connected with the famous English make of record, the Invicto.

OCCUPY NEW EXECUTIVE OFFICES

Sonora Phonograph Corp. Has Its New Executive Offices at 279 Broadway

The executive offices of the Sonora Phonograph Corp. were removed on Saturday from 57 Reade street, New York City, to 279 Broadway, a few doors below Reade street. The company will occupy the entire fifth floor at this address and judging from blue prints and plans the new home of the Sonora Phonograph Corp. will be one of the most attractive executive offices in the local trade.

For many years past the company has been badly handicapped because of a lack of sufficient office space and the tremendous growth of its business the past year made a change imperative. In its new quarters there will be plenty of room for every department and space has been set aside for the development of the sales and advertising divisions.

The former executive offices at 57 Reade street will be transformed into a shipping department, which has ample facilities for expansion and growth. The Sonora Phonograph Corp. occupies the second floor of this building at 279 Broadway as a retail establishment, and its new executive offices are therefore handy and convenient for all factors of the organization.

THE STRADIVARA IN BROOKLYN

Selmore Piano Co. Will Represent the Stradivara Line in Brooklyn and Jamaica, L. I.

Among the retail houses to first take advantage of the opportunity to represent the Stradivara line of phonographs, as presented by the Schilling Piano Co., New York, sole eastern distributors for this line, is the Selmore Piano Co., 311 Court street, Brooklyn, N. Y., who will represent the Stradivara in Brooklyn. Their territory also includes Jamaica, L. I.

CONGRATULATIONS, MR. WOLFF

Joseph Wolff, secretary of the Sonora Phonograph Corp., New York, one of the best-known members of the talking machine industry, was married on June 2 to Miss Hazel Strahl at the home of the bride, Brooklyn, N. Y., and Mrs. Wolff are at present away on their honeymoon at Atlantic City, and are expected in New York next week.

Mr. Wolff is receiving the congratulations and hearty good wishes of his many friends in the trade who had long believed that he was permanently established in the ranks of the "bachelors," but who rejoice that he has seen the error of his ways.

NOSET

Automatic START and STOP

"It sells itself—and it sells machines"

Twelve reasons why NOSET puts profit in the dealer's pocket

<p><i>Reason No. 1</i></p> <p>An integral part of the phonograph</p> <p>NOSET is not, properly speaking, an attachment, but an improvement. When in place it becomes an integral part of the phonograph, which is not altered but is actually improved in efficiency and appearance.</p>	<p><i>Reason No. 2</i></p> <p>Absolutely no setting required</p> <p>NOSET requires no setting or adjustment for records of different sizes. To start the phonograph, the needle is simply moved into playing position. And when the end of the record is reached, the motor stops. NOSET is thus truly automatic.</p>
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Discounts: In dozen lots, 40%. In gross lots, 40% and 10%. Order from your jobber. If he cannot supply you, advise, and we will ship direct. Attractive prices to manufacturers in quantity lots.

Special to Victor Dealers

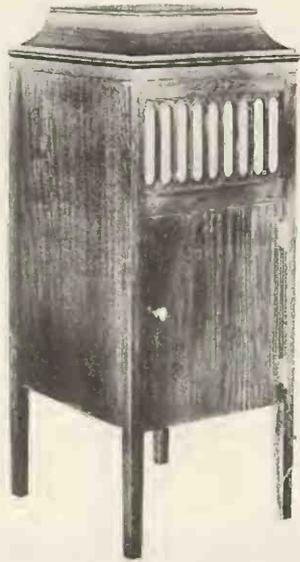
Send for samples—25% discount, with carrying charges prepaid.

GUARANTEED FOR LIFE

\$3.50

\$5.00 IN CANADA
(Extra tone arm attachments 50c)

Condon Autostop Company
47 West 42nd Street — New York



No. 55 — Retail Price \$55

Real Mahogany, Golden Oak, Fumed Oak, or Satin Walnut Cabinet. Double Spring Motor. Plays three records in one winding. Universal Tone Arm.

Dimensions 42 in. high. 16½ in. wide. 19 in. deep.



No. 150—Retail Price \$150

Beautifully Carved Cabinet in Brown or Red Mahogany, Golden Oak, Fumed Oak, or Silver Gray Oak. Has Large Double Spring Motor. Will play nine records in one winding. Universal Tone Arm. Record file and space for albums.

51 in. high. 24 in. deep. 22½ in. wide.

California, Oregon, Washington, Nevada, Idaho, Arizona, Colorado, New Mexico and Texas dealers:

You will find that our prices and the difference in freight will make it worth while to buy your Talking Machines from the largest cabinet manufacturers in the West. Territories are free yet. Write to

Southern California Hardwood & Mfg. Co.

DEPARTMENT T

801 South Los Angeles Street

LOS ANGELES, CAL.

STEADY GROWTH OF PLANT

President Wilking, of the Ready File Co., Tells of the Process of Making Ready Files and the Growing Trade Interest in This Product

INDIANAPOLIS, IND., June 9.—Business as usual is more than being realized by the Ready File Co. of this city, notwithstanding the fact that the war has caused some hesitation in talking machine trade. This company, which was incorporated less than a year ago, has doubled its business two or three times since then and is turning out "Ready Files" in great quantities.



View of the Cutting Room

The manufacturing plant's capacity has been increased twice since the company entered the accessory field and steps are being taken now to further increase the capacity of the plant to take care of new business. At the present time more than 500 sets a day of Ready Files are being manufactured, and there are thirty or more prominent Victor jobbers now acting as distributors for the Ready File.

In talking of the phenomenal growth of the business, President F. O. Wilking said: "While we felt that every Victor owner of the \$75 or \$100 machines needed a complete and inexpensive filing device for his Victrola, we did

not anticipate the enormous business following our first marketing efforts. Dealers have swamped us with orders and they still are coming.

"I was deeply gratified at the reception given our accessory at the Chicago show. All the dealers I talked with—and they were numerous—assured me that the Ready File was a good proposition and they were more than satisfied with the ready sale of the article. Since the company has engaged an advertising manager in the person of C. Stanley Garrison, formerly associate editor of Associated Advertising, the official organ of the Associated Advertising Clubs of the World, we will be in a better position than ever to take care of our dealers and help them more in selling our accessories. The Ready File Co., is planning some big things and talking machine dealers are going to enjoy their part of the Ready File prosperity for the year 1917."

Recently a talking machine manufacturer visited the plant of the Ready File Co., in Indianapolis, and was surprised at the extent of the plant and the multiplicity of operations necessary to produce a complete Ready File. One might imagine that these simple devices can be made in a few seconds and without much trouble. As a matter of fact there are seven major operations necessary in producing one completed file. These are sub-divided into possibly twenty-four, but for the purpose of briefness and understanding, they will be detailed here in seven movements. First, the fibre board in huge sheets, as it comes from the factory goes to the covering room, where girls cover the raw fibre board with black linen cloth. Following this operation the boards are removed to the drying-room, where they are left until completely dry and in condition to be handled rapidly. The big boards, covered, are next taken to the cutting machines where they are cut into the subsequent Ready Files sizes. From this machine the smaller boards go to the huge shaping machines, which "lay out" the boards in the patterns and shapes they will finally take. From the shaping

machines the boards are next trimmed and passed on to a number of girls who do one little operation in making the file a completed thing, from "staying" the corners to completing the job, with the exception of trimming the file. The "trimming"—putting on the "pulls," inserting the index, etc.—is the final operation before inspection and packing. A set of files is packed in separate containers and then placed into big cases for shipment. All the lighter work of manufacturing is done by girls who are expert and rapid in assembling the file.

In a test for the strength it was shown that



In the Shipping Department

the file would support the weight of eighty pounds, or more than the weight of a ten-year-old child. The real object of this filing system was to make each individual record instantly accessible. This presented a new thought to dealers; with records being more accessible, owners played them more frequently and as a consequence of the removal of filing trouble, actually bought more records. This pays retail dealers because it makes more business for the record department.

There are two values in every purchase: What it saves and what it costs.

PATHEPHONE DISTRIBUTERS

Full Stock of Machines and Records Carried in Stock

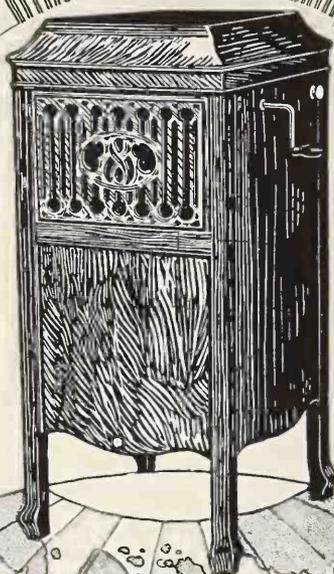
If you wish the agency for the

Pathé Pathephone

write us at once as our representatives are closing up territory every day.



G. SOMMERS & CO., St. Paul, Minn.



The Crowning Achievement of the Phonograph World

is at last attained in the creation of the Manophone, The Music Master of Phonographs—the superb instrument on which you can build a permanent, profitable business by virtue of its superior tone qualities, beauty of design and finish, and excellent refinements throughout. For you know the public are becoming more discriminating every day as to the standards of phonograph construction and performance.

The Manophone

is rapidly gaining nationwide popularity. It has many exclusive features, including the uniquely designed "Music Hall," made of sensitive Adirondack Spruce, which is largely responsible for the magical tone of the Manophone. It contains every modern improvement. Plays all disc records

perfectly. There's a style and price for every home. We furnish you standard records on which you get repeat orders. We Help You Make Sales. We give you thorough and detailed assistance in the matter of advertising and selling to help you establish a lasting, profitable business.

Get Our 1917 Dealers' Proposition

Judge for yourself whether it isn't the best opportunity in the talking machine field today. Just

say: "Send Dealer Proposition." No obligation involved. Write today.

Manophone Corporation

Address all communications to Executive Offices at Adrian, Mich.

Detroit Display Parlor
84 Broadway

Adrian, Michigan

New York Display Parlor
60 Broadway

The Manophone Corporation is an outgrowth of the Clough & Warren Company, makers of the famous Clough & Warren pianos and organs. Their experience gained through 67 years of piano and organ building, and the acquirement of a perfect understanding of acoustics, naturally qualify them as the logical creators of a superior phonograph.

LUBRICATION OF VICTOR MOTORS

Victor Co. Adopts New Composition, Known as "Victor Motor Grease," and Recommends Its Use by the Trade on All Victor Motors

W. B. Fulghum, manager of the order department for Victor Talking Machine Co., has sent out the following letter to the trade regarding the new Victor motor grease:

Proper lubrication of Victor motors is a very important matter. Heretofore we have recommended pure vaseline for the lubrication of the teeth of the gears and spiral of the spindles of all Victor motors. After careful experiments, we have adopted a new composition which will be known as "Victor Motor Grease."

We strongly urge that you order a supply of this grease through your distributors at once. Use it on the gears and spindles of all types of Victor or Victrola motors, spring or electric. The grease may also be used in the grease cups of the electric motor.

We are prepared to supply the Victor motor grease in one-fourth pint cans at the following prices:

Part No.	List	Dealers
5635A	\$0.25	\$0.16 net

A SIX MILLION INCORPORATION

Is That of the Sonora Phonograph Sales Co. Recently Recorded in Albany, N. Y.

The Sonora Phonograph Sales Co., Inc., was incorporated recently under the laws of the State of New York, with a capital stock of \$6,000,000 and the following incorporators: M. and B. Moos and A. M. Nascher. George E. Brightson, president of the Sonora Phonograph Corp., stated in a recent chat that as soon as all details are completed the trade will be fully advised regarding the new company. This announcement will probably be made next week.

Anytone Needles



PLAY LOUD, MEDIUM, SOFT

ALL WITH ONE NEEDLE—PLAYS MANY TIMES WITHOUT CHANGING

EXCLUSIVE DISTRIBUTORS WANTED

ANYTONE NEEDLE CO.,

18 NEW STREET, NEWARK, N. J.

HARRY C. FOSTER PASSES AWAY

Former Member of Columbia Sales Division Dies in Brooklyn

Harry C. Foster, associated with the sales division of the Columbia Graphophone Co. for the past ten years, died recently at his home at 194 Ashford street, Brooklyn, N. Y., after an illness of several months. Mr. Foster had a host of friends among the Columbia employes, having been connected in former years with the Thirty-third street store, the Harlem store, and for the past two years with the retail division at 83 Chambers street.

His former associates at the Chambers street store were deeply affected by his death, and among those who attended the funeral services were Hayward Cleveland, George A. Baker, John A. Johnson and W. J. Britton.

HEINEMAN CO. IN CINCINNATI

Well-Known Manufacturer of Motors, Etc., Will Open Branch in That City in July

In order to handle its fast growing business the Otto Heineman Phonograph Supply Co., New York, manufacturer of motors, tone arms and sound boxes, will open a branch office in Cincinnati, O., on July 1. C. W. Neumeister, previously associated with the Heineman executive staff at the factory in Elyria, O., and who has been calling on the manufacturers in Ohio

during the past few months, will be in charge of this new office.

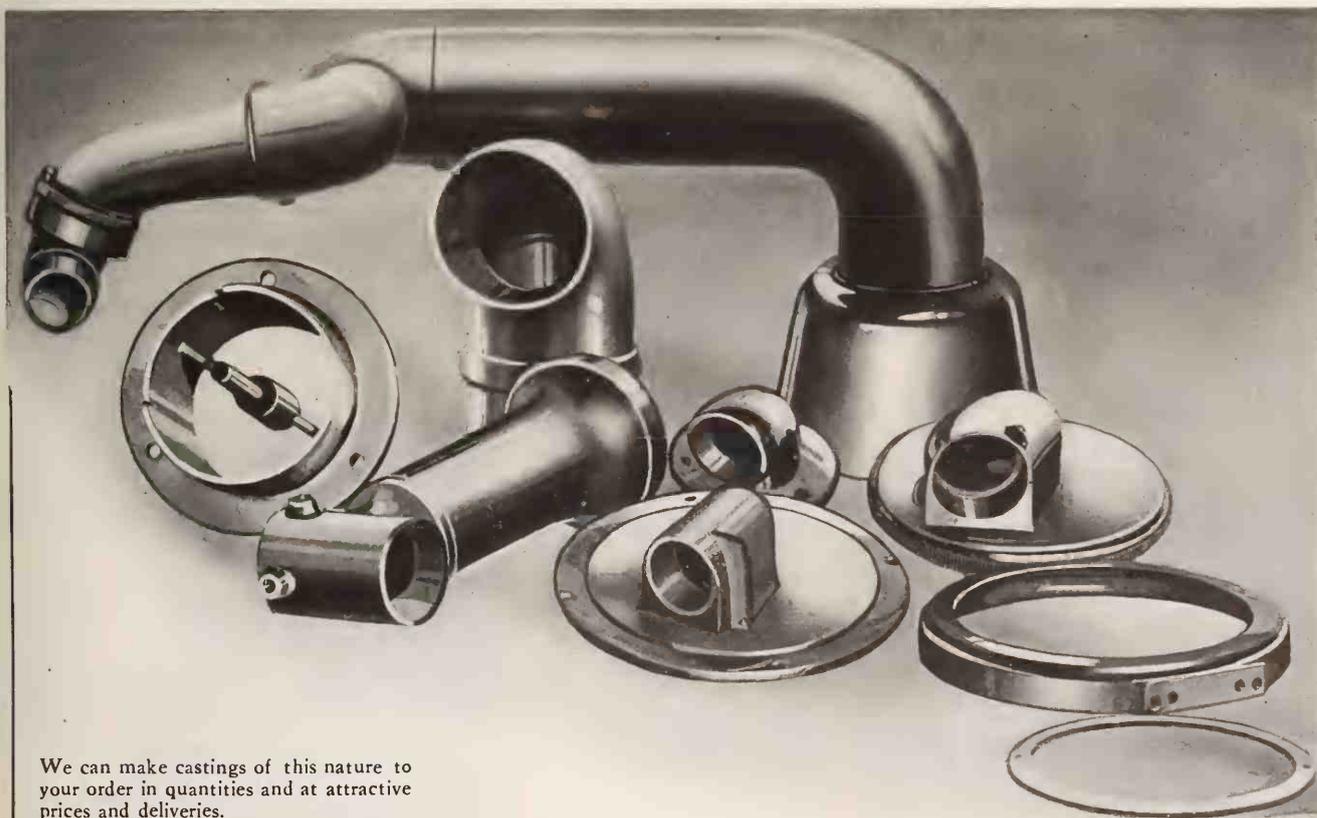
The Otto Heineman Phonograph Supply Co. at the present time has branch offices in Chicago, Atlanta, Seattle and Toronto, but the company's business has increased so rapidly that additional offices will soon be opened.

LIBERTY BOND PLEA IN VERSE

W. J. Bruehl, Buffalo Talking-Machine Man, Expresses Sentiments in Poetry

BUFFALO, N. Y., June 7.—W. J. Bruehl, manager of the retail department of the Neal, Clark & Neal Co., the Victor distributors of this city, is an enthusiastic worker in the interests of the Liberty Bond issue, and has personally influenced many to invest various amounts in bonds. Mr. Bruehl has incidentally expressed his ideas in this direction in verse as follows:

Lend all the money you can spare,
It is safe with Uncle Sam;
Brace up, come forth and do your share,
Enlist your dollars, be a man.
Remember, every one must do his bit
To make the burden light.
Yea, well filled we keep our Soldiers "Kit,"
Back him up and help him fight.
Our duty, we who stay at home,
None should fail to do;
Decide at once you'll not be a drone,
Secure a Liberty Bond or two.



We can make castings of this nature to your order in quantities and at attractive prices and deliveries.

Send samples or blue prints for estimate.

"INDIANA" DIE CASTING CO.

CORNELL and 11th STREETS

INDIANAPOLIS, IND.

ENTER THE RE-PLA-STOP

New Automatic Stop and Repeating Device
Soon Ready for Market Offers Many Advantages—Wins Favor of the Trade

CINCINNATI, O., June 1.—The Re-Pla-Stop Co., of this city, announces that it will be ready to ship its Re-Pla-Stop in quantities by July 15. The company has a strong organization, the president being A. D. Blanton, who is also president of the Blanton Engineering Co., of this city. J. E. Strietelmeier, the inventor of the Re-Pla-Stop and the vice-president of the company, has been working steadily on the device for the past three years, the policy of both gentleman having been to refrain from placing the device on the market until it was perfected in every way. It has been subjected to all manner of tests. Mr. Blanton states that it was recently run steadily by an electric motor for five days and five nights, wearing out three records, but not missing a single play.

It created a great deal of interest at the Music Show at the Coliseum in Chicago last

month, where its unfailing accuracy of operation was commented on by thousands of visitors.

The Re-Pla-Stop plays any record from one to five times, or continuously, that is as long as the motor runs, by setting the stop indicator for the number of repetitions desired. When the indicator is moved the record commences to turn, the needle descends into the first groove of the record, more gently than is usually done by hand, the selection is played and at its conclusion the needle lifts from the record, the tone arm swings back to the starting point and replays the record.

The Re-Pla-Stop is adaptable to any talking machine with a free swinging tone arm and can be attached by anyone in a few minutes. It is three and one-quarter inches square, handsomely nickel plated, and actually adds to the appearance of the machine. It is understood that the company has not only received a large number of orders from dealers, but several manufacturers have already arranged for equipping their product with the device which is in for tremendous sales.

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

H. D. BERKLEY BECOMES MANAGER

Of the Landay Bros. Store at 563 Fifth Avenue, New York—Well Known in the Trade

H. D. Berkley has been appointed manager of the store of Landay Bros. at 563 Fifth avenue, New York, one of the finest retail talking machine establishments in the East, handling the Victor line.



Mr. Berkley is well known in the Victor trade, having been associated with the industry since 1905, when he joined the staff of the Blackman Talking Machine Co., Victor distributor. He subsequently joined the forces of the M. Steiner & Sons Co., Boston, Mass., becoming associated with Landay Bros., Victor distributors, in 1911. Mr. Berkley was manager of the Landay store at 153 West Forty-second street, and was later appointed wholesale manager of Landay Bros., visiting the dealers in this territory. He is well qualified for his new post, and is an enthusiastic Victor man.

FEATURING EMERSON RECORDS

Full Page Advertisements by the Emerson Phonograph Co. Appearing in Daily Papers

The Emerson Phonograph Co., New York, has been using full page advertisements in the daily newspapers featuring Emerson records. This is the first time that the company has advertised its records in the local papers, and the extent of its distribution in metropolitan territory is evidenced by the fact that 276 stores in Greater New York are handling Emerson records. All of these stores were mentioned in this advertising, together with the names of some of the popular artists recording for the Emerson library.

AN ATTRACTIVE INSTALLATION

Arthur L. Van Veen & Co., New York, have just completed an installation of Van Veen booths and fixtures in the Victor establishment of L. Epstein, 150th street and Third avenue, New York, which is considered one of the most attractive interiors in the uptown talking machine district. The entire store and show window are finished in ivory with Wedgwood decorative treatment, and the booths represent the last word in talking machine booth construction.

Mortimer D. Easton, a director of the American Graphophone Co., and associated with the Columbia sales division, has joined the Officers' Reserve Corps at Fort Myer, Va.

SAPPHIRE NEEDLES

Sapphire Points for playing Edison records, 14c each
Sapphire Balls for playing Pathe records, 13c each
In Quantities

LUCKY 13 PHONOGRAPH CO.
3 East 12th St. New York

SPOT CASH

paid for job lots of standard make records and odd lots of phonograph parts.

C. KRONENBERGER
438 Broadway New York

VICTOR'S SLOGAN

In Every Home A Pathephone

We are creating the demand
in Buffalo and Western
New York and

the Really Live Dealer
will see us at once
for a Pathe Agency

A. VICTOR & CO.

Pathe Distributors

Main and Genesee Sts.

BUFFALO, N. Y.

VICTOR CO. DISCONTINUES LICENSE AGREEMENTS

Announces That Goods Are Now and Will Be Sold and Not Licensed—New Patent Labels Prepared—Will Continue Present Marketing Methods Through Distributors

The following important announcement has been issued by the Victor Talking Machine Co. to its distributors and dealers, under date of May 29:

"In view of the recent decisions of the Supreme Court of the United States, this company gives out notice that the license system stated in the label notice on its machines, sound records and accessories, together with our license agreements with distributors and dealers, now outstanding, have been definitely discontinued and canceled, and that Victor goods are now sold and not licensed; although we are advised that the decisions referred to do not go so far as to invalidate anything therein other than the license system referred to; yet as the license system was the basic condition of the agreements, the company is advised to cancel it altogether and to substitute therefor a new selling system which is not open to any legal objection.

"The company will prepare and send you as

soon as possible new patent labels for the machines, and which will be applied to all Victor goods hereafter manufactured. The company also requests of distributors and dealers that they shall apply these new labels, when received, to the stock of machines they have on hand, by pasting the same over the old in such a manner as to obliterate the old label and substitute the new. Future sound records manufactured by the company will be issued without the license notice which is now impressed thereon and which will be eliminated from the new form of envelope in which they will be enclosed.

"The Victor Co. contemplates no change in its policy of directly marketing its products through wholesale channels, exclusively, and recognizing the valuable business aid extended by its distributors in the past, it proposes to continue business relations with all of its distributors as such immediate trade representa-

tives, but hereafter it shall be through usual and approved commercial sales system rather than through a license system under its patents as heretofore; and to this end whatever further changes in the company's business methods appear desirable or advisable, in view of past or future legislation and judicial decisions, will be made promptly.

"The Victor Co. has under consideration and will announce as speedily as possible a new selling system based solely on jobbing contracts with its distributors only, and which will include extending to its distributors who purchase its goods hereafter, and to retail dealers through them, the benefit of the well known free Victor service which has proved so beneficial in the past to all dealers in enabling them to announce and market the goods to the public.

"The abolition of the license system and fixed royalty rate to the public, together with the cancellation in its entirety of all outstanding contracts with distributors and retail dealers, has been adopted, in an intelligent effort to adjust our business to conform to and to avoid conflict with the numerous decisions lately affecting the sale of patented and trade-marked articles, and with legislation relating to the subject. Consistent with this intent and effort on the part of the company, it requests that each individual jobber and dealer will co-operate with us fully in carrying out this change in our business system, and in such other changes as may be found necessary from time to time in our business methods to protect consistently with law the great value of the Victor Co.'s patents, trade-marks and good will."

The Melophone PORTABLE PHONOGRAPH

Made under U. S. and Canada Patents

reached the European trenches first.

It is used largely at the training camps as a source of recreation and a medium for the study of French.

It is light, handy, compact, convenient, golden-toned—indispensable for the outing, the camp, the canoe, the yacht.

It is equipped with a strong, even-running motor and with universal tone-arm.

It measures but $13\frac{1}{4} \times 14\frac{7}{8} \times 7\frac{3}{4}$ inches and weighs but 15 pounds.

It is covered with the finest grade of leatherette with leather and nickel-plated trimmings.

Its construction throughout is solid.

It is the liveliest phonograph proposition at this season of



outdoor life and military preparations.

It is so fine a musical instrument that handling it won't disgrace Victrola, Grafonola, Vocalion, Edison or Pathé dealers.

It retails at \$30.00 with a fine profit for the dealer.

Made by

**Melophone Talking
Machine Co., Inc.**

380 Lafayette Street
NEW YORK

1216 Heyworth Building
CHICAGO

The manufacturers of "P. B." Phonograph Motors. The only Phonograph Motors that can be absolutely guaranteed.



GRAFONOLAS FOR OLD DOMINION LINE

The Five Steamships of This Line to Have Columbia Grafonolas and Full Library of Records—Selected After Exhaustive Tests

Arrangements have just been completed whereby the five steamships of the Old Dominion Line will include in their equipment Columbia Grafonolas No. 200, and representative libraries of Columbia records. These steamships ply between New York and Norfolk, Va., and the line is patronized by people from all parts of the country.

The Old Dominion Line selected the Columbia Grafonolas and records after a careful test of their musical merits, and after a demonstration which included many of the popular machines now on the market. The Columbia Grafonola 200 was chosen as embodying all the requirements of the line's musical division.

A CHIP OF THE OLD BLOCK

Albert M. Blackman, son of J. N. Blackman, president of the Blackman Talking Machine Co., Victor distributor, won the highest honors at the commencement exercises which were held last week at the Peekskill Military Academy, Peekskill, N. Y.; having been awarded the faculty medal which is given to the best all-around cadet in the academy.

This medal is the most highly prized award that is given by the academy, and its bestowal is based on scholarship, military training, popularity, athletics, and in fact every phase of school life.

This medal was won by Albert Blackman in his sophomore year, and during the entire history of the Peekskill Military Academy it has been awarded only three times to any student not a member of the senior class.

GETTING CLOSE TO THE PEOPLE

I. Davega, Jr., Inc., are using the fine weather of this season to good advantage in selling their Victor records and Victrolas. The large doors at the main entrance at 125 West 125th street, New York, are now kept open and in the center of the entrance is placed a Victrola on which is played the current records of the month. The passing Harlem crowds are attracted by this fine music and this has been found to be a valuable sales help.

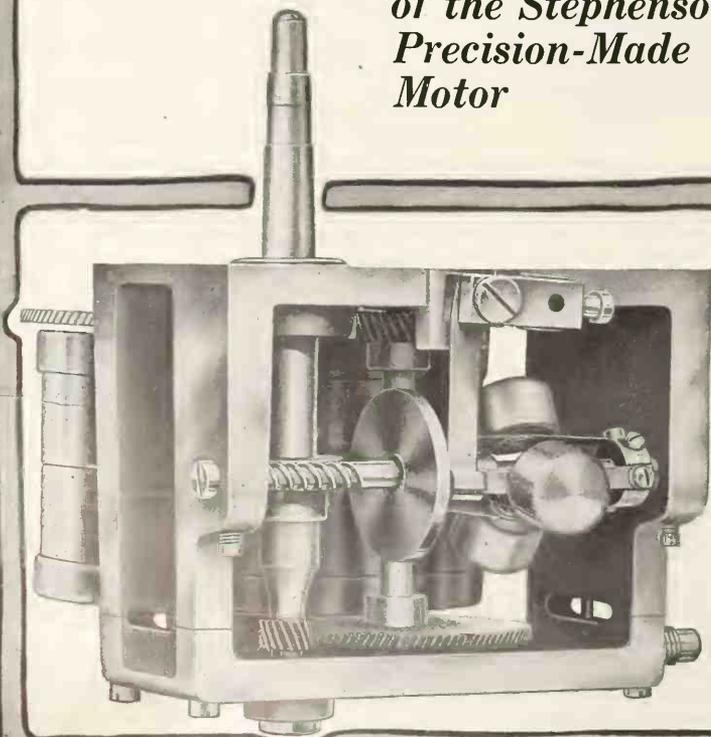
The Other Evening

Some neighbors dropped in on the Elwells. To entertain them Mrs. Elwell put a new record on the phonograph; a violin solo, the Meditation from Thais, played by the master artist Kreisler. The hum of conversation ceased and all sat quiet listening to the music story. Now played loudly, vigorously and now soft and low as Thais whispered to her lover, Athanael. It was almost as if Kreisler were in the next room - - - until a clicking noise made the soft tones inaudible as Mr. Elwell rewound the phonograph.

The creation of a **better motor** was the only aim of the men who designed the Stephenson motor; to make a motor that the ultimate consumer of the phonograph would be unconscious of while constantly calling upon it to perform its function.

The Stephenson motor is noiseless in winding because the pawl is held away from the ratchet during this process. There is no annoying click to destroy the beauty of a record. And all other gear click is eliminated because the winding is through spiral gears.

The Winding Mechanism of the Stephenson Precision-Made Motor



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 profit on Columbia Grafonolas and Columbia Double Disc Records should be music enough for any piano dealer.

(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



A PRODUCT THAT STOOD OUT

At the Recent Music Show in Chicago Was That of the Chicago Cover Balance Which Was Used in 60 Per Cent. of Machines

CHICAGO, ILL., June 6.—There were several particularly noticeable things at the National Music Show that indicated the predominance of certain standard products in the talking machine industry. Among these should be numbered the popularity of the Chicago cover balance.

A census of the various talking machine booths at the show proved that the Chicago cover balance was a part of the equipment on over 60 per cent. of the machines that were shown. This very unusual showing represents the culmination of a business that had its inception only about two years ago and its growth in such a short space of time is truly remarkable. The basic reason for all this is principally in its value as a talking point, for it is so easily demonstrable and so easy to understand that every prospective purchaser is at once impressed and pleased with it. Its operation is such a novelty to the great majority of talking machine buyers that it often helps to arouse interest and curiosity where otherwise only a cursory examination of the machine would be made. A second reason for its wide use is that of its simplicity, for it is easily attached to any machine and is simple to adjust and stays in regulation when it is once put.

The company's factory at 2242-2246 West Sixty-ninth street is the scene of much activity these days, for manufacturers are now placing their orders for cover supports planned for delivery during the summer in preparation for the fall trade and the shop is going full speed.

"Yes, we are mighty busy these days," said J. L. Abbott, treasurer and general manager of the company, "and we are turning out an awful lot of goods for delivery to the manufacturers this summer. Previous to the music show several of our friends asked us why we did not have a demonstration booth there. I replied that there would be dozens of our demonstration booths on the floor and sure enough there were, for everywhere our goods were to be seen and explained to the general public. From our standpoint the show was a huge success, for our goods received a great deal of valuable exploitation and its value as a selling point was most forcibly demonstrated to the dealers who visited the show and who witnessed the explanation of the device to the public and the public's response thereto. Numerous dealers took advantage of the opportunity to get in touch with us while here and all of them expressed their delight with our device."

FREDERIC VINCENT JOINS THE ARMY

Popular Demonstrator of Victor Educational Music Extension to Serve His Country

SAN FRANCISCO, CAL., June 8.—Frederic Vincent, well-known critic and musician, has enlisted in the army. He has many friends in the San Francisco Bay District. For the past few weeks he has been in charge of the Victor educational music extension bureau in the Kohler



Frederic Vincent

& Chase Building, which consists of well-equipped music rooms, containing the complete record library of music, offered by the Victor Talking Machine Co. for educational purposes. Mr. Vincent has been demonstrating the courses with excellent success.

H. A. HARRIS' NEW POST

H. A. Harris, formerly advertising manager of Landay Bros., New York, Victor distributors, has joined the advertising division of the Pathé Frères Phonograph Co., Brooklyn, N. Y., and will devote special attention to co-operating with the Pathé dealers throughout the country. His past experience in the talking machine field qualifies him to render Pathé representatives

The Columbia advertising department has just prepared six new slides which can be used to excellent advantage by Columbia dealers in their local moving picture theatres. These slides are diversified in text and illustration, featuring operatic, Hawaiian and dance records, in addition to several slides having a general appeal.

BECOME SONORA DISTRIBUTORS

Smith, Kline & French of Philadelphia to Cover Lower Part of New Jersey and Local Territory in Quaker City

The Sonora Phonograph Corp., announced this week the appointment of Smith, Kline & French, Philadelphia, Pa., as distributors for the Sonora products in the lower part of New Jersey and the Philadelphia section of Pennsylvania. This company is one of the largest wholesale drug houses in the East and has ample facilities at its command for the development of a profitable and successful talking machine business. The house is making plans to co-operate with the Sonora dealers in its territory in every possible way and has placed a very large initial order.

CLOSE A NUMBER OF CONTRACTS

"We have closed a number of contracts with well known artists to record for our library," said Philip Wohlstetter, vice-president of the Imperial Talking Machine Co., in a chat with The World. "During the past few weeks several prominent artists have visited our recording laboratories in New York and made records which we believe will be favorably received by our dealers throughout the country.

"Our line of machines is apparently meeting with a ready sale, as our dealers have placed substantial orders for all types. We have received from talking machine merchants expressions of satisfaction with the tone qualities and construction of our machines."



Highest Class Horn Machine

Mahogany Cabinet, size, 16" x 16" x 7"

Send for full details and prices

Favorite Talking Machine Co.

438 BROADWAY, NEW YORK

100 TRANSFER NAME PLATES \$7.50
Postpaid to any address in U. S. A.
200 \$10.00 300 \$12.50 500 \$15.00

Any one to three lines of lettering printed in gold lace. Size not to exceed 3/4" x 2 1/4". Special size, brush and directions included with order. Any dealer can apply.
GLOBE DECALCOMANIE CO. JERSEY CITY, N. J.



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



Full page Pathe advertisements from the Saturday Evening Post

Hallet & Davis Piano Company

Are Distributors For



PATHEPHONES
and PATHE
EUROPEAN and AMERICAN
DOUBLE DISC RECORDS

THIS famous line—long the foremost talking machine line of Europe—is rapidly attaining supremacy in America. Because the Pathe Sapphire Ball and Pathe "Thousand-Time" Guaranteed Records give the dealer the most convincing dependable features the phonograph industry has yet produced.

HALLET & DAVIS PIANO COMPANY

(ESTABLISHED 1839)

BOSTON
146 Boylston Street

NEW YORK
18 East 42nd Street

CHICAGO
17 North Wabash Avenue



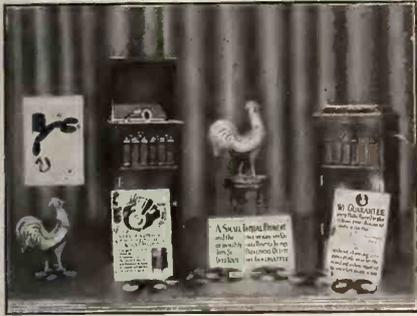
SUCCESSFUL SELLING CAMPAIGN

In Behalf of the Pathephone the Feature of Striking Advertisements in the Saturday Evening Post by the Pathé Co.

The Pathé Frères Phonograph Co. has just completed a very successful selling campaign in which their Model No. 75 Pathephone and six Pathé records were offered for \$79.50. This campaign included the use of a full page advertisement in the Saturday Evening Post featuring this outfit and offering it on easy payments as a special, inducement. This same copy was incorporated into newspaper advertisements, mats and electros of which were furnished free to Pathé dealers for their local newspaper advertising.

Window cards and decalcomanias for a special window display, like illustration shown, to tie up the dealer's window with the Post ad, were also sent to Pathé merchants requesting them. More than two-thirds of them gave full co-operation in this campaign, which was one of the most successful ever conducted by the Pathé Frères Phonograph Co.

Many enthusiastic reports regarding the definite, practical results obtained through this campaign have been received by the Pathé Co.



Attractively Arranged Pathé Window from their dealers. This particular selling drive is but one of a number of carefully planned nation-wide merchandising campaigns to be conducted by this company from time to time.

B. C. FORBES WRITES ON EDISON

Features Noted Inventor in Series on "Men Who Are Making America," in Leslie's Weekly—Some New Stories of His Work

B. C. Forbes, who has contributed a series of articles to Leslie's Weekly entitled "Men Who Are Making America," devoted his article in Leslie's recently to Thomas A. Edison, who is introduced as "One of the greatest geniuses the world has ever produced." Mr. Forbes emphasized Mr. Edison's indefatigable work, the manner in which he labored in his laboratory hours without rest and overcame failure after failure before accomplishing a desired purpose. Mr. Forbes pays high tribute to the great inventor and offers some stories of his work which are not only new but most interesting.

TO MAKE ATTRACTIVE EXHIBIT

The Globe-Wernicke Co., manufacturer of the Brown record cabinet and an extensive line of sectional disc record cabinets, will have an attractive exhibit at the Grand Rapids Furniture exposition which will open next month at Grand Rapids. The company will make a special display of the various cabinets which it manufactures for disc record filing.

VALUE OF BUSINESS CHEER

We are living in the day of business cheerfulness. It is expressed in greetings, in the eyes, voice and manners of all with whom we come into business contact. Cheerful, smiling-faced, happy-voiced business people are nudging the crabbed grouches out of the running.

The energy some people use in dodging work, the skill with which they invent schemes to get rich easily, if applied to one business would assure its success in short order.

Maximum Records and Sales Minimum Space and Expense

FILES THEM—FINDS THEM

A Sectional Cabinet

A Filing and Sales System of Real Value

Patented and Guaranteed

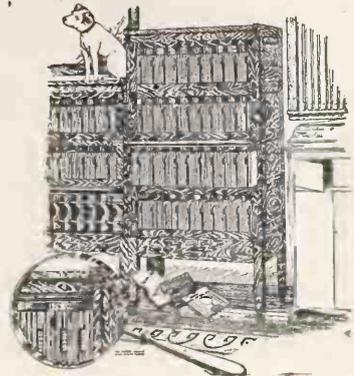
Ogden Patents Used Only in OGDEN CABINETS

Protects your records against warping and dust—also locks. Has satisfied thousands of dealers. Guaranteed to please you. Get a system which will make more sales and save time.

Order NOW—Immediate Shipments

Ogden Sectional Cabinet Co.

BOX 365, LYNCHBURG, VA



TALKING MACHINE EXPORTS

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

WASHINGTON, D. C., June 8.—In the summary of the exports and imports of the commerce of the United States for the month of March, 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 7,417, valued at \$187,833, were exported for March, 1917, as compared with 3,107 talking machines, valued at \$88,416, sent abroad in the same month of 1916. The total exports of records and supplies for March, 1917, were valued at \$163,632, as compared with \$98,231 in March, 1916. For the nine months 56,146 talking machines were exported, valued at \$1,390,227 in 1917, and 28,247, valued at \$836,946, in 1916, while records and supplies valued at \$1,130,095 were sent abroad during 1917, as against \$664,269 in 1916.

DOING A GOOD CABINET BUSINESS

Ands. Koch, manufacturer of the Kochophone, 296 Broadway, New York, reports that his factory in New Jersey has now reached an output of 150 cabinets each week. The manufacture of cabinets was started in this plant some three and one-half months ago and it is expected that a capacity of three hundred a week will soon be reached.

Make your service a little better than your competitors. Customers are willing to pay a little extra for good service.

SPENDING MONEY WISELY

Is an Essential These Days—Keeps Business in a Healthy Condition

Retail merchants in the downtown section of the city are trying to impress the buying public against the unreasonable hoarding of money. A recent issue of Downtown, a newspaper published for the business men of this section, contained the following interesting interview with Mr. Manton, of Thornell-Manton, Inc., 25 Church street, sole distributors of the "Recruit" phonograph which was recently placed on the market:

"People should not, of course, spend money unwisely, but should spend it as heretofore, on things needed for the family. Money should be kept in circulation and should not be hoarded. This will keep business in a healthy condition and everybody will be enjoying the prosperity which is at present felt everywhere.

"Appeals are being made to discourage ill-advised economy. Business is buying and selling. If the currents of business stop, the commercial life of the nation will soon become stagnant. This is the condition which existed three years ago when everybody was complaining of 'hard times,' when manufacturing was almost at a standstill, when thousands of men and women were out of work and dependent largely upon public and private aid, when the exchanges found it hardly worth while to open their doors, and when everybody was despondent and pessimistic."

The Electric Phonograph Corp., of Delaware, manufacturers of talking machines, have filed a certificate to do business in New York State with a capital of \$1,250,000. Representative, W. Thorpe, 29 West Thirty-fourth street.



Curry DEMONSTRATION BOOTHS AND RECORD CASES
"SOUND PROOF" MADE TO ORDER

We have installed the booths and fixtures in the new Columbia Shop in Boston, described on page 21 of this issue.

Recent Installations

- The Grafonola Co., Boston, Mass.
- Frank Ferdinand's, Boston, Mass.
- A. McArthur Co., Boston, Mass.
- Rosen's Talking Machine Shop, Boston, Mass.
- Columbia Graphophone Co., Boston, Mass.
- Plummer's Music Store, Newport, R. I.
- C. F. Hovey Co., Boston, Mass.

FRANK B. CURRY
Manufacturer Store Fixtures
19 Wareham Street, Boston, Mass.

THE TRADE IN NEW YORK CITY AND VICINITY

The local talking machine trade closed a very satisfactory business in May, and judging from the reports of the dealers, this month's sales will show a considerable gain over last year. In view of the fact that general business conditions have not been very pleasing, the sales totals reported by the talking machine industry reflect the stability of the trade as a whole, and would seem to indicate a prosperous fall business.

Developing Record Business

Profiting by their experience last year, the majority of the dealers have inaugurated campaigns in behalf of their record department. These campaigns have been prolific of excellent results, and as a result of this activity, record sales for the past few months have shown a substantial increase over last year. The manufacturers and distributors have aimed to co-operate with the dealers in developing their record business, and many of the talking machine merchants have succeeded in placing their record departments on a sounder basis than ever before.

Interested in War Revenue Measures

The local talking machine trade has been keenly interested in the status of the war revenue measure at Washington, D. C., and manufacturers, jobbers and dealers have placed before the Congressmen and Senators information which should permanently establish the true standing of the talking machine from an educational and musical standpoint. They have emphasized the fact that the talking machine can no longer be regarded as a luxury but is generally recognized as a necessity. The members of the industry have emphatically evinced their desire to bear a just share of the proposed war taxation, but have suggested ways and means whereby this taxation could be adjusted without taxing necessities.

Placing Fall Orders

The machine shortage has abated somewhat

during the past few weeks, but there is still a scarcity of machines retailing at \$50, \$75 and \$100. A large percentage of the dealers have heeded the experiences of previous years, and have already placed a considerable proportion of their fall orders. Many of the distributors have a larger number of advance orders on hand than they usually have at this time of the year, and the exceptional activity in the record business makes this advance ordering a precautionary measure that will undoubtedly pay dividends.

A Liberal Liberty Loan Offer

The New York Talking Machine Co., Victor distributor, with its customary progressiveness and thoughtfulness, has made arrangements whereby its employes can purchase Liberty Bonds on a very liberal basis. The company has purchased a considerable number of bonds, and judging from the enthusiasm of its employes, practically every member of its staff in all departments will take advantage of the offer extended to them by Arthur D. Geissler, president of the company.

Dealers Anticipating Fall Requirements

"One of the noteworthy features of our business the past few weeks has been the early start of our fall orders," said Lambert Friedl, manager of the local wholesale division of the Columbia Graphophone Co. "We have received large orders from our dealers for Grafonolas and records, and judging from the scope of these orders, Columbia representatives have every confidence in the future. Our business, as a whole, has been very satisfactory the past month, and according to the reports of the members of our staff, Columbia dealers in the metropolitan territory are preparing for a healthy fall and summer business."

The local wholesale headquarters of the Columbia Co. will be removed next week from 83

Chambers street to 55 Warren street, where the company will occupy seven floors devoted exclusively to wholesale purposes. Plans are being made to render maximum co-operation and service to the Columbia dealers in this territory.

Increased Wholesale and Retail Business

George L. Babson, general manager of the Phonograph Corporation of Manhattan, 473 Fifth avenue, New York, Edison Diamond Disc distributors (owners of the Edison Shop), stated this week that the company's business, both wholesale and retail, had shown a decided improvement the past few weeks and that sales for the month of May were ahead of last year by a substantial margin. Edison Diamond Disc record trade is showing a healthy increase over 1916, and the company's dealers report an active demand for the Chippendale model of the Edison Diamond Disc phonograph retailing at \$250. According to present plans there will be staged this coming fall, in the auditorium of the Edison Shop, a series of unusually interesting comparison recitals.

Splendid Co-operative Advertising

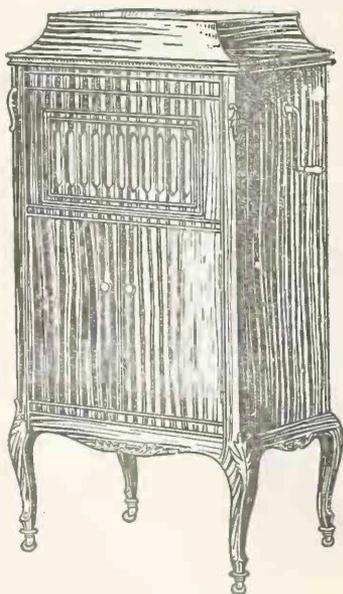
Full page advertising in the local newspapers featuring the Pathé line has been used the past few weeks by a group of Pathé dealers in Brooklyn, N. Y. This advertising has attracted the interest of the trade, and the text has called attention to the many distinctive qualities of the Pathephone and Pathé discs. Among the dealers whose names were signed to this unusually effective advertising, all of whom have Pathé establishments in Brooklyn, were the following: Anderson & Co., Thomas Anderson, Alexander Ball, C. Ludwig Baumann & Co., Robert Baumann Furniture Co., Leon Brick, S. Gurowitz, Josephs & Co., Charlotte E. Kennel, Philip Kring, Inc., Mamet & Kan Piano Co., Conrad Naus, E. P. Nelson, Ridge Music Shop, M. I. Ryder, A. Schlaegal, Schleicher & Sons, Inc.,

BRISTOL & BARBER

111 East 14th Street, New York City

(Operating Pathéphone Sales Co. of New York)

DISTRIBUTORS



Pathephone

Truthful Tone
Reproduction

Leading Distributors for Greater
New York and Eastern territory.

Our Service Is Desirable—

because we are sincere in our efforts
to grow through faithful and efficient
handling of our dealers.

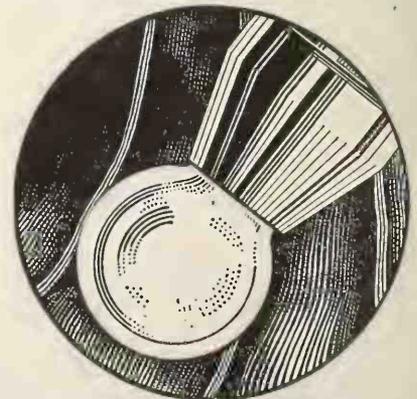
Our Stock is Always Large and we take care of our own first. Come with us and be one of "Our Own" Dealers. Write for proposition.

Pathé

Disc Records

With the Pathe Guarantee

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



George J. Schwarz, Angelo Traversin, O. T. Westlin, Winterroth Piano Co. and Henry Wuertz.

A Timely Interview

J. N. Blackman, president of the Blackman Talking Machine Co., New York, Victor distributor, commented as follows in a chat with *The World* upon the Government's Liberty Loan and the proposed war revenue measure: "It is highly important for the trade to realize that every good American, regardless of what trade he is in, is willing and anxious to bear his just burden as a business man in helping the Government finance the present war. It seems to me that it is merely a part of our patriotic duty that we help the Government distribute its loan equitably, and in a manner which will not place a large burden upon some, while relieving largely, or entirely, others. A big burden spread out as thin as possible will be least felt and for that reason perhaps stimulate, rather than deter business. If, during the coming months, the trade will keep themselves posted and if the occasion requires, let their Senators and Congressmen know that they are willing to bear an equal share in any fair taxation, it will not only guide our lawmakers but be a patriotic duty that we should not shirk."

DEALERS VISIT VICTOR PLANT

Delegation of Talking Machine Men, Inc., Make Special Trip to Camden on Wednesday of This Week and Inspect Huge Factory

An imposing delegation of members of the Talking Machine Men, Inc., including dealers in New York and neighboring sections of New Jersey and Connecticut, traveled en masse to the factory of the Victor Talking Machine Co., Camden, N. J., on Wednesday of this week and made a thorough tour of inspection through the immense plant. The dealers gathered at the Pennsylvania station in New York early on Wednesday morning and proceeded to Philadelphia in special cars attached to the 8 o'clock train. They were met in Camden by several of the Victor Co. officials and department heads, and proceeded through the various buildings in groups, and in charge of competent guides. The visiting dealers were the guests of the company at luncheon.

The party returned to New York the same evening, more or less tired, but at the same time greatly impressed with immensity of the Victor establishment and the efficient methods prevailing therein. J. T. Coughlin, president, Sol. Lazarus, secretary, and other officers of the Talking Machine Men, Inc., accompanied the party, which numbered over forty in all, and returned well pleased with their trip.

ENTERPRISING LONG ISLAND TALKING MACHINE DEALER

One of the most popular Victor establishments in Long Island is the A. I. Ross Music Store, located at 131 Main street, Astoria. Mr. Ross started this business in a small store at 241 Main street, and through the use of efficient and aggressive methods developed a business which influenced him to open his present artistic establishment.

The A. I. Ross Music Store also has a branch at Steinway, L. I., which is managed by Mr. Ross' son, and the service rendered by both stores has been an important factor in their success. Mr. Ross



is a member of the Talking Machine Men, Inc., and is actively interested in all movements that aim to better the industry.

STARR PHONOGRAPH SALES CO.

New York Establishment to be Located at 9-11 East Thirty-seventh Street—Many Agents Appointed Recently in Eastern Territory

The executive offices and laboratory of the Starr Phonograph Sales Co. which has been located since the establishment of this branch at 56 West Forty-fifth street, New York, will be removed the latter part of this week to 9-11 East Thirty-seventh street, where they will occupy the twelfth floor of the building. At the present time the floor is being divided off into the recording department, laboratory, wax rooms, stock rooms, etc., which will be located in the rear, while the salesrooms will be at the front of the building.

The success of this enterprise has been manifested recently in the many new appointments of agents which have been made. Nearly twenty agents have been established during the last few weeks and include Geo. E. DeVoy, Syracuse, N. Y.; C. G. Dow, Catharaugus, N. Y.; M. A. Sanjak, Saranac, N. Y.; Hunt Bros., North Adams, Mass.; Victor Achin, Lowell, Mass.; G. E. Scavey, Newburyport and Haverill, Mass.; F. W. Schoonmaker, Waterloo, N. Y.; G. H. Saunders, Wallingford, Conn.; J. Ruchelshaus Sons, Newark, N. J.; Robinson Co., Newark, N. J.; B. C. Halcomb, Torrington, Conn.; Lauter Piano Co., Newark, Union Hill, Paterson and Jersey City, N. J.; Lawson Piano Co., New York; O. S. Mason, Claremont, N. H.; Piano

Merchants Exchange, New York; Winegar, Lindsey & Seales, Buffalo, N. Y.; F. D. Wilcox, Deposit, N. Y.; Wheeler Music Store, Nashua, N. H.; C. F. Spooner, New Bedford, Mass.; D. J. Sill, Franklinville, N. Y.; Rankin Bros. Piano Co., Rochester, N. Y.; E. C. Pauling, Salem, Mass.; E. M. Partridge, Millers Falls, Mass.; C. B. Parker, Porto Rico; A. N. mandin, Southbridge, Mass.; Ayres & Lacombe, Lawrence, Mass.; Bates Piano Co., Worcester, Mass.; Casey Piano Co., Fall River, Mass.; F. A. Palmer, Portland, Me.; A. E. Henry, Cambridge, Mass.; G. M. Hobbs, Lawrence, Mass.; C. H. Weymann, Dexter, Me., and Geo. Cadieux, Chicopee Falls, Mass.

ISSUE LIST OF PATRIOTIC RECORDS

The Victor Co. has just sent out to its dealers a special list of patriotic records, which are of particular interest at this time. In a letter accompanying this list the company advised its dealers as follows: "This music is wanted not only in American homes everywhere, but by defense leagues, home guards, organizations of boy scouts, organizations of nurses and other groups or orders who cannot afford to employ bands or professional musicians for their meetings. Victrolas and records supplied to such organizations and for home use on the 'patriotic music' canvass will be used in a way that will give the dealer unusual publicity—will be 'seed sown on good ground.'" A very timely appeal.

THE NEW "DAYTON" MOTOR

"Buy Direct from the Actual Maker"

Made by World's Best Mechanics in the "City of Precision"

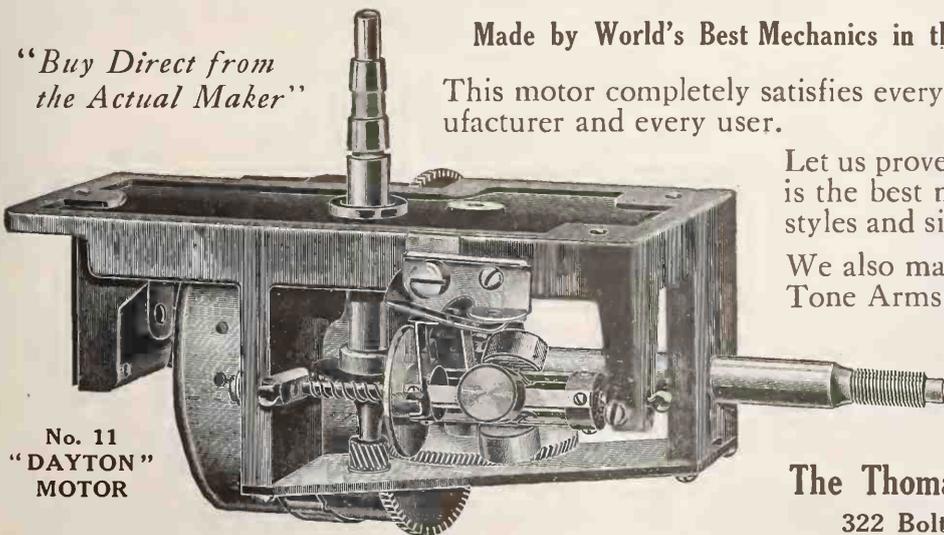
This motor completely satisfies every talking machine manufacturer and every user.

Let us prove that the Dayton Motor is the best motor in the world. 3 styles and sizes. Others under way.

We also manufacture four styles of Tone Arms and Sound Boxes.

Write us today for Full Particulars

The Thomas Manufacturing Co.
322 Bolt Street, Dayton, Ohio



No. 11
"DAYTON"
MOTOR

STRONG EDITORIAL SUPPORTS SANITY IN BUSINESS

Some Excellent and Convincing Arguments for Business Stability in Both the Near and Distant Future Offered in Interesting Article in the Edison Amberola Monthly

The June issue of the Edison Amberola Monthly has a leading editorial which is a strong sermon in support of sanity in business and a denouncement of those who are heedlessly advocating false economy.

"War isn't all hell by any means," it declares. "As every cloud has its silver lining, so war has its golden lining. The enormous flow of gold from Europe to this country formed the basis for one of the greatest periods of prosperity this country has ever known.

"Now that we are at war ourselves, what is to become of our prosperity? Are we to be engulfed in the hysterical and short-sighted wave of over-economy that has been started by a few misguided patriots, or will the economy movements resolve itself into a sensible national determination to eliminate waste, particularly in foods? If we keep our heads we shall have nothing to fear. If we lose our heads in a panic of false economy and hoarding, nothing can keep our country from the very brink of economic disaster.

"We do not believe any such thing actually will happen. We firmly believe the economic foundations of the nation are too stable and the American people too sensible and that, once they get over the first ripple of economy and hoarding, they will come to their senses and purchase normally and thereby keep conditions normal, but there is need for warning.

"If every one stopped spending except what they had to, business would stagnate—prosperity would be stifled by the checking of its very life-blood—the circulation of money. The same thing would happen on a colossal scale as happens when the circulation of blood in the human body is checked. The body cannot live. Business cannot live, prosperity cannot exist without a normal circulation of money.

"Canada has been at war for nearly three years and she has never known such prosperity.

This could not have happened if Canadians had hoarded the money that came to them through war profits. Instead of retrenching, they have spent their money as they would in normal times. Even in the case of so-called luxuries, sales have been greater in Canada than ever before. Sales of the New Edison Diamond Amberola and Blue Amberol Records in Canada for the year of 1916 surpasses any previous year in volume.

"Are you, as a loyal Edison dealer, going to do your 'bit' toward preaching prosperity, and practicing it?

"At every opportunity that comes to you and that you can make, preach permanent, sound, deep-rooted prosperity that can weather all storms—that will fail only when betrayed by selfish individualism and blind hysteria. Urge every one you meet and every one you write to that, in their own interests, they should purchase their normal amount of necessities and not to be afraid to invest in so-called luxuries, making the point that nothing that makes living easier or more comfortable, or that makes folks more contented with life, can be considered a luxury. Tell them that by so doing they will keep many hundreds of American factories running and many thousands of good, worthy, patriotic Americans at work. The money they spend now will come back like bread cast upon the waters, for it will help keep the entire country prosperous, and, as units that make up the American nation, they will get their share.

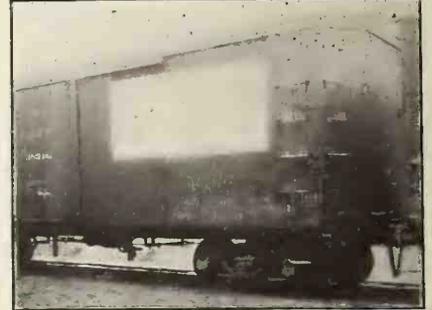
"In a recent statement issued by Howard E. Coffin, chairman of the Advisory Commission of Council of National Defense, he says in part: 'What bad effects are apparent are purely psychological and largely of our own foolish making. We need more business, not less. There is real danger in hysteria. Indiscriminate economy would be ruinous. Now is the time

to open up the throttle.' A most common-sense declaration. Let us all absorb the spirit of it. Let our war-time business slogan be 'Keep the Dollars Moving.'"

CLEVER EMERSON STUNT

How Car Shipments of Emerson Records Are Brought to Public Attention

In order to give the public a fair idea of the tremendous amount of records it manufactures, the Emerson Phonograph Co. has placed on the freight cars containing Emerson records



Carload of Emerson Records

large banners bearing the following inscription: "Emerson records in car load lots, double disc 10c and 25c," as shown on the accompanying illustration. This publicity has attracted the attention of thousands of people throughout the trade.

ISSUE AN ATTRACTIVE CATALOG

The Metropolis Sales Co., New York, has just issued an attractive catalog featuring the Oriola phonograph, which it manufactures. Illustrations of the different models of this line are shown in this catalog together with a brief description of their distinctive qualities. This line is meeting with pleasing success, and is being handed by well known dealers in the different sections of the country.



ROBINOLA
48 in. x 24½ x 22½
One Machine, \$50.00

A NEW METHOD

In order to convince dealers that the Robinola Talking Machine has merits superior to all other machines, I will send **one machine only** to any dealer for just one-third list price.

GREAT SELLING POINTS

- A Machine That Does Not Scratch
- A Machine With Best Motor
- A Machine of Most Beautiful Tone
- A Machine With Highest Class Cabinet
- A Machine that will please all and give the dealer the greatest profit

Send for Sample, or for Cuts and Circulars

C. MOWER ROBINSON

119 East 5th Street

CINCINNATI, OHIO

HAWAIIAN SEXTETTE IN HARRISBURG

Noted Group of Victor Recording Artists Give Most Successful Recital in That City Under Auspices of the Sigler Music House

HARRISBURG, PA., June 8.—In the presence of over 1,000 people the Hawaiian Sextette, who have made many records for the Victor Co., and



George Shaffer

a number of other artists gave a concert at the Chestnut Street Auditorium recently which was one of the most unique entertainments presented to the Harrisburg public for some time. This affair was under the auspices of the Sigler Music House, Victor dealers in this city, and George P. Shaffer, manager of this company's Victor department, personally attended to all the details.

In addition to the Hawaiian Troupe the following artists were included on the program: Miss Kathryn Walton, toe dancer, and Miss Kathryn Westcott, character dancer. The program also presented a demonstration of the Oscar Saenger vocal course on Victor records and the new Victor records for the month of June.

Mr. Shaffer has always made it a practice to hold informal concerts to introduce the new monthly records featured by the Victor Co., but this event was a special one which served to bring to the attention of the Harrisburg musical lovers the real value and musical merit of the new lists of records issued by the Victor Co.

NEW CORPORATION TAX LAW SIGNED

Emerson Bill in New York Provides 3 Per Cent. Franchise Tax on Net Incomes

The Emerson Bill, providing for a 3 per cent. franchise tax on the net incomes of mercantile and manufacturing corporations, was signed by

Governor Whitman on Monday of last week. It is expected that the tax will result in additional revenue of \$30,000,000 annually, two-thirds of which will go to the State and one-third to the municipalities in which the corporations are located. Corporations subject to the tax will be exempted from personal property and corporation franchise taxes.

L. C. McCHESNEY IN DETROIT

Advertising Manager of Thos. A. Edison, Inc., Attends Meeting of Association of National Advertisers Held Recently in That City

DETROIT, MICH., June 5.—Among the recent visitors to this city was L. C. McChesney, advertising manager of Thomas A. Edison, Inc. Mr. McChesney came here to attend the semi-annual meeting of the Association of National Advertisers, held at the Hotel Statler on May 31, June 1 and 2. This association was formerly known as the Association of National Advertising Managers, and it was organized in Detroit in June, 1910. Mr. McChesney was very active in the early years of the association and was its third president. While here Mr. McChesney made his first visit to the Edison Shop, the retail store of the Phonograph Co. of Detroit. He expressed his great delight at the artistic treatment of the several floors of the building and the splendid facilities it affords the company in its sale of the Edison product.

MOVING TO NEW QUARTERS

The Indiana Auto Supply Co. is moving into new quarters at Monroe street and Lincoln Way, La Porte, Indiana, where they will handle an exclusive agency for the Columbia Grafonolas.

MAKING GOOD ON ADVERTISING

When the promise of the advertising is made good in the store, a bond is made between the merchant and the customer. When the promise is not kept, an enemy has been created.

FEATURING VICTROLA OUTFITS

Lyon & Healy Pushing Victrolas for Camp Use —Adaptable for the Army

CHICAGO, ILL., June 4.—Realizing the demand that now exists for a portable Victrola outfit as a part of the equipment of our soldiers and sailors, Lyon & Healy are featuring two camper outfits, one priced at \$32.50 and the other at \$44.50. Outfit No. 1 includes a waterproof carrying case that can be checked or carried as baggage and style IV Victrola and \$10 worth of ten-inch records, the purchaser doing his own choosing. Outfit No. 2 includes a Victrola VI with \$12 worth of records.

These special outfits are featured strongly in local newspaper advertising—one illustration showing the soldiers in camp enjoying their Victrola entertainment, and the other showing the details of the outfit.

In connection with this idea, dealers will be interested to know that a fund of \$3,000,000 is now being raised for army Y. M. C. A. work, and that it is the plan for every unit in this great Y. M. C. A. organization to have as part of its equipment a talking machine and a supply of records for the entertainment of the boys at the front.

It is evident that there will be, during the next few months, an unusual opportunity to sell portable outfits.

INTRODUCE "THE MAGNATE"

The Phonograph Parts Co., New York, has just placed on the market the "Magnate," a single spring motor which plays two ten-inch records with one winding. This motor was carefully tested before it was announced to the trade and several manufacturers have placed substantial orders for immediate delivery. It is designed especially for popular priced talking machines.

The Cowan Piano and Music Co., 633 St. Catherine street West, is handling with good success the Vanaphone, which it retails at \$12.



Model 25

The \$25 Pathephone—the greatest talking machine value in the world today.

PATRIOTIC MUSIC OF OUR ALLIES

La Marseillaise—Imperial Infantry Band. God Save the King—Imperial Infantry Band. No. 10014. Size 10. Price 65c.

Royal Italian March—Paris Grand Orchestra. La Conquete March—Republicaine Band of France. No. 35005. Size 12. Price 85c.

King Albert of Belgium March—Garde Republicaine Band of France. Roumanian Hymn—Garde Republicaine Band of France. No. 35034. Size 12. Price 85c.

Sambre et Meuse—Garde Republicaine Band. La Victoire ou la Mort March—Garde Republicaine Band. No. 70068. Size 14. Price \$1.25.



SERVICE FOR OREGON AND WASHINGTON DEALERS

Some of the Patriotic Pathe Records in Great Demand Now

The Star-Spangled Banner—Anna Fitzlu, Soprano. Old Folks at Home—Anna Fitzlu, Soprano. No. 60015. Size 12. Price \$2.00.

America (My Country 'Tis of Thee) Peerless Quartette. Masses in de Cold. Cold Ground—Peerless Quartette. No. 10033. Size 12. Price \$1.00.

Columbia the Gem of the Ocean—James Stevens, Baritone. Maryland, My Maryland—James Stevens, Baritone. No. 70119. Size 14. Price \$1.25.

America Overture, Part 1, including "Hall Columbia," "Home, Sweet Home," "Red, White and Blue"—Pathe Concert Orchestra. America Overture, Part 2, including "Yankee Doodle," "America," "Dixieland," "Star Spangled Banner"—Pathe Concert Orchestra. No. 30373. Size 12. Price 75c.

Dixie—Peerless Quartette. Kentucky Babe—Peerless Quartette. No. 30120. Size 12. Price 75c.

WE have just taken the Pathe Agency for this territory and we are prepared to give immediate deliveries on all Pathephones and Pathe Records.

Several Carloads Just Received

We are ready to co-operate with the big Pathe June Campaign, featuring the wonderful value—\$25 Pathephone and Pathe Patriotic Records.

We have plenty in stock and can make immediate shipments.

If you are not now handling the Pathe, get our proposition at once.

M. Seller & Co.

**Fifth Avenue and Pine Street
PORTLAND OREGON**

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.]

To take up the subject of Diaphragms and say what was the best material, size and so on, to use, would mean such a long article that I would not, I am afraid, be allowed the space to put it all in one issue. So I will let this month's talk be on the subject of mica alone and will later on, in future articles, cover the other materials which have been used at various times.

It seems to be getting harder and harder every day to get what one would say was good mica. The cause as given by the supply companies is always the same—the war. The best grades of mica are obtained from Africa and India and so the war excuse seems to be plausible.

For sound box use only the very best grade of mica should be used. In cutting from the rough mica about 80 per cent. of the discs cut must be discarded and of the 20 per cent. balance about 15 per cent. would be called first grade which accounts for the high price at the present time.

Mica for use in sound boxes where the diameter of the diaphragm is one and fifteen-sixteenths of an inch should gauge about seven one-thousandths of an inch thick to give the best results, thinner than this will give a shrill tone, and heavier a dull tone. For sound boxes where the diameter of the diaphragm is about two inches, mica should gauge about nine one-thousandths of an inch thick for best results.

In selecting mica be careful to not use those discs having air spaces or splits on the edges, or having wavy surfaces; for best results the mica must be perfectly clear without a blemish on its surface and must be absolutely flat and of even thickness.

Some manufacturers have placed on the market diaphragms made of mica which are commonly called "built up diaphragms." They are made by cementing together a great number of mica splits and while they look very rough, in many cases give good results, particularly in diaphragms over two inches in diameter.

Balancing the Tone Arm

Mr. A. H. Dodin,

Talking Machine World, N. Y.

Dear Sir:—Is there any way of adjusting a sound box or a tone arm to relieve pressure on the record surface? The tone arm of some of the machines I am handling apparently force the sound box against the record too heavily, for the records appear worn out and give a poor, scratchy sound after a half dozen reproductions or so.

B. G. N.

ANSWER: In one piece tone arms a spring is fitted to the base of the arm in such a way as to balance the weight of the arm and sound box and relieve the pressure of the needle on the record surface. Would have to know the type of arm you are using in order to give you any more definite information.

A Jump Spring Problem

New York, May 27.

Mr. A. H. Dodin,

Care of The Talking Machine World.

Dear Sir: I am having a little trouble with the late style Victrola spring barrels: many of them jump when new. I have taken them apart, put in graphite, filed the spring barrel above the sleeve and also the spring barrel cap bushing. The spring seems to be O. K. And when I assemble the parts it is loose just as it should be, but when I wind them and let them run down they jump.

Could you kindly let me know how to remedy that? M. S.

NEW COLUMBIA HOUSE ORGAN

Publication for Members of Columbia Wholesale Staff Makes Its Initial Appearance—New Contest for Silver Cup Announced

The "Peptimist" is the title of a new and interesting house organ which will be issued by the trade promotion department of the Columbia Graphophone Co. for the members of the Columbia wholesale staffs throughout the country. The first number of this publication made its appearance this week, and the definition of a "Peptimist" is given as follows: "A peptimist is an optimist in action—he has speed and 'pep'—he radiates enthusiasm and encouragement—he has faith and the punch to make his dreams come true—he hopes and smiles and puts it over."

The "Peptimist" is filled with timely news in connection with the activities of the wholesale men; among the items mentioned being the recent victory of District Manager Eckhardt in the district managers' contest; the winners in the March record month contest for wholesale salesmen, and an announcement that President Whitten, of the Columbia Co., has offered a sterling silver, gold lined cup to be placed in competition between the districts and stores commencing June 1. Full details regarding the contest for this cup will be announced in the near future.

Under the heading "I Will," Frank K. Pennington, head of the trade promotion department, contributes the following interesting article:

"To the man who says 'I Will' there is no obstacle which is insurmountable; there are no difficulties which cannot be overcome; there are no discouragements which can dishearten.

"Back of every achievement, underlying every success, actuating every activity of mankind, is the will of man to do and be. Deep within the heart of every man who aspires to do and be must be that dynamic will power which drives

ANSWER: Your trouble is no doubt in the springs themselves, that is, they are not of the same tension or temper. Suggest trying a new spring in the cage of the one which jumps, or you could transfer the present springs to the opposite cages—a little remedy which often effects a cure.

Increasing the Volume of Tone

Talking Machine World, New York.

Gentlemen: Will you kindly advise me if it is possible to increase the volume of tone by inserting either a thicker or a thinner diaphragm in the reproducer? I do not care to put on a new reproducer, but would like to have my present one remodeled if possible. Its tone is now good, but a trifle weak.

ANSWER: The thickness of the diaphragm depends upon the diameter. In diaphragms about the size used in the Victor sound boxes seven thousandths of an inch thickness will give the best results; in sizes like the Columbia, about nine thousandths of an inch is used.

him ahead in the pathway of success. Everywhere around us we can see exemplification of what has been accomplished by sheer force of man's will power.

"No purpose can come into being until it be first conceived in the will. All success in every line of endeavor is but the expression of the will power of some man who has willed in the silence of his heart that the thing must be accomplished, and, perforce, that very thing becomes a pulsating reality. It is this unquenchable determination and will power which brings us the things we desire, spells achievement and success.

"'I Will' carries us onward and upward. 'I Will' will not be denied the object of its quest—knows no defeat—refuses to go backward—drives ahead resistlessly. Success is dependent wholly on our ability to say 'I Will' and holding ourselves inflexibly to the accomplishment of that one purpose.

"The measure of our success is the measure of will power we pour into its accomplishment. When once the 'I Will' dynamo starts things begin to happen—it furnishes that potent manly power which inevitably gets results."

INTRODUCE THE "ROBINOLA"

A new talking machine, the "Robinola," made its debut at the National Music Show in Chicago last month. The "Robinola" line is manufactured by C. Mower Robinson in Cincinnati, and consists entirely of floor model machines. Mr. Mower Robinson has had a varied experience promoting his various inventions, both in America and abroad.

REPORTS RUSHING BUSINESS

C. M. Suffill, recently made manager of the phonograph department of Thomas E. Wilson & Co., Chicago, reports that business with that house is rushing, with the sales producing forces working overtime.



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

Get the Record Envelopes Bearing New Lists of Patriotic Airs and Songs

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

Write for samples and prices

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA



Thirty desirable records. You may not have all of these selections. We will gladly play any record for you.

INSTRUMENTAL		VOCAL - Continued	
1000	Marching On	1001	Marching On
1002	Marching On	1002	Marching On
1003	Marching On	1003	Marching On
1004	Marching On	1004	Marching On
1005	Marching On	1005	Marching On
1006	Marching On	1006	Marching On
1007	Marching On	1007	Marching On
1008	Marching On	1008	Marching On
1009	Marching On	1009	Marching On
1010	Marching On	1010	Marching On
1011	Marching On	1011	Marching On
1012	Marching On	1012	Marching On
1013	Marching On	1013	Marching On
1014	Marching On	1014	Marching On
1015	Marching On	1015	Marching On
1016	Marching On	1016	Marching On
1017	Marching On	1017	Marching On
1018	Marching On	1018	Marching On
1019	Marching On	1019	Marching On
1020	Marching On	1020	Marching On




THE MOST MEMORABLE MOTOR EVENT IN A GENERATION!

The Appearance on the Scene of the NEW

BUTTERFLY MOTOR

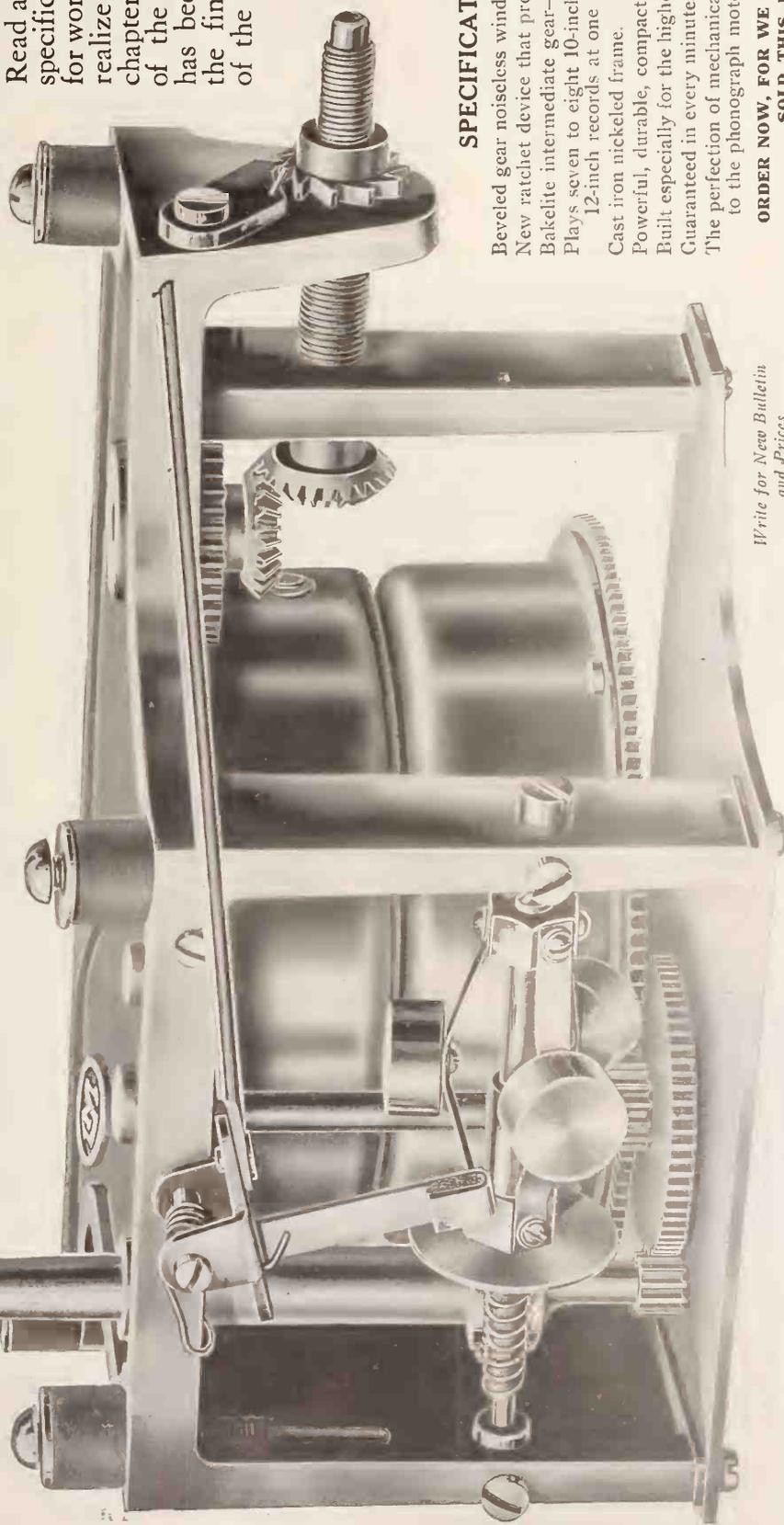
Leonard Markels
Jewel Bearing

The motor that knows
no peer!

Read and note these specifications word for word, and you will realize that a new chapter in the history of the phonograph has been opened by the final completion of the

SILENT BUTTERFLY MOTOR

Jewel Bearing



SPECIFICATIONS

- Bereved gear noiseless winding.
- New ratchet device that prevents clicking.
- Bakelite intermediate gear—absolutely silent.
- Plays seven to eight 10-inch or five and a half 12-inch records at one winding.
- Cast iron nickeled frame.
- Powerful, durable, compact, accessible.
- Built especially for the highest-grade machines.
- Guaranteed in every minutest detail.
- The perfection of mechanical genius as applied to the phonograph motor.

ORDER NOW, FOR WE WILL BE OVER-
SOLD THIS FALL

Write for New Bulletin
and Prices

LEONARD MARKELS - - 165 William Street, New York

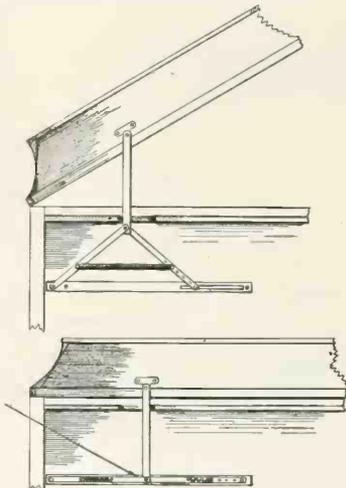
NEW NUMERICAL RECORD CATALOG

Usual Comprehensive Volume for Dealers' Use
Just Issued by the Victor Co.

The Victor Talking Machine Co. has just issued a new numerical catalog of Victor records listing all records up to and including the May, 1917, supplement. The new catalog is as usual a most complete volume with guide tabs at the side to facilitate the finding of any particular record number. There are also provided spaces before each record number wherein can be indicated the demand for that particular record. In the catalog extra pages are provided for listing the new records issued each month, the new records being listed on special gum slips for that purpose. The numerical catalog properly used is one of the dealers' real assets.

NEW COVER SUPPORT ON MARKET

CHICAGO, ILL., June 9.—The Majestic Phono Parts Co., of Chicago, has placed upon the market a new cover support for which many points of superiority are claimed. The principal one of these is that all permanent pressure upon the cover is eliminated because of the fact that when the cover is down the tension of the



The Majestic Cover Support

spring acts entirely upon itself, because the spring is on a "dead center." This makes warping impossible and in addition does not cause the loosening of any hinges. It is claimed by its sponsors to be adaptable to any type of talking machine construction and it can be reversed to

Clartone Talking Machines



As Large As Many
\$150 Talking
Machines. 46 Inches
High

Write for our
84 page cata-
logue, the only
one of its kind in
America. Illus-
trating 33 differ-
ent style talking
machine and
over 500 differ-
ent phono-
graphic parts,
also gives de-
scription 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.

Governor Springs Now Ready for Delivery

in Any Quantity 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.

operate upon either side of the cabinet without change of any of its parts. B. B. Blood is the inventor of the device and this cover support is one of the many phonograph parts which the Majestic Co. is placing upon the market.

WILLIAM MAXWELL BREAKS RECORD

Selling \$46,000 Worth of Liberty Bonds to
Edison Workmen in Less Than an Hour

William Maxwell, considered among the foremost sales managers in this country, recently broke his record of twenty years on the road selling goods by disposing of \$50 Liberty Bonds, totaling \$46,000, in less than an hour to workmen of the Thomas A. Edison Affiliated Interests, at several rallies.

Mr. Maxwell besides being vice-president and manager of the musical phonograph division of Thomas A. Edison, Inc., is a writer of business stories which frequently appear in Collier's and other national magazines, and his book on Salesmanship is an authority in the business colleges of the United States.

He is fond of recalling his early experiences on the road, and in his writings never hesitates to drive home his thought that he is still a salesman. He certainly proved it the other night when in opening the rally which began the Edison Liberty Loan Club Drive he put over a selling talk which netted more than \$30,000 in subscriptions within ten minutes, and the next day drove over to Stewartsville, where he sold \$16,000 worth in half an hour to 800 workmen at the Portland Cement plant of the Edison Interests.

Much of Mr. Maxwell's spare time since the Edison Liberty Loan Club organized has been devoted to the work of this organization. His ready wit, strong personality and accurate knowledge of effective selling methods were clearly shown by results. At the Red Cross benefit given June 4, Mr. Maxwell auctioned off a picture of Miss Liberty at a profit of \$50, which was turned over to the Red Cross, together with the \$1,500 net proceeds of the evening.

Mrs. Thomas A. Edison was the patroness of the Red Cross rally to the colors. Mrs. Edison and Charles Edison received many of the young men who have joined the colors.

NAMED EXPORT REPRESENTATIVES

The Sonora Phonograph Co., New York, announced recently the appointment of J. & C. Fischer, the well-known New York piano house as export representative for South America.

A. F. Bramley, manager of this concern's export department, placed a very large order for Sonora phonographs and is making plans whereby these instruments will be aggressively represented throughout South America.

Mackintosh Bros., Victor dealers of Woodbury, N. J., have secured the property at 197 South Broad street, and will establish their business in the new location within a very short time.

"Stop worrying! Worry is the aide-de-camp to Commander-in-chief Despair, who always leads his cohorts to defeat—says the Old Philosopher."

TO MAKE DISC RECORDS AT HOME

Victor H. Emerson Invents and Will Shortly
Market Device Designed to Accomplish That
End—Some of the Details of the Invention

There has just been invented, and will soon be placed on the market, a device which, it is claimed, will enable anyone to make a wax disc record at home. Victor H. Emerson, inventor of many important improvements and devices and president of the Emerson Phonograph Co., of this city, is the man who has succeeded in turning out this practical fad. In announcing this device the company said:

"Three highly important considerations had to be met in devising the invention. The instrument, in the first place must be simple of construction and easy to operate. Second, in view of the fact that there are about 6,000,000 phonographs in use in this country alone, and hundreds of different makes, it was necessary to devise an instrument which was capable of being applied to all makes of disc machines. And third, the article should be manufactured cheaply enough to be sold at a reasonable price to the general public.

"All of these objects have been accomplished by Mr. Emerson and embodied in his invention. For an outlay of \$10, it will now be possible for any talking machine owner to provide himself with an equipment which will enable him to make records of his family and friends and preserve them for future enjoyment.

"The home voice recorder, as the instrument is called, is a simple ingenious affair, consisting essentially of a horn, a cutting stylus, a reproducer and wax discs. There are other accessories, such as a tractor and a tripod. A wax disc is placed upon the turntable of any disc machine, the horn is suspended in front of it, the recording stylus is placed upon the disc, and the turntable is made to revolve. As the person sings or talks into the horn, the recording needle, guided by the tractor, cuts its impressions into the wax. After the record has been made, the reproducer is attached and the song is thus reproduced. The record can be reproduced 100 times without any perceptible effect upon the quality of the sound, and permanent records made from it.

"The wax disc embodies a number of very interesting and valuable features. It is eight inches in diameter, and about twice as thick as the ordinary record. It will play from two and one-half to three minutes, allowing plenty of space for two verses and chorus of the average song. It is well known that recording wax is very expensive, yet Mr. Emerson has succeeded in compounding a wax of wonderful texture, free from flaws, bubbles and impurities, and free cutting. These wax discs will be procurable in any quantity at a retail price of 25 cents each.

"Another ingenious method has further been devised whereby the record, if desired, can be quickly and easily defaced from the disc, allowing its use again for a new recording. The wax disc can be used, in this way, from forty to fifty times over again."

The instrument will be sold through the Emerson Phonograph Co., which now manufactures the Emerson records.

TONOLA PHONOGRAPHS

Manufactured by

Tonola Phonograph Co.
11 South 7th Street
MINNEAPOLIS, MINN.



We can supply the
Trade with

Phonographs Cabinets
Motors Turntables
Tone-Arms Reproducers
Cabinet Hardware
Diamond Points
Sapphire Points

"A Phonograph with Real Selling Points"

Write today for open territory

SENATE COMMITTEE TAKES TAX OFF TALKING MACHINES

Force of the Arguments Presented by Members of the Industry Makes Strong Appeal—Next Action on Bill in Open Sessions of Senate Will Be Worth Watching

The members of the talking machine industries were gratified to learn last week that the Senate Finance Committee had decided to eliminate in its entirety the section in the proposed War Revenue Bill which called for a manufacturers' tax of 5 per cent. upon all musical instruments. The committee had decided recently to eliminate the manufacturers' tax upon pianos and organs, and similar instruments played by hand, but had tentatively agreed to the imposition of a stamp tax upon all musical instruments "mechanically operated." According to the terms of this decision talking machines, records, player-pianos and music rolls would have been obliged to pay a stamp tax.

The action of the committee, it is understood, eliminates the whole provision from the bill, and no musical instruments of any form will be taxed in the revenue measure as it will be presented to the Senate.

The trade will understand, of course, that the action of the Senate Finance Committee on Wednesday is only one of the important steps towards the final elimination of talking machine taxation. The recommendation of the committee must be accepted by the Senate, and as a final step the House of Representatives must approve the bill as it passes the Senate. In view of the fact that the House had passed the section calling for a 5 per cent. manufacturers' tax on all musical instruments, it will be to the advantage of all members of the talking machine industry to keep a watchful eye on subsequent developments in Washington, and be prepared to work in close co-operation with their trade representatives who will visit the capital in their interests.

The favorable decision reached by the Senate Finance Committee may be attributed in a measure to the indefatigable efforts of some of the leading members of the talking machine companies and associations, who have spent weeks at a stretch in Washington in the interests of the dealers and jobbers.

The Senate Finance Committee had held public hearings on the proposed tax measure last month, at which there were present several members of the talking machine industry, including H. C. Brown of the Victor Talking Machine Co., Marion Dorian, of the Columbia Graphophone Co., and J. Newcomb Blackman, representing the National Association of Talking Machine Jobbers.

Mr. Blackman appeared before the committee and gave valuable and interesting testimony in connection with several sections of the tax bill affecting the talking machine industry. Mr. Dorian gave brief oral testimony, which was supplemented by a brief filed by the Columbia Graphophone Co.

After the House of Representatives had passed the tax bill the Senate Finance Committee immediately began consideration of the measure in a formal way, and held closed sessions daily beginning May 22. Mr. Dorian spent an entire week in Washington interviewing the various Senators, and upon his return held a conference with Messrs. Brown and Blackman. They left for Washington a few days later accompanied by E. C. Rauth, president of the National Association of Talking Machine Jobbers, and J. C. Roush, Pittsburgh, Pa., Victor jobber.

In the meantime the Victor Talking Machine Co. had submitted a plan of taxation to the committee which received favorable comment from all industries; Thomas A. Edison had sent a telegram over his personal signature which, apparently, made a deep impression at the capital; the Sonora Phonograph Corp. sent out a

letter to its dealers suggesting that they communicate immediately with their Senators and Congressmen, and The Talking Machine Men, Inc., sent hundreds of telegrams to Washington. In short every factor of the industry joined hands in their efforts to have the proposed tax on "Musical instruments mechanically operated," stricken from the bill, and their arguments undoubtedly were important factors in the committee's final decision regarding that section of the bill.

MAKING MACHINES IN LOS ANGELES

Southern California Hardwood & Mfg. Co., Inc., Enter Talking Machine Field on Large Scale

LOS ANGELES, CAL., JUNE 9.—The Southern California Hardwood & Mfg. Co., Inc., of this city, who operate one of the largest plants of this kind in the West, have gone into the manufacture of talking machines and already have several models on the market. The company is prepared to take substantial contracts for the coming season. E. Boros is sales manager of the talking machine department which occupies

sales offices and showrooms at 801 South Los Angeles street. The company is specializing on fine cabinet work in which it has had years of experience.

DAVE KAHN WITH THE MARINES

It is reported that Dave Kahn, well-known in the local talking machine trade, through his former connection with Benj. Switky, and later with the Globe Talking Machine Co., has joined the U. S. Marines "to be among the first to fight."



Guarantee Your Supply of Pathephones and Pathé Records By Ordering From Us

ALL signs point to an excellent business in portable machines and patriotic records this summer. And the big drive that the Pathé Frères Phonograph Company is making on the Model 25 and the Pathé Patriotic Records is already being felt. Read the big Post ad reproduced on page 29 of this publication.

If you are a Pathé dealer, you will know that the Model 25 is the greatest \$25 value in a standard make instrument on the market to-day.

If you do not carry the Pathé line you need to investigate a statement like that. In either event, we want you to know that

We Are Equipped to Give Supreme Service

to talking machine dealers through Indiana and Kentucky. Our central location enables quick delivery of your order. Our stock of Pathephones and Pathé Records is replenished weekly by carload shipments from the factory. You'll find us on the job at all times. You'll find us ready to supply you with whatever stock you need—when you need it.

Write us to-day for a supply of the Model 25 and Pathé Patriotic Records. If not a Pathé dealer, write for our special proposition at once.

Pathé Phonograph Co., Inc.

10 East Washington St.

Indianapolis

DISTRIBUTORS

Pathephones and Pathé European and American Double Disc Records

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

TALKING MACHINE MEN, INC., MEET

Send Resolution to Washington Protesting Tax on Musical Instruments—Lambert Friedl Makes Address—To Visit Victor Plant

The first regular meeting for the new fiscal year of the Talking Machine Men, Inc., was held Wednesday, May 16, at the McAlpin Hotel, New York. The new president, J. T. Coughlin, opened the meeting with the regular order of business, which was immediately followed by a discussion of the bill before Congress relating to the levying of special taxes on musical instruments, including phonographs, pianos, etc.

A committee was appointed by the association to draw up the following resolution regarding the proposed 5 per cent. tax on musical instruments included in the War Revenue Bill, which was adopted and ordered sent to the National Association of Piano Merchants in time for presentation at the annual convention of that body in Chicago. The resolution read:

"Whereas, We recognize the necessity of increased revenue for our government to meet the present conditions and are willing and anxious to do our share, therefore be it resolved that we convey to the National Association of Piano Merchants in meeting assembled at Chicago May 21, that we believe that the proposed tax on pianos, phonographs, records and their accessories is excessive and discriminatory. Therefore be it resolved that we convey to your association our earnest and sincere opposition to said tax as submitted and therefore we are willing to co-operate with the National Association of Piano Merchants in its efforts to reduce the said tax and also eliminate entirely the proposed tax on stock on hand purchased before May 1, 1917."

The association was addressed by Lambert Friedl, manager of the Columbia Graphophone Co. Mr. Friedl, who formerly had his headquarters in Pittsburgh, congratulated the members on their organization and predicted a great future for the body. Most of his talk was confined to his experience as a member of the Pittsburgh association and he brought the message that the Pittsburgh organization has accomplished more than any other body of its kind in America.

The most important results the Pittsburgh association has accomplished include 6 per cent. interest on deferred payments, elimination of the approval system, clean advertising, and the elimination of outfit advertising without having each article or articles separately priced, a clearing house for the reporting of dead-beats, movers, etc., and the distributing to dealers of uniform leases free of charge.

A vote of thanks was also tendered Mr. Friedl for his talk and for the information in printed form which he placed at the disposal of the association.

The membership committee, of which Max Landay is chairman, reported a total of fifty new members obtained in the recent campaign which was made for that purpose, and the association

gave Mr. Landay, the committee and R. F. Bolton, of the Columbia Co., who also did some fine work for the committee, a vote of thanks

At a meeting of the president and the executive committee which will be held in the near future, chairmen and members of all permanent committees will be appointed for the year.

At the suggestion of Chairman Hunt of the

SOME LIVE DEALERS IN LONG ISLAND

Aggressive Group of Victor Representatives Located in Brooklyn and Suburban Sections—New Retail Establishments Opened

The talking machine dealers in Brooklyn and Long Island handling the Victor line constitute an aggressive body of up-to-date merchandising folks who are always on the lookout



Mrs. M. B. Kaplan



George Folz

for new ideas and systems which can add to the efficiency of their establishments and increase their clientele.

That they are ardent devotees of the automobile and cannot resist the call of the "open" is evidenced by the fact that many dealers are the owners of "cars." Among these are George



One of the "Hanssens"



Morris Greenglick

Millard with his Ford; Dan W. Moor, of the Ranah Co., with a Dodge Bros. limousine; D. Antonio with an Overland; F. Becht has an Hupmobile; Roemmele Bros. a Buick; S. Kjeldsen a Hupmobile, and Mr. Herodd, of C. A. Hanssen & Bro., a Buick.

B. Guy Warner is one of the most successful Victor dealers in Brooklyn, and has been obliged to enlarge his store at frequent intervals in order to accommodate his fast-growing trade. A portion of his success may be attributed to

executive committee a motion was adopted for as many members of the organization as possible to make a trip shortly to the Victor Talking Machine Co.'s factory at Camden, N. J., on the second Wednesday in June. Twelve members present signified their intention of going and notices of the proposed trip will be sent to the entire membership.

his efficient organization, one member of which, Morris Greenglick, is shown herewith.

Mrs. M. B. Kaplan, Jamaica, L. I., is a fine type of progressive, hustling Victor representative, who is particularly keen on timely, effective publicity. Her Victor store is attractively and comfortably furnished, and Red Seal records seldom stay in stock very long at these warehouses.

C. A. Hanssen and his brother have leased a store directly opposite their establishment at 4711-15 Fifth avenue, Brooklyn, where they will locate their picture framing business, kodaks, stationery, etc. The store at 4711 Fifth avenue will be an exclusive Victor establishment in the future, and with its new furnishings will be most attractive.

George Folz is a live Flatbush dealer, whose geniality has made him a popular member of the retail trade in his section. The accompanying photograph caught him in "particularly good humor."

SUGGESTED NEW WAR TAX PLAN

In connection with the discussions regarding the proposed War Revenue Bill, now before the Senate, the Victor Talking Machine Co., through H. C. Brown, assistant to the general manager, outlined a plan which eliminates the proposed 5 per cent. tax on so-called luxuries, substituting therefor a general tax of 1 per cent. on all manufactured products. This plan would not only relieve many industries from a heavy tax, but would place the burden of taxation on every manufacturer alike, and at the same time more money would be collected in the aggregate than under the plan as now contained in the proposed bill.

PHONOGRAPH SHOP TAKEN OVER

CHICAGO, ILL., June 5.—The State Street Phonograph Shop, corner of State and Monroe streets, this city, which was formerly managed by H. K. and A. D. O'Neill, has been taken over by A. Davis, of the Davis Phonograph Co., who will continue to operate it handling the full Columbia lines. This shop has been noted for its high rental of \$25,000 yearly.

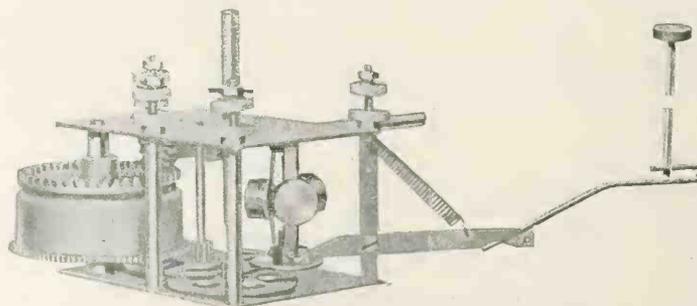
INCORPORATED

A certificate of incorporation has been issued to August Jahn Co., Inc., for the purpose of making talking machines. The concern is capitalized at \$10,000, the incorporators being August Jahn, William E. O'Grady and Vincent J. Cagliostro.

Are You Building A Popular-Priced Phonograph ?

THE MAGNATE MOTOR is just what you want and will give perfect satisfaction

The MAGNATE is a single spring and plays two 10" records. It is simplicity and perfection combined.



Not a surplus piece of metal about it.

Every part has its definite function to perform.

Thus, the manufacturing cost has been kept exceedingly low.

Price in quantities, \$2.00 complete with 10-inch table. Samples \$2.25, sent on receipt of check.

PHONOGRAPH PARTS CO.

Immediate deliveries subject to prior orders

7 West 22nd Street, New York

MANAGER WANTED

For Retail Small Goods Department

Large Music House in important Pacific Coast City desires a high grade man to take charge of long established retail Small Goods Department. No investment, required. Send full particulars, references and photograph to Box 2, Talking Machine World, 373 Fourth Avenue, New York. Correspondence confidential.

PITTSBURGH ASSOCIATION MEETS

PITTSBURGH, PA., June 11.—A special meeting of the Talking Machine Dealers' Association was held on Tuesday evening at the Standard Talking Machine Co.'s Building, which was attended by sixty-six members out of a total of seventy-nine, representing sixty-three firms. The recently proposed taxation of talking machines in connection with the War Revenue Bill was the subject of lengthy discussion.

A resolution was adopted congratulating Jacob Schoenberger, of the firm of Lechner & Schoenberger, and treasurer of the association, upon his sixty-fourth birthday anniversary.

Plans were laid for opening an energetic year's business when the organization again convenes in September.

The business session was followed by an elaborate dinner, served in the Standard Building, and the balance of the evening was given over to a unique and delightful program of entertainment.

NEW QUARTERS FOR MIEKLE

Henry Mickle, well-known local talking machine dealer, at present located at 1680 Second avenue, New York, has leased new quarters at Eighty-sixth street and Second avenue, for a period of ten years, and will fit the premises up in elaborate fashion. Mr. Mickle, who handles the Victor exclusively, plans for the new store a concert hall seating seventy-five people, as well as twenty five sound-proof demonstrating booths.

TO HANDLE DOMESTIC IN MILWAUKEE

Arrangements have been concluded by the Domestic Talking Machine Corp., whereby the Hoeffler Piano Mfg. Co. have been appointed distributors for the new Domestic line in Milwaukee, Wis. Mr. Hoeffler, president of the company, is enthusiastic over the possibilities throughout the Northwest with the new Domestic line, and has already started an active trade campaign.

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 5th Avenue, New York

APPROVES FEDERAL INCORPORATION

Committee of Interstate and Federal Incorporation of the National Association of Manufacturers, Says the Act Is a National Necessity—Urges Creation of Plan by Congress

According to a report submitted by J. G. Battelle as chairman of the Committee of Interstate Commerce and Federal Incorporation, at last Tuesday's meeting of the National Association of Manufacturers, a Federal incorporation act is no longer debatable but is a national necessity. The report, which is of wide interest, continues:

"No valid argument can be urged against its adoption. It will not divest the States of their inherent and undelegated powers. Such an act should provide for safeguards against faulty and watery capitalization; should protect the rights of minority stockholders; should be broad, yet not loose, in corporate management; should, in short, be a safe and legitimate means for the conduct, in corporate, Federal form, of our vast interstate trade and commerce.

"In conclusion, we urge the adoption by our convention of an appropriate resolution favoring the creation by Congress of a wise, beneficent and equitable plan for Federal incorporation.

"It seems clear that the steady and unflinching extension of the power of Congress on interstate commerce must have a logical end. The restrictions placed not only upon public carriers, but also on the conduct of our vast industrial units, whose business is practically wholly interstate commerce, presents grave questions of national importance. If it means anything, it means the further ascendancy of our Federal Government over State control. It means greater and more effective centralization, under Federal auspices, of our commerce, transportation and industry. It means that we have outgrown the limitation of State control, and that from the very inherent nature of our commerce and industry and national resources, nationalism is supreme."

TODD BUYS BROWN CO. STORE

H. C. Brown, Jr., Disposes of Retail Establishment in Philadelphia, Due to Enlistment

PHILADELPHIA, PA., June 11.—H. C. Brown, Jr., son of the assistant general manager of the Victor Talking Machine Co., and proprietor of the Brown Talking Machine Co., in this city, with headquarters at 228 Market street, recently disposed of his retail store to B. B. Todd, proprietor of a music store at 1306 Arch street. Mr. Brown recently enlisted for active service during the war and for this reason sold his establishment here. Mr. Todd will conduct the former Brown store as a branch of his Arch street headquarters, and in addition to featuring the Victor Victrola, will also put in a line of pianos and players.

Mr. Brown is due to leave for the front on June 30 to serve in the American ambulance corps in France.

GROWTH IN LATIN-AMERICAN TRADE

Figures Indicate That Total for the Year Will Exceed \$1,500,000,000

The trade of the United States with Latin America for the fiscal year ending June 30 next will be almost three times as great as that of the fiscal year immediately preceding the war, the foreign trade department of the National City Bank said this week.

Trade between the United States and its Latin-American neighbors will aggregate about \$1,500,000,000 in the latest fiscal year, it is believed. For the nine months ending with March, 1917, the imports into the United States from all Latin America amounted to \$650,000,000, and the exports thereto \$420,000,000, or a total of \$1,070,000,000 for the nine-month period, suggesting that the total for the full fiscal year will approximate \$1,500,000,000.

For the nine months ending with March, 1914, the total imports and exports combined were but \$554,000,000.

Record Cleaners

Automatic Stops

MOTORS

Our Experience
Guarantees a
Perfect Product

Write today for details

Kirkman Engineering Corporation

237 Lafayette Street, New York

Successors to the Standard Gramophone Appliance Co.

RESULTS OF AGGRESSIVENESS AND TECHNICAL KNOWLEDGE

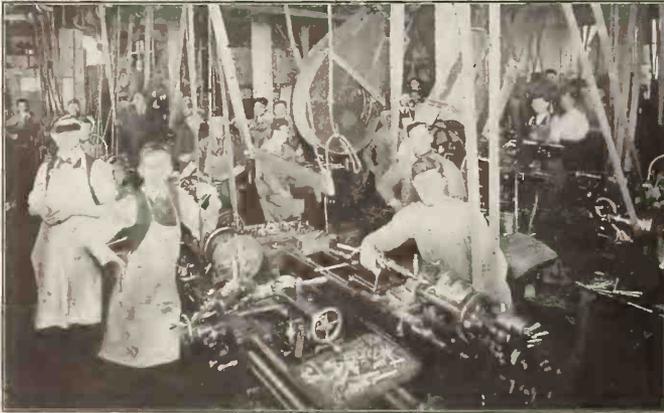
In the Designing and Marketing of Talking Machine Motors Shown in the Experience of Leonard Markels—The Various Departments of the Markels Plant

An example of the success that can be achieved in the talking machine industry through aggressiveness and a thorough technical knowl-

edge is afforded in the progress made by Leonard Markels, motor, tone arm and sound box manufacturer, during the past few years. An expert mechanic, and thoroughly conversant with the requirements of the talking machine manufacturers, Mr. Markels has built up a coun-

machinery. For several years prior to that time he had been associated with a number of prominent manufacturing concerns where he had won considerable renown as the inventor of labor saving devices and practical machinery. In equipping his own plant he utilized this knowledge to excellent advantage, and was successful from the very start.

Additional space was secured as rapidly as it was needed, and to-day the factory occupies



One of the Machine Rooms



Section of the Shipping Department

try wide demand for his products during the past two years. Some four and a half years ago Mr. Markels leased space in the building at 165 William street, New York, for the manufacture of special

laboratory, for he is busily engaged on the perfection of a number of important products for the talking machine industry. A few weeks ago there was placed on the market the Markels "Butterfly" motor, which from present indications will be successful far beyond all expectations. This motor is manufactured in two styles to meet the requirements of talking machine manufacturers, and as its name implies is noteworthy for its noiselessness. Important improvements will also be made in the other standard motors in the line, and the M2 motor will be manufactured with a cast iron frame. A new nickel plating department has just been installed at the plant, and under Mr. Markels' personal supervision efficiency of production has been developed to its highest degree.

two complete floors at the above address, and is badly handicapped for lack of space. Mr. Markels is now searching for a new plant which will give him sufficient space for his rapidly growing business. He plans to occupy an entire building, which will include an experimental



A Corner of One of the Motor Assembling Departments



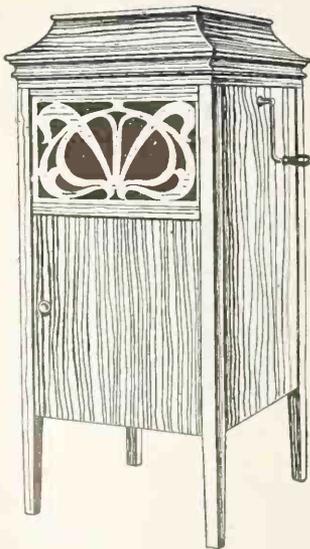
A View of the Sound Box Department

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Koch-O-Phone

No. 23 Wholesale \$23

No. 23. A cabinet of surpassing design and finish, with large space for filing Phonograph Records. Equipped with a 12-inch turn table. Powerful double spring motor with specially designed worm driven silent gears. Universal tone arm and sound box that will play any Disc Record made, also contains necessary needle cups.

This remarkable achievement brings to your home the combined talent of the entire world. Whatever your favorite selection, no matter of what repertoire, it can be reproduced with astonishing richness of tone on this remarkable instrument.

Mahogany finish, highly polished and with highly polished nickel trimming.

Sells at Sight

THE LIVE DEALERS' OPPORTUNITY.
Write for Catalog and Agencies. Ask for samples and prices of Universal Tone Arms and Sound Boxes.

296 Broadway

ANDS KOCH

NEW YORK

STRONG PATRIOTIC POSTER

Victor Co. Issues Most Attractive Poster for Use of Dealers in Featuring "The Star Spangled Banner" Record by McCormack

A timely and most artistic and effective poster has just been issued by the Victor Talking Machine Co. for the use of its dealers in featuring John McCormack's rendition of "The Star Spangled Banner," which has proven one of the musical sensations during the present crisis. The poster in several colors shows a modern battleship in action on the open sea, with the figures of a pair of soldiers in khaki in the foreground. Through the smoke of the funnels and guns of the battleship in the clouds comes a vision of the "Spirit of '76." The direct patriotic appeal of the poster is as great as its advertising value, and is an art production well worth framing.

WHAT DEALERS SHOULD DO

In Face of Present Political Conditions Pointed Out by E. N. Upshaw, Secretary of the Elyea-Austell Co., of Atlanta, in Timely Chat

An interesting letter has been received recently from E. N. Upshaw, secretary of the Elyea-Austell Co., Victor jobbers, of Atlanta, Ga. Mr. Upshaw offers some pertinent comment relative to what should be the talking machine dealer's attitude in the face of present conditions. He says in part as follows:

"Relative to what we think the dealers should do to continue the present state of prosperity existing in the talking machine trade, will say that we believe there is only one answer to this, and that is, that the dealers should go ahead as usual.

"Now we have always believed in making haste slowly. Throughout our entire business we are conservative plungers. But once we put our hand to the plow we never look back at the furrow. At no time have we been able to look into the future and tell what it held for us, and in that respect the present time is no exception. Simply because we do not know what the future holds for us at this particular period is no reason why the Victor jobbers or Victor dealers should change their policy of doing business.

"Right now it looks to us as though the most immediate opportunity existed in the sale of patriotic records, but as the year rolls around other opportunities will present themselves, so we can only repeat that the dealer needs to keep his face to the front and go right ahead with the same aggressive policy as heretofore to come out on top.

"We believe that in the South Atlantic States business in all lines will increase 25 per cent. in the next twelve months, and especially with the very firm hold which the talking machine dealers have upon the purchasing public they will be able to get their full share of this increased business if they will only go after it in the same hearty manner that they have gone after business heretofore.

The Plattsburg Diamond Disc Studio, incorporated for the purpose of dealing in Edison Diamond Disc phonographs, has been formed by Wm. P. Walker, Alice E. Sherman and John C. Stoughton, with a capitalization of \$3,000.

The Phonograph Shop, Inc., of Dallas, Tex., has been incorporated with a capitalization of \$20,000 by A. H. Curry, E. W. Curry and G. H. Mansfield.

OUR "BIT"

To Serve Victor Dealers
in a way which will
add to their profits,
prestige and success.

G. T. WILLIAMS CO.'S
VICTOR
SERVICE

Is at Your Disposal.

G. T. WILLIAMS CO., Inc.

VICTOR WHOLESALE EXCLUSIVELY

217 DUFFIELD STREET

BROOKLYN, N. Y.

WHY SALES SHOULD BE DEVELOPED

Columbia Graphophone Co. Sends Suggestions
Along This Line to Dealers

The educational department of the Columbia Graphophone Co., New York, recently sent out a letter to Columbia dealers suggesting that they can develop many sales of Grafonolas by proper demonstration and exhibition in the schools. One Columbia dealer recently wrote

the educational department of the company as follows:

"We have gotten a number of sales through exhibiting the Grafonola in the schools, by people coming into our store and saying: 'Yes, my boy or girl heard one of your machines in their school.' We are frank in our statement that we have sold at least ten machines that we can trace back to the demonstration given in the school."

HEINEMAN MOTORS IN MUSIC SHOW

Great Majority of Talking Machines Exhibited
at Coliseum Equipped With Heineman Motors

CHICAGO, ILL., June 5.—There were exhibited at the National Music Show in the Coliseum, which was held recently in Chicago, thirty-two different makes of phonographs. Out of these thirty-two lines, twenty-five were equipped with the Heineman motor, giving this motor a batting average of .777.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., who was in charge of the company's extensive exhibit at the show, has been congratulated on all hands upon the splendid showing achieved by the "Motor of Quality," and his exhibit attracted the attention of all visitors to the show. The recent amalgamation of the Heineman and Meisselbach interests, which joined the two largest motor manufacturers in this country, was one of the important topics of discussion in the local talking machine trade.

NOW IN THE NAVAL SERVICE

Fred H. Walter, manager of the Standard Sales Co., talking machine dealers in New York, and formerly connected with other manufacturers and retailers, including the Domestic Talking Machine Corp., has enlisted in the U. S. naval reserve, and is now in active service for his country.

Room 419



New York City

136 Liberty St.



Phone, 8540 Rector

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry.

It Contains

instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States.

“Review the Music Trade With Us”

Send your \$2 now for a full year's subscription to

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

INCREASED CABINET DEMAND

Growing Sales of Records Make Auxiliary Record Cabinets a Necessity

CHICAGO, ILL., June 9.—Sales of supplementary talking machine cabinets are reported by John H. Mortensen, president of the Salter Mfg. Co., to be well distributed throughout almost all grades.

"We have found the calls for auxiliary record cabinets to be well distributed," said he, "with



Salter, Style 100

calls about equal all along the line. One style that we have been selling a great many of lately is of model 100, a highly finished filing rack that matches the \$100 Edison machine, and which is easily adapted to it by means of four screws. It is equipped with felt-lined compartments, and holds fifty Edison records. The fact that it is furnished in all finishes and so easily attached has made it very popular. Our other adaptable filing device for use with Edison model No. 150 is similarly popular. This device is set right within the regular cabinet of the machine and is quickly attached."

NEW STORE IN KANSAS CITY

KANSAS CITY, Mo., June 7.—The New Brunswick Shop of Kansas City, Mo., was formally opened on May 14 at 923 Walnut street.

The proprietors, Geo. C. Anderson, W. C. Chesnut and C. P. Young, feel fully repaid for their efforts to combine the last word in decorative art with maximum utility.

The reception room is a marvel of modern Chinese decoration. Stenciled panels in brown and peacock blue, pointed with red, accentuate the brown, sponge-stippled walls.

The cabinet work is in ivory, pointed in red, with stenciled frieze in black.

An unusually artistic effect is produced by peacock blue hangings with embroidered Pathé roosters in scarlet. The marble floors are carpeted in deep blue harmonizing with the reed furniture.

A certain clergyman was much grieved to find his "special services for men only" were so badly attended. He expressed his regret to the verger one evening when, as usual, they were the only two at the meeting. "I really think they ought to come," he said, sadly. "That's jest what I've zed to 'em over an' over again," said the verger, consolingly. "I sez to 'em, 'Look at me,' I sez; 'look at me. I goes to all them services,' I sez; 'an wot 'arm does they do me.'"

The Lyon Talking Machine Co., of Memphis, Tenn., was recently incorporated with a capitalization of \$200,000 for the purpose of manufacturing talking machines and records.

ENEMY TRADING ACT IN CONGRESS

Modeled After British Law, Would Make Available Many German Patents

WASHINGTON, D. C., June 4.—The Administration's trading with the enemy bill has been introduced in the House by Representative Adairson, chairman of the Interstate and Foreign Commerce Committee. It is modeled somewhat after the British act, and would forbid and penalize trading by Americans with enemies, directly or indirectly.

The measure also would authorize utilization of patents held by alien enemies, and provide for the care and disposition of enemy property until the war is over.

Violation would be punishable by a fine of not more than \$10,000, or imprisonment for not more than ten years, or both. The section would make it unlawful for any person in the United States, except under a license from the Secretary of Commerce, to trade or attempt to trade or to have any business or commercial intercourse whatever, directly or indirectly, with a citizen of any enemy country or the ally of an enemy.

Furthermore it would forbid the transportation or attempt to transport out of or into the United States of an enemy, or an ally to an enemy, or the transmission or attempt to transmit out of the country any document intended for an enemy or ally of an enemy.

The bill proposes the appointment of an alien property custodian, whose duty it would be to take over and administer the property of aliens prevented from handling their own affairs.

The section relating to patents would authorize the Federal Trade Commission to grant American citizens or corporations a license to use patents held by an enemy, the licensee to pay over to the alien property custodian 5 per cent. of the value of such use. This section is designed to make available to manufacturers many German inventions and discoveries, including invaluable medicinal preparations.

TO OPEN STORE IN BOSTON

BOSTON, Mass., June 13.—William T. Miller, who recently withdrew from the Henry F. Miller Piano Co., and his son, Stanwood Miller, will soon establish themselves in Boylston street, near Exeter street, where they will engage in the phonograph business. They have taken the *Classique* made by a Chicago house, and will have the general distributing rights for New England for this new machine.

FINCH & HAHN'S FINE QUARTERS

Now Have Number of Handsomely Furnished Booths for Accommodation of Trade

SCHENECTADY, N. Y., June 8.—Finch & Hahn, the successful talking machine dealers of this city and Troy, are now settled in their remodeled quarters at 405 State street. Elaborate facilities have been prepared for taking care of the Victrola and record business. The company has installed several sound-proof demon-



One of the Finch & Hahn Parlors

stration rooms, handsomely furnished with wicker chairs and elaborate floor lamps, and with an up-to-date indirect lighting system. The various rooms are decorated with large portraits of prominent Victor artists and otherwise made homelike.

The accompanying photograph shows one of the rooms, and affords an excellent idea of the general arrangement.

PURCHASE THE REICHARD STORE

Charles H. Mitchell, of Poughkeepsie, N. Y., and William C. McDonough, of Albany, N. Y., have purchased the Reichard store on Fair street, Kingston, N. Y., and will conduct it as headquarters for Columbia Grafonolas, under the name of the Columbia Shop.

Increased Summer Sales for You

Mr. Victor Dealer—
Order These Fans To-day

It will put life into your business during the Summer months. Your advertisement will be printed as you desire on the face of them and a list of ten selected records, your selection, on the reverse side.

Fans will be supplied in two designs and assorted colors.

Write for free sample—must be seen to be appreciated

STEEL NEEDLES

For immediate delivery—Half-tone, Loud and Extra Loud Brilliantone Steel Needles (55 cents per thousand), also Victor Fibre and Tungs-tone Stylus.

I. DAVEGA, Jr., Inc.

VICTOR DISTRIBUTORS

Victor Records in all Languages

125 West 125th Street

NEW YORK

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

SALESMAN WANTED—High class salesman—exclusive Eastern territory for medium priced line phonographs manufactured completely in our own factory. Attractive commission proposition or salary and commission. References required. Address "Box 433," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—First-class salesmen visiting talking machine dealer to handle a standard line of talking machine accessories which are well known to the trade. Excellent opportunity for right men. Address "Box 434," care The Talking Machine World, 373 Fourth Ave., New York.

AN ILLINOIS furniture factory would like to get in touch with responsible firm in need of cabinets. Address "J. L.," care The Talking Machine World, 373 Fourth Ave., New York.

WILL BUY any quantity of phonographs, records, cabinets, motors, tone arms, springs and other parts of manufacturers and dealers. Fulton Talking Machine Co., 640 Broadway, New York.

LARGE quantity double disc records. Will sell part or all. Address "Box 432," care The Talking Machine World, 373 Fourth Ave., New York.

MAN, middle-aged, with 15 years' experience in talking machine construction; have patented many new features covering every part of the talking machine. Would like to become associated with honorable concern desiring to build the best without exception. Am prepared to demonstrate the truthfulness of this statement to any honorable concern truly interested in a proposition of this kind. This is absolutely new and no freak. Address "Box 435," care The Talking Machine World, 373 Fourth Ave., New York.

WANT to represent as sole agent manufacturer of motors, tone arms, and accessories. Wholesale only. Fulton Talking Machine Co., 640 Broadway, New York.

POSITION WANTED—By young man, 32 years of age, as foreman or all-around repair man; experienced in all kinds of talking machines, as I have had full charge of motor and assembling department and in sound boxes and tone arms. Address "Box 436," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—By an experienced Victrola and Edison salesman. Also expert repairman. Ohio preferred. Address "Box 437," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—As salesman and manager. Edison disc line. Hold similar position now. Edison laboratory experience. References. Address "Box 438," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—As foreman of electroplating department with reliable recording concern. A-1 references, good systematizer. Care producer results. Practical mechanic, not a dreamer. Address "Box 439," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced phonograph man, as manufacturing supervisor, or charge of the retail sales department, would consider offer on short notice. Prefer Middle West. Address "M. S.," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN with unusual knowledge of the Victor business wishes to connect permanently with California company of unquestionable reputation either as Victor department manager or as outside salesman. Have auto and can furnish best of references. Address "Box 440," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Phonograph cabinet draughtsman and specification writer, high-grade practical man, thoroughly familiar with woodworking machinery and shop methods, veneers, foreign and domestic woods and finishes. Good executive, highest reference. Address "Box 441," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Foreman mechanic nine years experience, all makes motor manufacturing and repairing. Have been with some of the leading concerns. Best references. Address "J. A. 2," care The Talking Machine World, 209 South State St., Chicago, Ill.

SITUATION WANTED—Experienced phonograph cabinet superintendent wishes to make a change. Thoroughly familiar with up-to-date methods for manufacturing. Good executive and knows how to get results. Also, first class designer. Highest reference. Address "Hustler," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Awaiting the opportunity to make good, collegian (23) unable to continue studies desires connection with concern where ability and perseverance will lead to advancement. Address "Box 430," care The Talking Machine World, 373 Fourth Ave., New York.

LIVE TALKING MACHINE SALESMAN—Man with thorough practical experience and ability, good education, capable to manage with results, familiar with bookkeeping and up-to-date, progressive systems, unquestionable references, wants work inside or outside. Address "Result Getter," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced Victor salesman, twelve years, repairing, selling, advertising, complete knowledge—best selling records—looking for position in Wisconsin. Best of references. Address "Record 87108," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED as representative for State of Michigan. Popular priced universal machine preferred. Salary and commission. Address "Box 431," 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—Phonograph repair man, five years' experience, wishes position for inside and outside. Salary \$18 per week. Henry Freedman, 1354 Fifty-seventh St., Brooklyn, 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.

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.

MR. 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 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.

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.

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," 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., N. Y.

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., N. Y.

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.

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. A1 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.

A Needle Pointer That Points the Way to Big Profits

The "Sharp Point" Phonograph Needle Pointer has solved the needle problem. With it a needle can be sharpened in two seconds—less time than it takes to change it. It prevents rust and damage to records by dull points.

The portable holder contains a composition which sharpens the needle point by jabbing it over the needle two or three times.

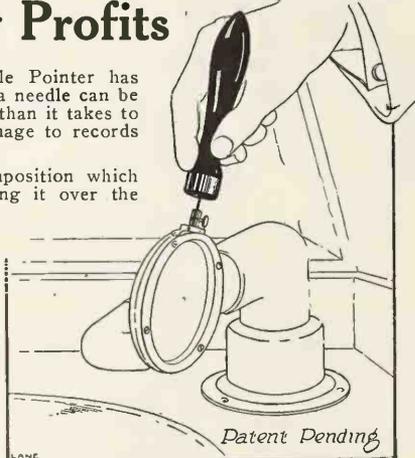
Leading music houses have found by actual test that a single package of 100 needles, which ordinarily require changing each time, can be played five thousand times by using "Sharp Point."

They'll sell like wildfire.

Retails for 50 Cents
With Big Margin of Profit to Jobbers and Dealers

FREE SAMPLE TO JOBBERS ON REQUEST

HEINEMANN SELLING AGENCY
501-2 Foster Bldg. Denver, Colo.



PLAN TRAIN FOR EDISON DEALERS

Big Delegation From Chicago Expected to Attend Convention in New York Next Month

CHICAGO, ILL., June 11.—Edison dealers of Chicago and vicinity will leave in a special car to attend the third annual convention of Edison dealers at the Waldorf-Astoria in New York City. The special car will leave over the Michigan Central at 5.40 p. m. July 10. On the 11th the party will visit Niagara Falls, and arrive in New York on the morning of the 12th. Plans are now being prepared to unite the several special cars coming from the West, Northwest and Southwest into one single train at Chicago.

THE TOWN OF NO-GOOD

My friends have you heard of the town of No-Good
On the banks of the River Slow,
Where the Some-Time-or-Other scents the air,
And the soft Go-Easies go?

It lies in the valley of What's-the-Use,
In the province of Let-Her-Slide;
It's the home of the Reckless-I-Don't-Care,
Where the Give-It-Up's abide.

The town is as old as the human race,
And it grows with the flight of years;
It is wrapped in the fog of the idlers' dreams,
And its streets are paved with discarded schemes,
And are sprinkled with useless tears.

EDISON FORCES TO RAISE \$300,000 FOR LIBERTY LOAN

Starting of Campaign to Secure Subscriptions to War Loan Marked by Big Patriotic Parade, and Unveiling of Liberty Torch—Edison Tells Employees What It Is Worth to Be an American

Unusual attention has been drawn to the Liberty Loan Campaign now closing in Orange, N. J., to raise \$300,000 through the workmen and clerks of the Thomas A. Edison Affiliated Interests, in which the lighting of a liberty torch on top of the Edison plant was a feature.

William G. McAdoo, Secretary of the Treasury, who gave the signal that was flashed to light the liberty torch, atop

one of the Edison buildings, on June 1, recognized Mr. Edison's great work in a telegram sent the day following the opening of the campaign, which read:

"The President has sent me your telegram announcing that two hundred of your clerks and workmen organized by a German-American subscribed \$30,000 to the Liberty Loan and pledged themselves to raise a total of \$300,000 among their fellow workmen in the Edison laboratories. Will you not be good enough to express to your clerks and workmen my deep appreciation of this genuine service of patriotism they are rendering to their country. Please accept for yourself my warm thanks for your

June 1 was marked by a large assemblage of the workmen, who, with heads uncovered, watched the unveiling at a signal given by Charles Edison, son of the inventor. A parade preceded the ceremonies in which more than 5,000 men and girls were in line, headed by the Edison Employees' Band of forty-two pieces. That night at a signal given by Secretary of Treasury McAdoo the huge torch was lighted announcing that \$120,000 already had been raised.

The opening of the campaign a week previous will go down in West Orange as one of the most intensely interesting public affairs in northern New Jersey. Assembled on the fifth floor of the Storage Battery Building were the two hundred or more men chosen as captains to put over the Edison Liberty Loan subscription in record time. Seated at a long plain pine table were Thomas A. Edison, Charles Edison, William Maxwell, Nelson C. Durand and other officials of the Edison Affiliated Interests.

Little formality was observed in opening the campaign. The Edison Band played a number of patriotic tunes. Mr. Edison then spoke:

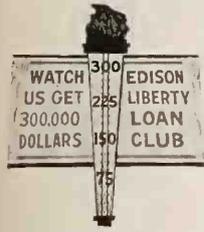
"How much is it worth to you to be an American citizen? How much are you willing to pay for the privilege of living under the Stars and Stripes?" he asked. "The fathers of some of you fought to save the Union; the great-

way possible. I am already doing what I can in a certain direction. It is not something I can talk about, but I am trying to do my 'bit' for Uncle Sam."

William Maxwell, the vice-president of Thomas A. Edison, Inc., and manager of the musical phonograph division, in replying referred to the splendid example Mr. Edison is setting to the youth of the land:

"I notice," said Mr. Maxwell, impressively, "that Mr. Edison says he is trying to do his 'bit,' but that is something he can't talk about. However, I am going to say a few words about it. Last February Mr. Edison's physician, family and associates persuaded him to take a much needed rest in Florida. The railway and Pullman tickets had been bought and paid for. I was talking with Mr. Edison a few days before the date set for his departure. He was very tired and admitted that he needed a rest. It was the first time I had ever heard him make such an admission. He was looking forward to his vacation with obvious enthusiasm. The very next day word came from Washington that a crisis was impending. In spite of the protests of his friends, Mr. Edison resolutely said, 'The Florida trip is off; I can't go.' Since then he has been working literally night and day for the government. He is sparing no expense.

"Mr. Edison is seventy years old. This morning he worked until 4 o'clock and was on the job again at 9. Week after week he has been working eighteen hours a day for his country.



Liberty Loan Parade at Edison Plant



Vice-President Maxwell Leading the Cheering

patriotic co-operation in this great piece of national and international financing, the success of which is vital to our country. I should be most happy to have the workmen in the factories everywhere make active campaigns among themselves for subscriptions to the Liberty Loan Bonds. I shall immediately consider what practical means may be employed to carry out the suggestion."

A human touch which no other personality could give was given to the campaign when Edison entered it. It was not the amount raised, it was the way Edison intended raising it that appealed to the big men behind Mr. McAdoo. Here was a man in his seventieth year, fired with the enthusiasm of youth mellowed by age, whose patriotism was shown in long hours of work each day devoted to the service of his country. The \$300,000 subscription was not coming from Edison, who gave his workmen an opportunity to subscribe, but was coming direct from the men who worked in the shops and who voluntarily assumed as many \$50 bonds as they could pay for in weekly payments.

The unveiling of the Liberty Loan torch on

grandfathers of a few of you fought to make this a free nation. Some of you came to America in order that your children and your children's children might have a fair chance in the battle of life. They are saying in Germany that the hearts of the American people are not in this war. Traitors to this country are secretly working to that end. Most of you here to-night are ineligible to military service, but it is within your power to help refute the slander that has been put on American patriotism. I do not believe that we have become a decadent race in the last fifty years. I believe we are ready to make every sacrifice we are called upon to make.

"More than five hundred thousand of our young men will soon be risking their lives beneath the Stars and Stripes on the battlefields of Europe. They will offer the greatest sacrifice which a man can offer to his country. What sacrifice are you willing to make? Will you pay what it is worth to you to be an American citizen? The first volley fired by the United States in this war will be a volley of silver bullets. Will you help mould these bullets? Your country asks but one thing of you now. She offers you the best security in the world and asks you to lend her what you can afford. If you can afford only a dollar a week, your country will still be grateful to you.

"You have met here to-night virtually to arrange a loan to your government. Meetings of this sort have a deeper significance than similar meetings of bankers. The fact that you have gathered here to-night to devise ways and means of raising money for the government among your fellow employes shows that your hearts are in the war and that you will at all times be ready to do your duty, no matter what that duty may be. I will co-operate with you in every

"Mr. Edison will join the rest of us in subscribing to the Liberty Loan. He has spent and will continue to spend large sums of money in the research work he is doing for the government. He will pay a large amount in taxes to the government. I might say at this point that whereas many other manufacturers have sent representatives to Washington to oppose various forms of war-time taxation which they believe to be unjust, and which probably were unjust, Mr. Edison has refused to permit any of his industries to offer one word of protest to any form of taxation which the government has proposed. That is what Mr. Edison has done and will do in a financial way; but all of that fades into relative insignificance when you think of his nightly vigils day after day, week after week and month after month, in which he taxes his brain and body to the very limit of his endurance in the service of his country. That's what Mr. Edison thinks it is worth to be an American." Evidently the Edison people have the right spirit—the spirit of achievement, that never fails to win out.

M. C. PERKINS BECOMES MANAGER

M. C. Perkins, connected with the sales division of the Columbia Graphophone Co. for a number of years, has been appointed manager of the company's wholesale division at Springfield, Mass. Mr. Perkins is thoroughly familiar with the requirements of Columbia dealers, and his past experience will enable him to render valuable co-operation to the retailers in his territory. For the past few years he has been chief clerk at the Columbia wholesale establishment at 83 Chambers street, New York, where he was very popular.

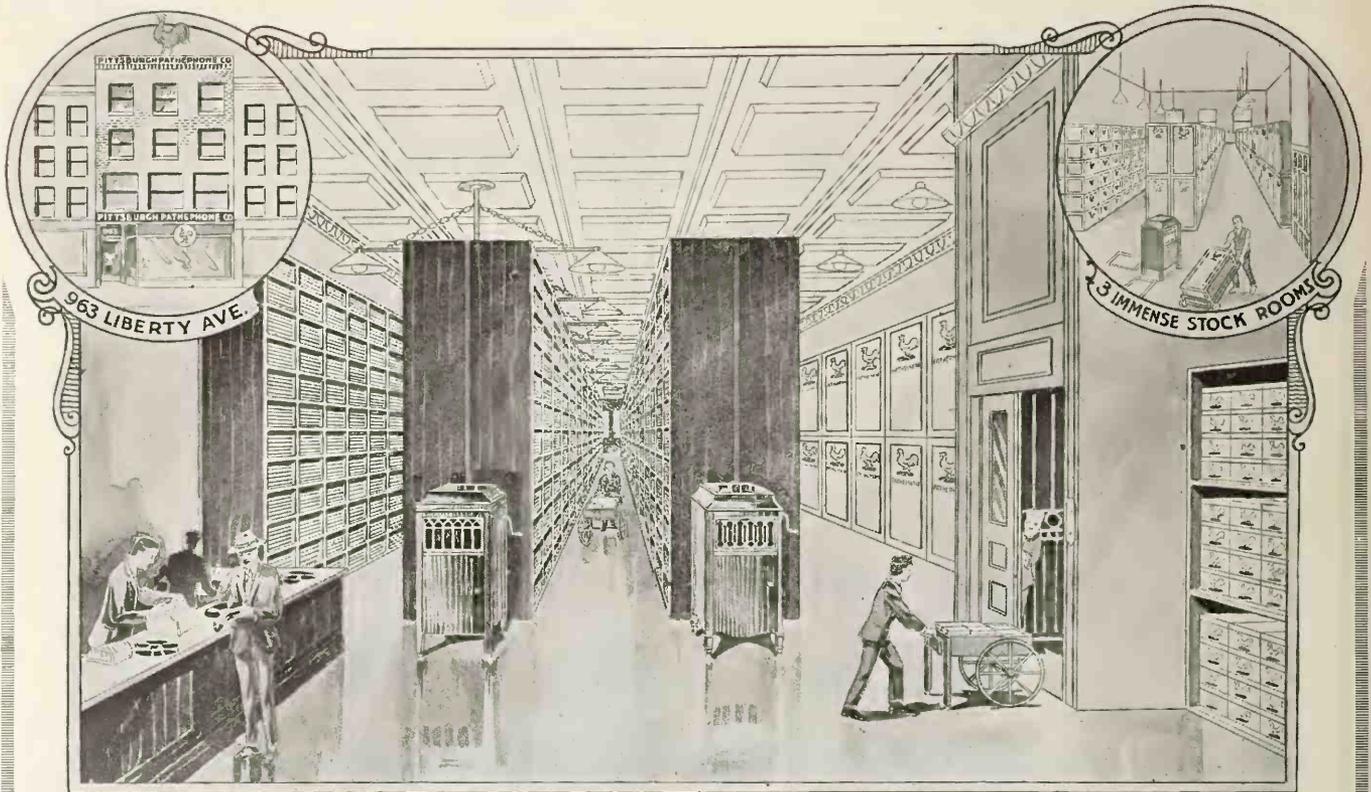
Special Sale on Main Springs

10" x 7/8" x 0.22, per 100, \$28.00
8 1/2" x 3/4" x 0.21, " " 18.00

The very best the American Steel and Wire Co. can turn out.

FAVORITE TALKING MACHINE ACCESSORY CO.

438 Broadway New York



In Our New Home—Ready For Real Pathe Service!

Pathe business has "come into its own" with a whirlwind rush! The phonograph with the MARVELOUS SAPPHIRE BALL and the Records THAT DO NOT WEAR OUT are "coming across" so BIG that the phonograph world is gasping with amazement!



Here's Our
Big New
4-Story

Exclusive Pathe Home to Keep Pace With the Mighty Pathe Growth.

Ready to give real service!
Twenty-five carloads of Pathephones already stocked and more on the road!
One solid floor of record-racks with a capacity of 250,000 records—and already nearly filled to take care of immediate business.
The greatest Pathé distributing facilities in the world.
Ready to give you service that's 100 per cent. on the job!
Every Pathé Record when you want it and as many of it as you want!
Every Pathé machine when you want it and in every finish!
Quick, sure, Johnny-on-the-spot service—the kind you have dreamed about but never had.



A Golden Tip!

Tie up with PATHE!
Tie up with PITTSBURGH PATHEPHONE CO. SERVICE!
Tie up with the machine and records that are quickly and surely getting an unshakable hold on the talking machine business of America!

PITTSBURGH PATHEPHONE CO.

963 Liberty Avenue

PITTSBURGH, PA.

BRUNSWICK PHONOGRAPHS ATTRACT ATTENTION AT SHOW

JAMESTOWN, N. Y., June 4.—At the recent Furniture Show, held in the Armory, this city, one of the most attractive exhibits was that of the

Brunswick-Balke-Collender Co., of 29 West Thirty-second street, New York. The complete line of Brunswick phonographs, including all the various models, was on exhibition, and many furniture dealers who attended the show arranged to handle the Brunswick line.

The exhibit was in charge of J. J. Brophy and L. J. Farrell, both of whom are well known to the trade. At the coming Furniture Show, to be held in New York on July 9, the full Brunswick line will also be exhibited. The photograph herewith shows the very artistic booth occupied by the Brunswick concern at the Furniture Show here.



Exhibit of Brunswick Phonographs at Furniture Show

OPEN HANDSOME QUARTERS

PROVIDENCE, R. I., June 8.—The Tilden-Thurber Co., of this city, one of the leading retail institutions in New England, has just opened new Victor and piano warerooms occupying the third floor of the Lapham Building. The company now has one of the finest talking machine departments in the East and is planning to start an aggressive campaign in behalf of the Victor products. Particular attention will be paid to the development of the high priced business and the company's clientele will undoubtedly welcome the dealers' innovations to be introduced.

RESULTS FROM WORLD ADVERTISING

Acknowledged by Formal Vote of the Mutual Talking Machine Co., Who Re-Elect Officers for Ensuing Year—Some New Specialties

The Mutual Talking Machine Co., New York manufacturers of tone arms and sound boxes, held its first annual stockholders' meeting on June 7 and re-elected the following officers: President, William Phillips; secretary, H. Segal; treasurer, M. Richmond. The business reports submitted for the past year were very satisfactory, and the stockholders were impressed with the fact that the company's products were being used by prominent manufacturers throughout the country.

Included in the reports was a resumé of the results received from the advertising campaign conducted in the columns of The Talking Machine World during the past six months. Mr. Phillips stated that The World had been an invaluable factor in developing the company's business, for in addition to receiving inquiries from its advertising in this publication from all parts of this country, letters had also been received from South America, Spain and Japan. A vote of appreciation was extended to The World for its assistance, and it was decided to materially increase the company's advertising in The Talking Machine World during the coming fall.

The Mutual Talking Machine Co. has placed on the market a new tone arm and sound box which is meeting with great success and arrangements have also been made to improve its entire line of tone arms and sound boxes.

BOOKING SOME LARGE ORDERS

"Our sales during the past few months have kept up very well," said Philip A. Ravis, vice-president of the New York Album & Card Co., New York. "We have been receiving large orders for our green stock envelopes and delivery envelopes, and have enlarged this department of our plant in order to handle this business. Nyacco album sales are showing a substantial increase over last year, and from all indications dealers are preparing for an active trade."

ORIOLA

The
PHONOGRAPH
of
Quality



Machine De Luxe

Beautiful Mahogany Cabinet, same finish inside as outside. 45 inches high, 21½ wide, 21½ deep. High-grade, double-spring, worm-gear motor, noiseless winding and running. Universal tone-arm, playing all records without an attachment.

This is another of our new types, ranging in price from \$25 to \$200 list. Write for catalog 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

100 LOUD PLAYING

Truetone
TRADE MARK
**DISC RECORD
NEEDLES**

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

"MAGNET" DECALCOMANIE NAMEPLATES



**FOR TALKING MACHINE
CABINETS ETC.**

Pamphlets with fac-simile illustrations and prices mailed on request.

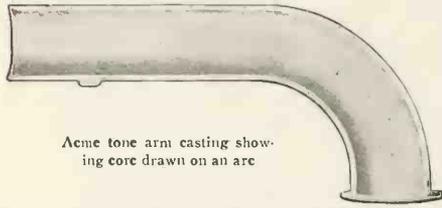
GEO. A. SMITH-SCHIFFLIN CO.
136 Liberty Street, New York City



IMPORTANCE OF DIE-CASTING IN THE "TALKER" TRADE

By E. N. DALLIN, President Acme Die-Casting Corp., Brooklyn

E. N. Dallin, president of the Acme Die-Casting Corp., in speaking to The World recently in regard to the die-casting situation at the present day, expressed himself as being



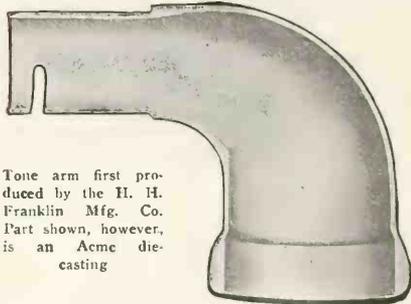
Acme tone arm casting showing core drawn on an arc

much pleased with conditions as he found them and predicted an equally bright future. Mr. Dallin spoke at length from long experience about the construction of die-castings for phonograph parts, meanwhile illustrating his various points from the actual castings he had on hand. He said in part:

"I believe that the service rendered the trade by the engineering department of the Acme Die-Casting Corp. is largely responsible for the wide use of die-castings in the industry to-day. Some years ago when brass tubing was



Sound box and elbow in one piece. Acme design

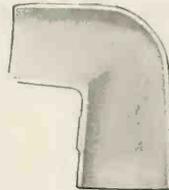


Tone arm first produced by the H. H. Franklin Mfg. Co. Part shown, however, is an Acme die-casting

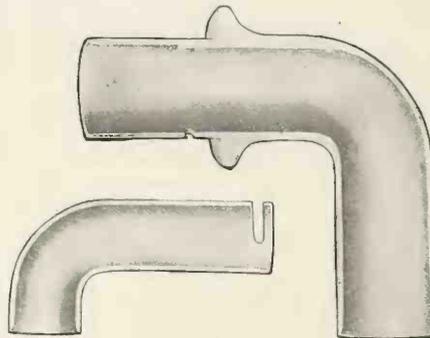
cheap and easily secured and when parts used by the trade were simple in design and more easily produced, die-castings were used principally for sound boxes and small parts. To

meet the abnormal conditions brought on by the war, our staff set out to solve the problem of reducing the high cost of machining brass parts and tubing and were the first to produce a complete die-cast tone arm and sound box assembly with an effective record weight not exceeding five and one-half ounces. Prior to that time it had been thought that die-castings could not be made light enough to accomplish this result.

"It has been our constant purpose to assist the various manufacturers in designing and constructing parts with the view to making possible the lowest cost and most effective application of the advantages and economies of the die-casting process.



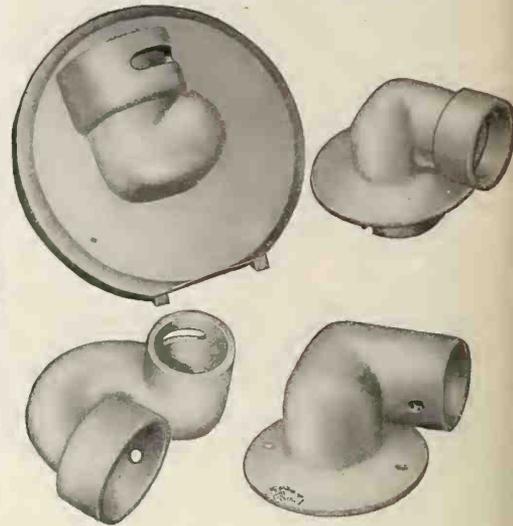
Old tone arm elbow construction. Note the sharp corner



Acme die-cast tone arm eliminating the sharp corner and producing smooth and unconstricted tone-chamber

"Elbows for tone arms have always been cast with a sharp angle in the bend as shown in the illustration. This was thought necessary by the die construction which requires cores to be pulled in a straight line and makes it impossible to cast undercuts which are presented if the angle is rounded instead of sharp. Phonograph experts, however, soon demanded a rounded even tone chamber in the tone arm

elbow. The first to devise a means of meeting this requirement was the H. H. Franklin Mfg. Co., who produced a tone arm, the inner construction of which is shown in one of the accompanying illustrations. This same construc-



Compound elbows

tion has been followed by the Acme Die-Casting Corp. as well as by others in the die-casting industry, but did not fully meet the needs of all manufacturers because it required a substantial taper in the elbow.

"Our engineers thereupon devised a new construction which produced a tone arm similar to that produced by a straight piece of tubing bent into an elbow having no sharp corner and no constricted tone chamber and being without taper in the elbow. Another Acme tone arm construction is shown in the curved tone arm in which the core is drawn on an arc.

"Our ingenuity is constantly being tested by the trade in the production of difficult parts, many of which seem almost impossible of accomplishment. Among these are some of the complicated compound elbows sometimes required in tone arm construction to get the proper position and location for the sound box.

"The same engineering skill and experience applied to the design of parts and dies have been used in our production departments. Heretofore tone arms, usually, were made with gates which, when ground, showed holes and pit marks. By a patented construction, our tone arms are now being produced without gates, and are guaranteed free from pits and holes and of highest quality of workmanship and finish.

"The approval of the trade of our ingenuity and service is registered in the enormous use of Acme die-castings. We have found that imitation is the sincerest flattery.

"About two years ago the Acme Die-Casting Corp. first published the use of agitators in its die-casting machines to maintain a constant formula of metal and keep the metal clean and free from oxides. At the same time it published the advantages to be gained by the use of their high pressure automatic casting machines as against the use of hand-operated pressure machines which are generally used by the trade. Our process is being fully covered by patents and could not be used by any other company unless it rebuilt its entire die equipment.

"Our laboratory work is of a high order in the development of the finest alloys and a very careful check by analysis is made of all metals bought and used. Scientific methods have been closely followed in our cleaning department in the way the fins and gates are cleaned from the castings. High priced labor is employed in important operations to avoid any possible injury to the parts. Our entire plant as well as more particularly the inspection and shipping departments are under the direct guidance of an eminent expert in factory efficiency and cost accounting. Many original ideas have been worked out by him, making possible a highly satisfactory service to users of die-castings."

AT LAST

An Attractive Cabinet Phonograph—containing features usually found in the high priced machines—selling at a figure that places it within the reach of everyone.

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.

Trade Conditions Changing Almost Constantly, and Results in Some Depression in Talking Machine Circles—Necessary Materials Not Only Greatly Advanced in Cost, But Are Almost Unobtainable—Cost of Labor Prohibitive—Manufacturers Keeping Up Courage in Face of Difficulties—Development of British Export Trade—Personal Items and Trade Changes of Interest—Banks Financing Trade Ventures—Question of National vs. International Music—The Stock Replacement Problem—What the New Record Lists Have to Offer—Other News

LONDON, E. C., ENGLAND, May 28.—Conditions in trade circles, this side, change almost each week. The outlook one day may seem the very opposite the next. Human nature is much the same all the world over; it is swayed backwards and forwards as the influence of the day's events dictate, and often so reflected in man's commercial outlook, with sometimes none too satisfactory a result. If that be true, it may to an extent explain the symptomatic depression which has thrown its mantle over the gramophone trade situation. Lest it be inferred that trade is abnormally bad, let me hasten to correct such an impression. As a matter of good fact, sales continue to maintain a pretty fair standard, the record demand being quite satisfactory in the circumstances. What is it then that provokes such dismally expressed remarks as one hears concerning business and other things? The answer is a real and tangible one. It is, in a few words, not lack of trade, but lack of a legitimate profit in conducting that trade. In particular, I refer to the sale of records. What is the position? Soon after war commenced that

bugbear of the trade, the shilling record, unostentatiously departed, we hope, for good. Record manufacturers then concentrated upon increasing the quality and generally speeding up the value and service of good 10-inch double discs at the price of eighteenpence. In time this price became recognized as the standard one, at any rate it struck a good average figure, below which no reputable record was obtainable. On this basis, each section of the trade concerned, i. e., manufacturer, wholesaler and dealer, secured a fairly even and satisfactory margin of profit. At the time the values of labor and materials were little above normal, insufficiently so anyway to seriously affect manufacturing and selling costs. But within the last eighteen months values have steadily risen all along the line. Shellac has gone up hundreds per cent., and proportionately so with other record ingredients. Even at a considerably enhanced price, copper and steel are almost unobtainable. The same applies to such pre-war insignificant items as packing cases and material. So also with the railway and other transport of goods charges. So also in everything. In this regard, too, the cost of labor is quite prohibitive. The old, experienced hands are replaced by substitutes, who, while receiving higher wages, turn out a less number of "passed" records. With these attributes considered in conjunction with a hundred-and-one extra expenditures connected with manufacture, it will be readily appreciated that increased factory costs are such as to justify the trade in asking the public to pay more. It is, however, only recently that any serious attempt has been made to put enhanced prices into force. Manufacturers have generally refrained from so

doing, until now, for the very cogent reason that unanimity was lacking. The question gave rise to such diversity of opinion that by the dictates of competition the matter remained in abeyance. As I said in these columns last October, so I say to-day, that the trade is more than justified by reason of the greatly enhanced cost of manufacture, in charging the public at least sixpence extra per record. As it is, two manufacturers have taken the bull by the horns and gone as far as they reasonably can without the participation of competitive houses, by raising the retail price to twentypence. Even this courageous action is the subject of adverse criticism by those, be it noted, who seek to take advantage of it. Such is life. It brings us to the opening sentences of our leader and connects up, in a great measure, the reason for that depression of which we spoke. In the ranks of the gramophone trade exists a feeling of uncertainty and dissatisfaction. To our mind it can only be dissipated by joining hands with those who work for the common, and in consequence, the best interests of the whole trade. I speak frankly; it is the only thing to do. And I say that all the fine talk about business after the war is simply nothing but wasted words and wasted ink, while such wretched disunion as I have mentioned exists. Though the present exigencies, broadly speaking, affect all manufacturers alike; though each will have the same battles to fight after the war; though all are animated with the same desire to place a great British industry to the fore; though, in consequence thereof, manufacturers are all in the same boat, I am bound to say the course of the boat is anything but full

(Continued on page 124)



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FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramofono, 56-58 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 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Baloghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

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Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbinger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salsbury.

EAST AFRICA: Bayley & Co., Lourenso Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orsini 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 123)

straight ahead. With the god of false pride and petty jealousy at the helm, it can never be otherwise. Without detriment to the fundamental principles of competition, I maintain that gramophone manufacturers can, if they will, work collectively towards a common goal. If they would win the war after the war, it is surely urgently advisable to start now on a foundation that shall have no room or place for divergent actions in questions and difficulties common to all. I am not suggesting anything in the nature of a combine or trust, but I want to see established a British gramophone trade monopoly against, in my opinion, the otherwise sure inroads of our present enemies, to whose methods of competition is due the unenviable position of our industry to-day. As we are of one family, let us be so guided in our future trade actions for the common weal of an industry whose fate is solely in our own keeping. The post-war prospects will then be bright with a glorious result.

British Export Trade Development

In these columns I have repeatedly drawn attention to the officially expressed advice to British musical instrument manufacturers that they should concentrate upon developing export trade to a greater extent than hitherto. It must be recognized that Gramophone firms have not altogether neglected the many opportunities of recent times which have arisen for the trade cultivation of colonial and foreign markets. Nevertheless there is much room for improvement. The present conditions, ipso facto, do not, of course, make for a free trade intercourse, but the fact remains that in these days of insurance facilities there is really no excuse on the grounds of shipping risks of neglecting to foster export trade by all available means. Apart from this difficulty we do not overlook the several other problems which present themselves from time to time. There is no occasion to recapitulate them here, for by experience, British manufacturers are all too painfully aware of their intricacy. But we venture to assert that, taken individually, there are few, if any, difficulties connected with export trade which are not capable of solution. The matter is undoubtedly one that demands special study. It should be the work of one intelligent man in each company to specialize in this branch of his company's business. The present haphazard methods which exist neither make for a good policy nor satisfactory results. We do not speak without knowledge, having in mind that at least two record houses have adopted the policy of putting a live man in charge of the export department, with the result, as we have reason to believe, that these two firms above are responsible for at least 50 per cent. of the total Gramophone exports from this country. This is a point worth noting, especially in view of the recent pronouncement of the Music Trades' Industry Committee. What this committee have to say is crowned with official authority, it having been recognized by the government as

representing the Gramophone industry. We cannot do better than publish, in part, as hereunder, from circular letters recently dispatched by the committee to British Gramophone houses.

"I am instructed by the committee to inform you as to the conditions under which the Board of Trade (Restriction of Imports Department) are continuing to allow the importation of essential component parts for the manufacture of musical instruments. You remember that the committee secured from the Board of Trade a concession of 124 shipping tons per month from America for the importation of parts. Owing to the shortage in shipping that concession was recently reduced to eighty tons per month, and the Swiss concession to 50 per cent. of the outstanding balance, and an important condition attaches to the concession. The committee are not satisfied with the amount of export trade done in 1916 in comparison to the total output of the trade, and it has been stipulated that 60 per cent. of the manufacturers' output shall be exported and only 50 per cent. devoted to the requirements of the home trade. The claims of the National Service Scheme may still further curtail the supply of musical instruments to the home trade, and any further claims on the industry will be duly communicated to you. The committee urges upon you to do all that is possible to increase your export trade. The supply houses which are entitled to licenses to import component parts will receive instructions to give priority to those firms that are concentrating on exports, and your future supplies will materially depend on your agreeing to increase your export trade to the required amount. It should always be borne in mind that the only reason why the trade was considered at all upon the imports' concession was export trade. If the trade is to continue to exist during the war, export trade must be vastly increased."

Here then is a clear indication of the line of action which should be taken by British Gramophone firms. And the method? There is only one answer, and that is publicity. Oversea buyers are merely awaiting a lead and it is up to us to give that lead by every encouragement in our power. The connecting link is good advertising. If we recommend the media—and what better for export trade, than this trade journal?—it is because advertisers the world over are getting good results from their expenditures with us. Need we say more?

Oversea Trade Prospects

At the Intelligence Branch of the Board of Trade, Basinghall street, E. C., British firms desirous of developing oversea trade may glean much useful information and practical help. Lists may be inspected. A large number of firms have applied for interviews with the trade commissioner for Canada, who is now in the United Kingdom on an official visit.

In Spain and Portugal special trade inquiries have been started, and arrangements made for the exhibition in various trade centers of sam-

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Manor Needle Works
SHEFFIELD, ENGLAND
 MANUFACTURERS OF
Talking Machine
Main Springs
Best Prices—Best Quality
Inquiries Solicited

ples of foreign goods which compete with British goods in important foreign markets.

Death of a Prominent Gramophone Trader

The news of the death of Emile Rink, director of the International Talking Machine Co., Ltd., has taken the trade by surprise, though those acquainted with the effects of his recent internment in Germany feel that the hardships he then underwent is in a great measure responsible for his premature end. In Mr. Rink the trade loses one of its best friends.

Zonophone Advertising Manager Joins Up

After being rejected some time ago, Mr. E. B. Baxter, advertising manager of the British Zonophone Co., Ltd., has been re-examined and found medically fit to join the forces. God speed, and all good wishes for an early return to his civilian duties is the wish of us all!

Records of American Airs

The Invicta Record Co., manufacturers of "Guardsman" records, celebrated the entry of America into the war by issuing a record of American airs, introducing "Marching Through Georgia," "Dixie," "Arkansas Traveler," "Yankee Doodle," "Red, White and Blue," "The Star Spangled Banner," and other patriotic airs. The record was played by H. M. Scots Guards Band, and the enormous demand by the public proved the popularity of the U. S. A. with the populace of the "Old Country," not to mention the "boys" of the navy and army, who purchased the record with avidity. Shipments of this record are being sent all over the world.

The Honorable Artillery Co. in London (who have American connections) marched past the American Embassy in London, a few days after America declared war on Germany, playing "Hail Columbia," "Stars and Stripes Forever." Mr. Page stood on the balcony, beside the American flag, and acknowledged the "pretty incident."

Magnificent records of this band are to be found on the list of "Guardsman" records, and should sell readily in America, where the "H. A. C." (who by the way dates back to 1640 A. D.) have a very large number of admirers.

The London City and Midland Bank, Ltd., announce the opening of a trade information office at Moika 42, Petrograd.

National Versus International Music

The suggestion embodied in the above caption has recently received special treatment by the Gramophone Co., Ltd., whose booklet on

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SELECTION OF AMERICAN AIRS

including "Marching Through Georgia"—"Dixie"—"Arkansas Traveller"—"Red, White and Blue"—"Star Spangled Banner", etc., etc. Recorded by Full Regimental Band of H. M. SCOTS GUARDS. Get Ready Now for the Big Trade coming and have

THE FINEST RECORDS of THE FINEST TITLES at THE FINEST PRICES

Apply for Lists and Prices to INVICTA RECORD COMPANY, Ltd.

Cables: Duarrab, London

1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 124)

great British composers, issued to the trade this month, brings into prominent light the British public's increasing preference for national art in music as against enemy born, or so-called international compositions. It should be stated that the subject is treated throughout in a broad-minded way by no less a writer than Bart Kennedy. He is not out to belittle German art so much, as to establish a demand for the elimination of that fetish of placing. Foreign effort above the magnificent art of such men as Sir Edward Elgar, O.M., Sir Alex Mackenzie, Sir Charles Stanford, Sir Fred H. Cowen, and Edward German, all of whom have crystallized their finest examples of musical art on "His Master's Voice" records. As Mr. Kennedy says, "It is often said that art is international. This I deny in the sense in which it is usually put forth. Art—if it is worth a rap—if it is worth its salt—is national. . . . The expression of a particular national spirit. It is only the appreciation of it that is international." All very true, and more so by a perusal of the article in question. The records are put up in a decorative album, at a fixed price, and will certainly prove a fine selling line, not to mention their instructional value in the sense referred to.

The Replacement of Old Stock

About this time of the year it is the practice of some of the Gramophone record firms to institute exchange schemes by which the dealer can renew old or unsalable stock. Usually the average shopkeeper finds himself with a certain amount of capital locked up in an end-of-the-season stock which, as time elapses, becomes out of date and consequently difficult to lift. That condition of things is, however, not quite so prevalent, in a general sense, to-day. Output is to some extent limited, by reason of the many manufacturing difficulties which exist, and accordingly we find the law of supply and demand not so much in conflict, as in normal times. Nevertheless, in almost every record list issued there are a number of items that pull, as distinct from the quick sellers, and dealers whose stock is so overloaded, will welcome the several officers to make an exchange for more up-to-date stuff. The basis of replacement is usually three to one; that is, for every old record returned an order must be placed for three new ones, two only to be paid for. The Winner Co., however, announced in May an exchange on a two to one basis, provided the records were winners and absolutely undamaged. For old junk, that is, worn out or broken records, the exchange was four to one. A fairly liberal arrangement, I think, of which a host of dealers took advantage.

Effect of America in the War

It is to be observed that the entry of America into the war has fortunately not reflected itself in the diminishment of the call for British records; perhaps rather the reverse. In the latter sense is placed the demand for the Grammavox double record. With an increasing export trade,

especially from the States—though the colonial demand is good, all things considered—the present is regarded as but a reflection of the excellent post-war prospects for British trade. The wares of each and every country come under more sympathetic consideration and this pleasant condition of things will undoubtedly receive a great fillip when circumstances permit. Meanwhile such British firms as the Sound Recording Co., Ltd., for instance, are making big and fairly successful efforts to foster this spirit, though hampered considerably by war difficulties. With an ever-increasing repertoire of up-to-date records, both ten and twelve inch double-sided, at keen trade prices, this company is in a special position to cater for all oversea demands—promptly and efficiently. Its export service is, indeed, second to none. Recent lists issued comprise attractive numbers in the ten-inch "Popular" record series, and ten and twelve-inch in the "Grammavox" series. Of the latter, a good program of dance music by the Metropolitan Orchestra, and violin solos by Philip Lewis (London Symphony Orchestra) are just out. A line to the firm—Swallow street, Piccadilly, London, will secure all particulars.

No Tax on Records

Has the Chancellor of the Exchequer lost an opportunity to augment his last budget? As a trade akin, we are certainly interested in the chancellor's additional levy on entertainment tickets; but when it comes to the suggestion of a tax on records our eye is cold and critical. He that would so have it, cannot have counted the cost. Obviously, that would be out of all proportion to the likely amount of revenue obtained. Assuming a tax of 3d. per record on a sale of five millions per annum; the result—£62,500, which, at the present rate of expenditure, would pay for about fifteen minutes of war costs! The subject does not call for further remarks; it may be dismissed once and for all.

The Great Sacrifice

It is with sorrow that we have to announce the death in action of Lance-Corporal R. P. Whittle, first Worcester Regiment, who for many years, before joining up, distinguished the office of advertising manager to Gramophone Co., Ltd. Our regret is best expressed by M. E. Ricketts, the company's British sales manager, who pays the following heartfelt tribute to his old colleague: "It is only when the war is brought directly to one's own door that there comes the realization of what it all means. No words penned by a human hand can heal the grief of those who have lost those dearest to them, and no words spoken or written can express the nobility of those who have laid down their young lives for all that is dearest to the human heart. To sit down and write my thoughts in such a way as to give true expression to my feelings is at present a task that is beyond me. Words in such a case are meaningless, and when I think of my friend Whittle, when I realize that I shall know him no more,

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there is something that impedes my pen. Whittle was one of the dearest souls that ever lived. That soft voice, those gray-blue eyes, in which there always twinkled a glint of humor, that clean-cut mouth, that open countenance, and that firm grip of the hand, with all its sincerity of true friendship, all come back to me as in a dream. I have said that I shall know him no more, but in that I am wrong. I shall always know him, know him and cherish his memory as having met a man and having loved him for his manliness. . . . Men are rare. Whittle was a man."

Quick Zonophone Sellers

In view of the encouraging advice offered to the trade by the British Music Trades Industry Committee anent the development of export business, oversea record buyers, and in particular Zonophone dealers, will record a hearty welcome to the most recent program issued by the company in question. It carries all that is best of London's current music, apart from a well-represented choice of standard selections. This excellent and wise provision, conjointly with the wonderful array of artistic talent offered at a comparatively moderate price insures for the dealer lucky enough to secure the Zonophone agency an asset of inestimable value.

The Firm of Many Parts

Notwithstanding the supply difficulty the house of Reynolds continue to make a good stock showing of repair parts and Gramophone accessories. In some directions there is naturally a shortage but interested oversea traders can rely on getting fairly prompt deliveries of

(Continued on page 126)



GRAMMOPHONE RECORDS

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"NEEDLE CUT"

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Manufacturing

HIGH CLASS PRODUCTS

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"OPENING ORDERS" for sample 1000 "assorted" "containing" 75% of Bands and Instrumentals, and 25% of latest vocals, accepted and despatched at Bulk Rates.

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18-19 Swallow Street, Piccadilly

LONDON, ENGLAND

Cables "GRAMMAVOX" London



The number of piano dealers who restrict their business to one line of product alone is becoming less by every mail.

(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

FROM OUR LONDON HEADQUARTERS—(Continued from page 125)

the several lines this firm offer in their latest catalog. They are in the enviable position of having recently secured a fairly substantial consignment of Swiss motors of different standards and design. Just exactly how long the stock will last it is impossible to say, although we are safe in hazarding a guess that sales of this most important of all Gramophone necessities is not likely to drag from the sales viewpoint. Another interesting line is the "Reyno" forte sound box, which, by the way, is of British manufacture. Particulars of this and all others lines, together with the firm's catalog, may be obtained upon application to Messrs. W. H. Reynolds (1915), Ltd., 45 City road, London, E. C. 1.

W. Denville Simons in the States

The many trade friends of W. D. Simons will learn with interest of his connection with the Columbia Graphophone Co., New York. This information is derived from a recent communication sent to the writer. It is a matter for congratulation that the good ship on board which he voyaged to America eluded the submarines that time, but she was, unfortunately, lost on the return journey to England.

Oriental Records

Since the commencement of war, we have heard little or nothing of new recording ventures of the Far East, owing doubtless to the difficulties of travel. It is, however, a matter for congratulation that this great sphere of language study and native musical art has not been altogether neglected. In recent pre-war days the Orient proved an attractive hunting ground for many recording experts from England, and other Western countries, the result being a splendid collection of masters bearing the native art of the Chinese, and Japanese singers of note. In more recent times special attention has been given the near Eastern countries, and by no one firm in particular more than the Sound Recording Co., Ltd., of Swallow street, Piccadilly, London. While boasting no great repertory in this regard, the company make good with a fairly substantial program

covering Arabic, Turkish, and Greek native records, which are spoken of very highly by those competent to judge. In addition, the list embodies a number of records in the African Taal language. The demand from America, in particular, is exceptionally good just now, and the Sound Recording Co. is prepared to consider further enquiries from all oversea traders in a position to carry a representative stock.

Some Good Retail Sales Tips

In "Helping Record Buyers" a little folder issued by His Master's Voice Co., some excellent sales advice is proffered to dealers, in part, as hereunder.

There are two kinds of record customers—one who makes an initial purchase of the latest topical records, and then quickly tires of his Gramophone, and the other type of buyer who when purchasing his instrument selects a variety of good records, as the base of an ultimate collection. This is the class of customer that is a real asset, as much because he is a continual buyer, as that his enthusiasm converts others. Into which type of buyer the instrument purchaser will develop depends largely upon the dealer. The dealer has a Gramophone enthusiast in embryo, and according to the method of the training, so the customer. When it comes to selecting records, the dealer should give his advice, and state his reasons for so advising. Fully 60 per cent. of the customers do not know the type of record they require, and are probably drawn to the topical and humorous because they have never had the opportunity of hearing good music, and sometimes it is because of the price. The dealer should never let the customer get the idea that good-class music is expensive. It is not. A large number of high-class works appear on our double-sided 2s. 6d. and 4s. list, and on the 3s. 6d. and 5s. 6d. single-sided. Looking at the matter all around, it is cheaper in the long run for a customer to purchase two 5s. 6d. records, which it will always be a pleasure to play on his instrument, than six cheap ephemeral records which he will tire of in two weeks and throw on one side. Do not let any customer become the owner of a "silent" Gramophone, because he will not only be a lost customer, but a menace to prospective owners. Just handing records over the counter in the shortest possible time, hustling the customer from the shop, neglecting an opportunity to familiarize a customer with higher class music than he is accustomed to buying, never did build a business and never will.

Columbia Record Notes

A "Tosca" record of some interest on Columbia this month is that in which Rosina Buckman figures in the aria "Vissi d'arte." This number from Puccini's dramatic opera shows the composer's gift of hitting off a whole stage situation in a single song, "Vissi d'arte" showing the agony of Tosca in the coils of the malevolent Scarpia. It is a vivid and moving performance of Miss Buckman who sings a magnificent high B flat at the close. On the same disc is another

"Tosca" air, this time "E lucevan le stelle" (When the stars are brightly shining), sung by Maurice D'Oisly.

A timely record of vocal gems from "Chu-Chin-Chow," with an excellent recording of the Cobbler's Song from that beautiful Eastern play, forms one of the conspicuous Columbia successes for the month.

The first record of a new and tuneful importation from America, "Poor Butterfly," is announced on Columbia this month. Played by Ciro's Club Coon Orchestra in their dashing and virile style, it is easy to understand the popularity the air has already attained in this country. Ciro's Orchestra records, by the way, are quite the hit of the moment in the West End.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

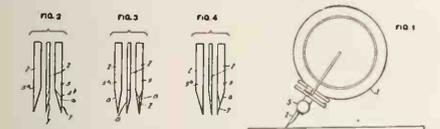
WASHINGTON, D. C., June 5.—SOUND REPRODUCING STYLUS.—John C. Mercer, Pittsburgh, Pa. Patent No. 1,221,348.

This invention is a new and improved needle or stylus by means of which sounds are reproduced from the record of a phonograph or similar sound reproducing machine. It has been customary to make this needle from steel and from fiber or similar substances, and it is a well-known fact that the use of a steel needle is not only injurious to the delicate records, but it produces harsh metallic tones and is unable to effectively transmit the lesser and more delicately sustained tones, while the fiber needle or the like results in such softness of tone as to make it unsuitable for general use. Furthermore, the fiber needle is objectionable on account of the ready wear or breaking down of its operative point.

Figure 1 is an enlarged elevational view of a reproducing head or sound transmitting box of a phonograph, having applied thereto a needle embodying the invention, and Figs. 2, 3 and 4 indicate in elevation groups of needles constructed in accordance with the invention.

To prepare the bone for the formation of the needle it is first subjected to a thorough steaming or boiling to remove a greater part of the nitrogenous or organic matter. Heat is next applied to the bone sufficiently to refine its texture through contraction and elongation of the canals and cavities thereof. Removal of the greater portion of the nitrogenous constituent and refinement of the bone results in a character of material of great density of structure, but which is not too brittle and which effectively resists at its operative point destruction due to vibratory impact on the face of the record and other wear. If desired, the bone before being made up into the needle, or the needle may be given an additional hardening treatment by subjecting it to the action of tannic acid. This effects a desirous surface or superficial hardening.

Although not limited to any particular shape, striking results may be obtained in the use of a needle of either of the shapes illustrated in Figs. 2, 3 and 4. It will of course be understood that the needle is provided with a shank or body portion, 2, by means of which it is held in the vise, 3, of the reproducing head, 4. In Fig. 2 the operative point of the needle is shown as formed by cutting away on an angle



the flat face, 5, so as to form a plane, 6, which intersects the plane of the opposite flat face 5^a at an angle, producing an edge, 7, in the plane of the side 5^b. With the needle placed in the holder or vise, 3, of the sound reproducing head, this edge, 7, lies disposed toward the face of the record. In Fig. 3 the edge 7 is formed by uniformly beveling the face 5. In Fig. 4 is shown a needle similar in shape to that of Fig. 2. However, the edge of the needle is cut away as at 9 to form a point and the face 5^a is cut away opposite the edge 9 in a plane intersecting the plane of the face 5^a, to form the operative edge 7.

TALKING MACHINE RECORD.—Edward T. Frankel, New York. Patent No. 1,222,381.

This invention relates to disc records for talking machines, and has for its general object to improve the record in a simple and inexpensive manner so as to increase the effective record space or the duration of the sound reproduction for a given area.

A more specific object of the invention is the provision of a plurality of concentric record grooves which are acoustically unrelated and

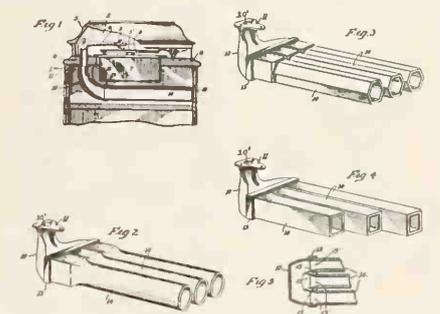
each is a separate piece, and the pieces are recorded at different rotative speeds, but the rotative speed of each piece is uniform throughout, and consequently within a given area a larger number of sound undulations can be obtained than the maximum possible with the ordinary records, as can be mathematically demonstrated, and on each disc will be the titles of the pieces and the speeds at which they are to be reproduced, so that the user can, by adjusting the speed regulator of the machine, play the pieces at the proper speeds. The record differs from that type of disc records which has a plurality of sound grooves for the simultaneous reproduction of sound by reproducers operating in connection with the respective grooves.

Figure 1 is a plan view of the record disc; and Fig. 2 is an enlarged sectional view on the line 2—2, Fig. 1.

TALKING MACHINE.—John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,222,371.

The main objects of this invention are to provide in a talking machine improved sound amplifying means.

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; Fig. 2 is a perspective of a sound amplifier con-

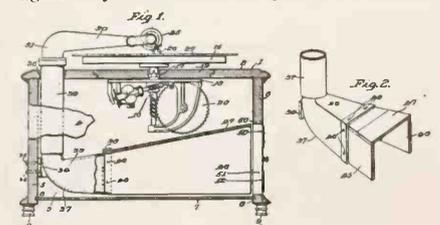


structed in accordance with this invention; Figs. 3 and 4 are perspective views of two different forms of sound amplifiers constructed in accordance with this invention; and Fig. 5 is a longitudinal horizontal section of a sound amplifier constructed in accordance with this invention.

TALKING MACHINE.—John C. English, Camden, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,222,372.

The main objects of this invention are to provide an improved talking machine of simple and compact construction; to provide in a talking machine an improved cabinet; improved sound amplifying means; an improved support for a swinging tone arm and for sound amplifying means.

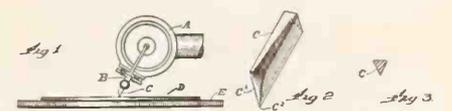
In the accompanying drawings Figure 1 is a fragmentary side elevation partly in vertical



central section of a talking machine constructed in accordance with this invention and Fig. 2 a slightly enlarged fragmentary perspective of a portion of the same.

PHONOGRAPHIC STYLUS.—Fred Ries, Chicago, Ill. Patent No. 1,222,139.

The purpose of this invention is to provide a stylus for transmitting sound vibrations from a phonograph record to the sound reproducing diaphragm of the phonograph. The material of such a stylus should be quite homogeneous and close grained so that the stylus will vibrate as a whole and be free from secondary internal vibration, and such material should also be adapted to wear well in frictional contact with the material of which phonograph records are commonly made. These qualities have been discovered to a very satisfactory degree in the hard albuminous interior of the seed produced by the phytelphas palm. This palm is found principally in Central and South America and its seeds grow in clusters of six to eight, each seed being of about the size of an Irish potato and consisting principally of a clear liquid which during the development of the seed solidifies into a soft pulp and later into a very hard white form of albumin. If the seeds are gathered at this stage and the slight residue of oil dried out of them, the hard albumin can be worked with cutting and grinding tools about as easily as soapstone. Though there is a slight grain or fiber usually running in the direction of



the major axis of the seed the material is quite homogeneous and may be worked up into very small pieces.

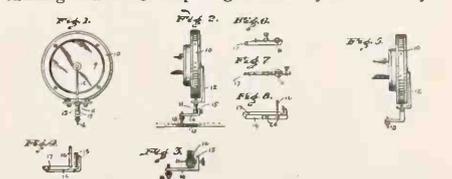
Figure 1 illustrates a preferred form of stylus of this material mounted to co-operate with the phonograph sound box. Fig. 2 is an enlarged perspective view of the stylus shown in Fig. 1. Fig. 3 is a cross-sectional view of the same.

STYLUS HOLDER FOR TALKING MACHINES.—Omar C. De Selms, Attica, Ind. Patent No. 1,222,607.

This invention relates to improvements in talking machines using records in the shape of flat discs with a continuous spiral groove in its outer face which receives the sound-wave producing surface irregularities to be contacted by a stylus. Some talking machine manufacturers and record makers so construct the parts as to contact the stylus with the bottom of the spiral groove of the record disc, on which bottom the sound-producing irregularities of surface are formed, while other manufacturers of talking machines place the sound-producing irregularities on the side of the groove with a corresponding structural change in the stylus-holding mechanism. The result is that the two forms of records cannot be played interchangeably on the two styles of stylus-holding machines.

The object of this invention is to provide an attachment for the stylus-holders of those machines which are built to reproduce sounds by contacting the stylus with the side of the groove, whereby the stylus may be held in contact with the bottom of the groove, instead of its side, when it is desired to play records having the sound-producing irregularities on the groove-bottoms.

Figure 1 is a view in front elevation of a talking machine diaphragm and stylus embody-



ing the invention. Fig. 2 is a view in side elevation of same. Fig. 3 is a view in side elevation of the attachment on a somewhat larger scale, showing the stylus-holder of the original machine in vertical section. Fig. 4 is a perspective view of the attachment alone. Fig. 5 is a view similar to that of Fig. 2, of a modified form wherein the invention is an integral portion of the other stylus-holder, and Figs.

(Continued on page 120)

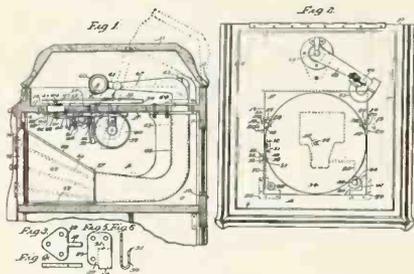
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 127)

6 and 7 are modifications wherein the attachment is formed with a spring-clamp to embrace the stylus-holder of the original machine to which it is to be secured. Fig. 8 is a modification showing the slotted end of the attachment adjustable to stylus sockets of different sizes.

TALKING MACHINE.—Wm. D. LaRue, Camden, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,223,080.

One object of this invention is to provide in a talking machine including a cabinet a turntable for supporting records, a motor for rotating the turn-table and a tilting motor support or motor board for supporting the motor and the turn-table, and in which the motor support may be conveniently tilted or oscillated to swing the motor into a convenient position for inspection, lubrication, adjustment, or repairs, and whereby the motor and its support may be quickly and conveniently removed from the cabinet for any desired purpose.

In the accompanying drawings, Figure 1 is a fragmentary vertical central longitudinal section of a talking machine constructed in accordance with this invention; Fig. 2 is a top plan view of the same, but with the covering of



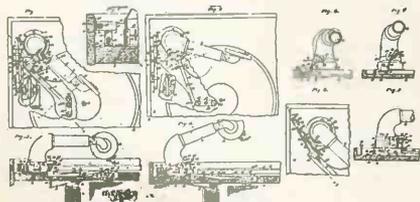
the cabinet removed; Figs. 3 and 4 are an enlarged top plan view and an enlarged side elevation of a detail of the same; and Figs. 5 and 6 are an enlarged top plan view and an enlarged side elevation of another detail of the same.

REPEATING DEVICE FOR PHONOGRAPHS.—Willard E. Cleveland, Fall River, Mass., assignor to George Clay Cox, Rochester, N. Y. Patent No. 1,223,149.

The invention relates to phonographs of the disc record type, and its object is to provide a new and improved repeating device which is very simple and durable in construction, easily set for various sized discs and arranged to automatically swing the tone arm upward at the time the stylus reaches the end of the sound groove, to lift the stylus out of the said groove, to then swing the tone arm outwardly and then downward into active position relatively to the record to engage the stylus with the beginning of the sound groove.

In order to produce the desired result use is made of a normally inactive cam lever mounted to swing up and down and sidewise, the cam end of the said lever being adapted to engage the tone arm, actuating means controlled by the tone arm to swing the cam end and with it the tone arm upward, and the other end of the lever downward at the time the stylus reaches the end of the sound groove, and continually driven means adapted to engage the lowered other end of the said cam lever to impart a swinging motion to the same to swing the raised tone arm outward.

Figure 1 is a plan view of the repeating device as applied to a phonograph of the disc



record type, portions of the phonograph being broken out and the parts being in position at the time the stylus reaches the end of the sound groove. Fig. 2 is a similar view of the

same with the parts in position at the time the stylus is at the beginning of the sound groove. Fig. 3 is a cross section of the same on the line 3-3 of Fig. 1. Fig. 4 is a similar view of the same with the parts in position at the time the tone arm is raised and returning to outer position. Fig. 5 is an enlarged sectional side elevation of the switch mechanism, the section being on the line 5-5 of Fig. 2. Fig. 6 is a sectional side elevation of part of the repeating device, the section being on the line 7-7 of Fig. 2. Fig. 7 is a similar view of the same with the parts in the position shown in Fig. 4. Fig. 8 is a plan view of a modified form of the repeating device as applied, and Fig. 9 is a cross section of the same on the line 9-9 of Fig. 8.

SOUND AMPLIFIER.—Bernard Fritsch, Cincinnati, O. Patent No. 1,223,338.

This invention relates to an improved tone chamber or sound amplifying compartment for a phonograph, having superior properties in relation to either the recording or reproducing of sound.

The object of the invention is to so construct the chamber communicating with the sound tube that it will not only amplify the volume of sound materially, but will also serve as a factor or an influence in the correct recording or reproducing of musical tones with their true and full values.

To this end a tone chamber has been devised embodying the principles of a musical instrument structure, such as the violin, zither or guitar type, or combining the more desirable characteristics of several different musical instruments, with a unitary tone value result.

In general, attempts to amplify the sound waves have been at the expense of tone effect, increasing the volume while preserving the characteristic overtones of the voice or instrument.

Figure 1 is a central vertical section through the instrument. Fig. 2 is a front elevation.

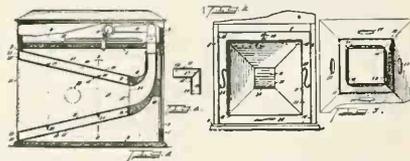


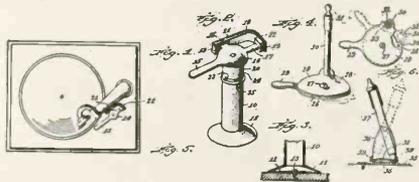
Fig. 3 is a section through the tone chamber on line 3-3, Fig. 1. Fig. 4 is a detail section of one corner of a modified form of tone chamber.

GRAPHOPHONE TONE ARM STOP.—John R. Hare, New Windsor, Md. Patent No. 1,223,970.

This invention relates to improvements in graphophone tone arm stops, and has for its object to provide an adjustable means which will limit the movement of the tone-arm in one direction to adjust the stylus in its correct starting position upon records of different diameters.

Ordinarily the tone arm is moved toward the edge of the record and with the utmost care and patience the stylus is placed in its starting position. This at times is very difficult, owing to poor light upon the record or to the faulty eyesight of the operator. With the improved stop the tone arm is swung outwardly until it strikes the stop and is lowered upon the record, when it will be placed correctly to start playing.

Figure 1 is a plan view showing the top of a graphophone with its tone arm in engagement with one form of the improved stop. Fig.



2 is a perspective view of the improved stop shown in Fig. 1. Fig. 3 is a vertical sectional view through the lower end of the standard of

the stop shown in Figs. 1 and 2. Fig. 4 is a perspective view of a modified form of the stop. Fig. 5 is a plan view of the same showing the stopping post in section and a portion of the rotating plate broken away to show underlying parts. Fig. 6 is a side elevation of a further modification, parts being shown in section.

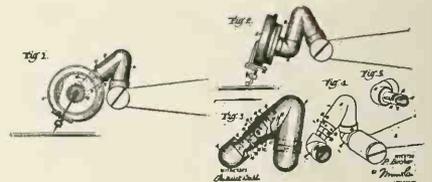
UNIVERSAL TONE ARM.—Peter Becker, New York. Patent No. 1,223,927.

This invention relates to phonograph tone arms of that type which adjustably supports the reproducer so that the phonograph can play hill-and-dale and lateral cut records.

The invention has for its general objects to improve the construction and operation of devices of this character so that the needle will travel approximately in the same line on either type of record, whereby a better reproduction of sounds will be obtained and there will be less wear and tear on the sound grooves.

A more specific object of the invention is the provision of a novel form of joint between the gooseneck of the tone arm and the reproducer, whereby the latter can be easily and quickly adjusted to its different positions.

Figure 1 is a side view of a tone arm with the reproducer adjusted for playing lateral cut records. Fig. 2 is a similar view showing the reproducer adjusted for playing hill-and-dale cut records. Fig. 3 is an enlarged sectional view of the goose-neck and joint between the same

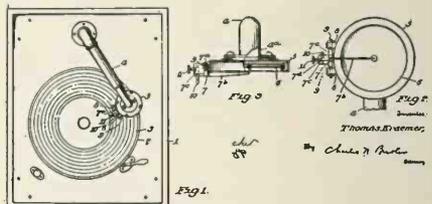


and reproducer. Fig. 4 is a perspective view with the reproducer detached, and Fig. 5 is a perspective view of the reproducer-carrying elbow and the section of the joint attached thereto.

TALKING MACHINE.—Thomas Kraemer, Philadelphia, Pa. Patent No. 1,223,889.

This invention relates more particularly to sound boxes for talking machines and the leading object is to provide such sound boxes with improved universal means operable without change with laterally or vertically undulating records.

In the accompanying drawings, Figure 1 is



a plan view of a talking machine embodying the improvements; Fig. 2 is a bottom plan view of the sound box shown in top plan view in Fig. 1; and Fig. 3 is a broken side elevation of the construction shown in Fig. 2.

The Hopewell Furniture Co., of Hopewell, Pa., has been opened at 39 Broadway, by M. A. Freeman and A. London, who will handle the Crescent talking machine in addition to various lines of furniture.

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RECORD BULLETINS FOR JULY, 1917

VICTOR TALKING MACHINE CO.

POPULAR SONGS

- 18294 I've Got the Sweetest Girl in Maryland, Victor Quartet 10
Thou Shalt Not Steal (A Heart Away), Charles H. Hart 10
18295 Hong Kong, Peerless Quartet 10
Lookout Mountain, Albert Campbell-Henry Burr 10
18302 That Girl of Mine, Sterling Trio 10
All the World Will Be Jealous of Me, Charles Harrison 10

DANCE RECORDS

- 18267 From Here to Shanghai, Medley One-step, Victor Military Band 10
Poppy Time in Old Japan, Medley Fox-trot, Victor Military Band 10
35629 America, Here's My Boy, Medley One-step, Victor Military Band 10
Way Down in Iowa, Medley Fox-trot, Victor Military Band 10
35634 Hawaiian Butterfly, Medley Fox-trot, Victor Military Band 10
When It's Circus Day Back Home, Medley One-step, Victor Military Band 10
35635 I Can Hear the Ukuleles Calling Me, Medley Fox-trot, Victor Military Band 10
Way Down in Arkansas, Medley One-step, Victor Military Band 10

MISCELLANEOUS INSTRUMENTAL RECORDS

- 18147 Old Plantation (Kuu Home) (Hawaiian Guitars), Pale K. Lua and David K. Kaili 10
Hawaiian Echoes, Medley (Hawaiian Guitars), Helen Louise and Frank Ferera 10
18291 Under the Double Eagle March (Accordion Solo), Pietro 10
Heart Echoes-Serenade (Accordion Solo), Pietro 10
18292 Captain Betty-One-step, Central American Marimba Band of Guatemala 10
Kiss Me-One-step, Central American Marimba Band of Guatemala 10
18296 The Dawn of Love (Violin, Flute and Harp with Celesta), W. G. Johnston 10
La Cinquantaine (Gabor) (Xylophone Solo), William H. Reitz 10
18306 Bugle Calls of U. S. Army-Part I, W. G. Johnston 10
Bugle Calls of U. S. Army-Part 2, W. G. Johnston 10
18298 Pique Dame Overture-Part I, Victor Concert Orchestra 10
Pique Dame Overture-Part II, Victor Concert Orchestra 10

FIRST IRISH BAGPIPE RECORDS

- 18286 Irish Melodies-Medley (Irish Bagpipe with Piano), Tom Emiss 10
Irish Jigs-Medley (Irish Bagpipe with Piano), Tom Emiss 10

VOCAL RECORDS

- 18287 What a Friend We Have in Jesus, Mr. and Mrs. William Wheeler 10
That Sweet Story of Old, Mrs. Elsie Baker 10
18290 Take Me Back to Babylon, William F. Larkin 10
If I Were King of Ireland, William F. Larkin 10
18297 The Call to the Colors (Recitation with Bugle), William Sterling Battis 10
The Meaning of Our Flag (The Flag Goes By (Recitation with Drum and Bugle), William Sterling Battis 10
18301 For You a Rose, Edna Brown 10
A Wonderful Thing, Edna Brown 10
45117 Jingles from the Marsh Birds-No. 1 (Bird Voices), Charles Kellogg 10
Jingles from the Marsh Birds-No. 2 (Bird Voices), Charles Kellogg 10

STORIES FOR CHILDREN

- 35636 Epaminondas (From "Stories to Tell to Children") (Sara Cone Bryant), Sara Cone Bryant 10
The Little Jackal and the Alligator (From "Stories to Tell to Children") (Sara Cone Bryant), Sara Cone Bryant 10

SPECIAL PATRIOTIC RECORDS

- 18293 My Own United States (From "When Johnny Comes Marching Home"), Raymond Dixon and Male Quartet 10
We'll Never Let Our Old Flag Fall, Edward Hamilton and Male Quartet 10
18300 It's Time for Every Boy to Be a Soldier, Charles H. Hart 10
What Kind of an American Are You? Peerless Quartet 10
45121 Battle Hymn of the Republic (Air "John Brown's Body"), Reinald Werrenrath 10
Columbia, the Gem of the Ocean (with Orpheus Quartet), Albert Murphy 10
46477 America-My Country 'Tis of Thee, Clarence Whitehill 10
16137 American Patriotic Airs, Hail Columbia-Columbia, the Gem of the Ocean (Red, White and Blue), Eroyor's Band 10
16777 Stars and Stripes Forever March (Sousa), Sousa's Band 10
Fairest of the Fair March (Sousa), Sousa's Band 10
17302 Washington Post March (Sousa), Sousa's Band 10
El Capitan March (Sousa), Sousa's Band 10
17578 America (Dr. S. F. Smith-Henry Carey), Victor Mixed Chorus 10
Red, White and Blue (Dwight Shaw), Victor Mixed Chorus 10
17902 America, I Love You (Leslie-Gottler), American Quartet 10
You'll Be There (Brennan-Ball), Peerless Quartet 10
17957 National Emblem March (Bagley), Arthur Pryor's Band 10
Garde du Corps March (R. B. Hall), Arthur Pryor's Band 10
35351 Sea Songs, Victor Mixed Chorus 10
35352 War Songs, Victor Mixed Chorus 10
64608 Tramp, Tramp, Tramp (Root) (with Orpheus Quartet), Clarence Whitehill 10
74039 Marseillaise, La (de L'Isle (In French)), Marcel Journet 10
87247 Star Spangled Banner (Arnold-Key), Geraldine Farrar 10

RED SEAL RECORDS

- 64675 Love-Token (Vocal Version of "Simple Aveu"), Francis Thomé 10
ENRICO CARUSO, Tenor-In Italian
87272 L'Alba separa dalla luce l'ombra (Day Banishes the Night), Annunzio-Tosti 10
JULIA CULP, Contralto
64667 The Old Refrain (Vienna Popular Song), Alice Mattullath-Fritz Kreisler 10
EMILIO DE GOGORZA, Baritone-In Italian
64663 Santa Lucia, Neapolitan Folk Song 10
GIUSEPPE DE LUCA, Baritone-In Italian
74526 Ballo in Maschera-Eri tu (Masked Ball-Is It Thou?), Verdi 10

MISCHIA ELMAN, Violinist
Pianoforte by Phillip Gordon
Francis Thomé 12
74515 Simple Confession (Simple Aveu), Francis Thomé 12

- AMELITA GALLI-CURCI, Soprano-French
64669 Marion Lescaut-Laughing Song (Bourbonnaise), Auber 10
LOUISE HOMER, Contralto-In Italian
88584 Largo (From "Xerxes"), Handel 10
64670 Ballet Music from Rosamunde, Schubert-Kreisler 10
GIOVANNI MARTINELLI, Tenor-In Italian
74518 La Traviata-Dei miei bollenti spiriti (Wild My Dream of Youth), Verdi 10

NEW EDISON DIAMOND DISC RECORDS

- 50404 Kamehameha March, Hawaiian Guitars, Helen Louise and Frank Ferera 10
50413 Blue Danube Waltz (Strauss), Imperial Marimba Band 10
50420 Messenger Boy March (Amstead-Furth), Imperial Marimba Band 10
50420 Keep Your Eye on the Girlie You Love (Schuster), Male Voices, Premier Quartet 10
50423 They're Wearing 'Em Higher in Hawaii (Mohr), Male Voices, Premier Quartet 10
50423 That Funny Jass Band from Dixieland (Marshall), Arthur Collins and Byron G. Harlan 10
50428 When You Hear Jackson Moan on His Saxophone-So Long, Letty (Carroll), Billy Murray 10
50428 Missouri Waltz (Logan-Koppel), For Dancing, Jaudas' Society Orchestra 10
50434 Poor Butterfly-Fox-trot (Hubbell), For Dancing, Jaudas' Band 10
50434 I'm So Busy-Have a Heart (Kern), Soprano and Tenor, Rachel Grant and Billy Murray 10
50435 I'd Be Happy Anywhere with My Her Soldier Boy (Romberg), Soprano and Tenor, Bettina Bergere and George Wilton Ballard 10
50436 I Wonder Why-Love o' Mike (Kern), Soprano and Tenor, Gladys Rice 10
50437 We'll See-Love o' Mike (Kern), Soprano and Tenor, Bettina Bergere and George Wilton Ballard 10
50437 Have a Heart-Geestep (Kern), Jaudas' Band 10
50438 Have a Heart Waltzes (Kern), For Dancing, Jaudas' Society Orchestra 10
50438 Havanola Fox-Trot (Have Another) (Frey), For Dancing, Jaudas' Band 10
50438 Home Again One-Step-Her Soldier Boy (Romberg), For Dancing, Jaudas' Band 10
80345 Saw Ye My Saviour-Communion Hymn (Brackett), Mezzo-Contralto, Nevada Van der Veer 10
80349 Shepherd, Show Me How to Go (Brackett), Mezzo-Contralto, Nevada Van der Veer 10
80349 Light Cavalry Overture (von Suppe), George Hamilton Green 10
82119 Tannhäuser Talk (Wagner), Xylophone, George Hamilton Green 10
82119 Explanatory Talk for Vesti la giubba (On with the Play)-I Pagliacci (Leoncavallo), Vesti la giubba (On with the Play)-I Pagliacci (Leoncavallo), Tenor, in Italian, Guido Ciccolini 10
82121 Dost Thou Know That Sweet Land (Connais-tu le pays)-Mignon (Thomas), Contralto, Marie Morrissey 10
82122 Gentle Flowers in the Dew (Fais-lui mes aveux)-Faust (Gounod), Contralto, Marie Morrissey 10
82122 Farewell (Schubert), Contralto, Marie Morrissey 10
82122 Flow Gently, Sweet Afton (Spilman), Contralto, Marie Morrissey 10
83066 Explanatory Talk for O terra addio (Farewell, Oh Earth)-Aida (Verdi), Soprano and Tenor, in Italian, Marie Rappold, Giovanni Zenatello and Grand Opera Chorus 10
83067 Sunshine Song (Solvejg's Lied) (Grieg), Soprano, Julia Heinrich 10
83067 Young Tom O'Devon (Russell), Baritone, Arthur Middleton 10
83068 Carné (Canto Sorrentino) (Curtis), Tenor, in Neapolitan, Guido Ciccolini 10
83068 Mamma mia, che vo' sapé (Nuttie), Tenor, in Italian, Guido Ciccolini 10

EDISON BLUE AMBEROL RECORDS

- 28267 America (My Country 'Tis of Thee), Baritone, orch. accomp., Arthur Middleton and Chorus 10
28266 La Brabanconne (Belgian National Anthem), Soprano in French, orch. accomp., Alice Verlet 10
REGULAR LIST-STRIKING PATRIOTIC RECORDS
3221 American Patrol (F. W. Meacham), New York Military Band 10
3214 American War Songs-No. 1, American Brass Quartet 10
3215 American War Songs-No. 2, American Brass Quartet 10
3201 Let's All Be Americans Now (Benjamin Meyer), Tenor, orch. accomp., Adolph J. Hall 10
3220 Liberty Bell March (Sousa), New York Military Band 10
3203 Medley of American Patriotic Airs, New York Military Band 10
3202 Stars and Stripes Forever March (Sousa), Imperial Marimba Band 10
3218 Uncle Sam Medley-No. 1, National Guard Fire and Drum Corps 10
3219 Uncle Sam Medley-No. 2, National Guard Fire and Drum Corps 10
LATEST BROADWAY HITS
3197 Everybody Loves a "Jass" Band (Leon Flatow), Baritone, orch. accomp., Arthur Fields 10
3223 For Me and My Gal (Geo. W. Meyer), Tenor, orch. accomp., Billy Murray and Chorus 10
3216 It's a Long, Long Time Since I've Been Home (Josephine E. Vail), Tenor, orch. accomp., Billy Murray 10
3217 I've Got the Sweetest Girl in Maryland (Walter Donaldson), Male voices, orch. accomp., Premier Quartet 10
3196 Night Time in Little Italy (Fritz Fischer), Baritone and Tenor, orch. accomp., Arthur Collins and Byron G. Harlan 10
3211 She's Dixie All the Time (Harry Tierney), Male voices, orch. accomp., Premier Quartet 10
FOOT-TICKLING DANCES
3195 Allah's Holiday-Fox-trot, Katinka (Rudolf Friml), Jaudas' Society Orchestra 10
3213 Hill and Dale-Fox-trot (Henry Lodge), For Dancing, Van Eps' Banjo Orchestra 10
3198 Home Again-One-step-Her Soldier Boy (Sigmund Romberg), For Dancing, Jaudas' Band 10
3212 Rolling Stones Waltz (Arlene Gottler), Jaudas' Society Orchestra 10
BALLADS AND HEART-SONGS
3208 Dreams (Anton Strelezki), Contralto, orch. accomp., Carolina Lazzari 10

- 3199 Honor Thy Father and Mother (and Good Luck Will Follow You) (Harry Jentes), Tenor, orch. accomp., Manual Roman 10
3204 Silver Bay (Percy Wenrich), Mixed voices, orch. accomp., Metropolitan Quartet 10
3205 'Twas Only an Irishman's Dream (Rennie Cramack), Tenor, orch. accomp., George Wilton Ballard 10
3207 Would You Take Back the Love You Gave Me? (Ernest R. Ball), Tenor, orch. accomp., Emory B. Randolph 10
INSTRUMENTAL FAVORITES
3206 Silver Threads Among the Gold (H. P. Danks), Zimbalon, Pianoforte, by Olga M. Bibor, M. Nagy 10
3200 Valley of Love (Carl Rudolph), Violin, Violoncello, Flute and Piano, Ansonia Instrumental Quartet 10
3209 Vera-Valse Lente (Alex. F. Litzgow), Sodero's Band 10

COLUMBIA GRAPHOPHONE CO.

- A5964 Causerie (Prairie Flower) (Macmillen), Orch. accomp., Francis Macmillen, Violinist 10
Barcarole (Macmillen), Richard Hageman at the Piano, Francis Macmillen, Violinist 10
LUCY GATES AND THE FAMOUS "ALOHA GALS"
A5960 Aloha (Liliuokalani), (Arr. by Charles H. Roth), Accom. by Guitars, Lucy Gates, Soprano, and Columbia Stellar Quartet 10
Juanita (May), (Arr. by Hilton), Orch. accomp., Lucy Gates, Soprano, and Columbia Stellar Quartet 10
LOUIS GRAVEURE SINGS MUSIC OF THE SOUTHLAND
A5959 Old Black Joe (Foster), Orch. accomp., Louis Graveure, Baritone 10
Carry Me Back to Old Virginia (Bland), Orch. accomp., Louis Graveure, Baritone 10
CINCINNATI SYMPHONY-FAMOUS MELODIES INTERPRETED BY FAMOUS ORCHESTRA
A5966 Blue Danube Waltz (Strauss), (Under the direction of Dr. Ernst Kunwald), Cincinnati Symphony Orchestra 10
Tales of Hoffman (Offenbach), "Barcarolle" (Radiant Night) (Direction of Dr. Ernst Kunwald), Cincinnati Symphony Orchestra 10
POPULAR HITS OF THE MONTH
A2232 Hong Kong (Von Holstein & A. Sanders), Orch. accomp., Elizabeth Brice, Soprano, and Charles King, Tenor 10
Down at the Huskin' Bee (Mohr), Orch. accomp., James Reed, Tenor, and James Harrison, Baritone 10
A2242 It's Time for Every Boy to Be a Soldier (Tierney), Orch. accomp., Peerless Quartet 10
If the Tango Should Change to a March, Little Girl (Hager), Orch. accomp., Andrea Sarto, Baritone, and Broadway Quartet 10
A2243 There Are Two Eyes in Dixie (Berlin), Orch. accomp., Carl McCullough, Tenor 10
Mister Butterfly (Edwards), Orch. accomp., Henry Burr, Tenor 10
A2238 I Wonder Why (From "Love o' Mike") (Kern), Orch. accomp., Anna Wheaton, Soprano 10
Rolled into One (From "Oh, Boy!") (Kern), Orch. accomp., Anna Wheaton, Soprano 10
A2229 If You Ever Get Lonely (Marsden), Orch. accomp., Elizabeth Brice, Soprano, and Charles King, Tenor 10
The Passing Show of 1917 (Snyder), "Meet Me at the Station, Dear," Orch. accomp., Knickerbocker Quartet 10
A2245 You Don't Have to Come from Ireland to Be Irish (Grant), Orch. accomp., M. J. O'Connell, Tenor 10
Huckleberry Finn (Hess, Lewis and Young), Orch. accomp., Sam Ash, Tenor 10
A2230 Georgi (Migliaccio), Orch. accomp., Robert Lewis, Tenor, and George Wilson, Tenor 10
Somewhere on Broadway (Carroll), Orch. accomp., Robert Lewis, Tenor 10
A2228 Evening Brings Rest and You (Bishop), Orch. accomp., Inez Barbour, Soprano, and Andrea Sarto, Baritone 10
The Road That Leads to Love (Berlin), Orch. accomp., George Wilson, Tenor 10
A2244 The Cute Little Wiggin' Dance (Cramer and Layton), Orch. accomp., Arthur Fields, Baritone 10
Rolling in His Little Rolling Chair (Mohr), Orch. accomp., Sam Ash, Tenor 10
DANCE RECORDS
A5967 Hawaiian Butterfly (Baskette and Santly)-Fox-trot, Introducing Everybody Loves a "Jass" Band (Flatow), Prince's Band 10
Hong Kong (Von Holstein and Sanders), "Jazz" One-step, Prince's Band 10
A5961 Naughty! Naughty! Naughty! (Vincent)-One-step, Introducing Underneath the Weeping Willow Tree (Osborne), Prince's Band 10
On the Sandwich Isles (H. Von Tilzer), One-step, Introducing (1) Cross My Heart and Hope to Die (H. Von Tilzer), (2) Now's the Time (Ward), Prince's Band 10
A5962 I Wonder Why-Fox-trot, Introducing "I Wasn't My Fault, from "Love o' Mike" (Kern), Prince's Band 10
You're in Love-Fox-trot, Introducing Boola Boo, from "You're in Love" (Friml), Prince's Band 10
A5965 Clinging Arms (Colmans)-Waltz, Prince's Orchestra 10
Myona (Morgan and Friedland)-Hawaiian Waltz, Prince's Orchestra 10
A2233 It's a Long, Long Time (Vail)-Fox-trot, Borbee's "Jass" Orchestra 10
Just the Kind of a Girl (You'd Love to Make Your Wife) (H. Von Tilzer)-One-step, Borbee's "Jass" Orchestra 10
A2241 Calico Rag (Johnson)-One-step, Drum and Piano Duo, Howard Kopp and Frank E. Banta 10
Money Blues (Frey)-Fox-trot, Drum and Piano Duo, Howard Kopp and Frank E. Banta 10
A2240 U. S. Navy Calls, Vincent Buono, Bugler, Harry E. Humphreys, Announcer 10
U. S. Army Calls, Vincent Buono, Bugler, Harry E. Humphreys, Announcer 10
A2239 Marching Through Georgia (Work), Orch. accomp., Morton Adkins, Baritone 10
Columbia the Gem of the Ocean (Red, White and Blue) (Shaw-Becket), Orch. accomp., Morton Adkins, Baritone 10
A2237 American Patrol (Meacham), Prince's Band 10
Medley of Patriotic Airs (Arr. by Mariece Smith), Introducing Tramp, Tramp, Johnny Comes Marching Home, Marching Through Georgia, Girl I Left Behind, Battle Cry of Freedom and Dixie, Prince's Band 10
Just Before the Battle, Mother (Root), Orch. accomp., Columbia Stellar Quartet 10
My Own United States (Arr. by Shattuck), Columbia Stellar Quartet 10
A2196 Policy King March (Brown) Unaccom. 10
Saxo Sextette, Saxophone Sextette 10
All Blues Medley (Smythe), Introducing (1) Hesitation Blues, (2) Joyann Blues, Unaccom. 10
Saxo Sextette, Saxophone Sextette 10
A2234 Good-Bye (Tosti), Violin, Cello and Piano 10
Sing Me to Sleep (Greene), Violin, Taylor Trio 10
Piano, Taylor Trio 10

(Continued on page 130)

- A2247 Eileen (Herbert). "Ireland My Sireland." Orch. accomp. Vernon Stiles, Tenor 10
- Eileen (Herbert). "The Irish Have a Great Day Tonight." Orch. accomp. Vernon Stiles, Tenor, and Columbia Stellar Quartet 10
- A5963 Mavourneen Roamin' (O'Neill). Orch. accomp. Charles Harrison, Tenor 12
- The Magic of Your Eyes (Penn). Orch. accomp. Charles Harrison, Tenor 12
- A2235 Darcy's Oration on Women (Golden and Marlowe). Comedy Dialogue, Banjo accomp. Golden and Marlowe 10
- The Hospital Patient. Comedy Dialogue, unaccomp. Golden and Marlowe 10
- A2231 Jollity One-Step (Whitlock). Band accomp. W. Whitlock, Bell Solo 10
- Happy Days Schottische (Whitlock). Orch. accomp. W. Whitlock, Bell Solo 10
- A2236 The Bunnies at Bunnyville Center (Adeline Francis). Part I. Adeline Francis, Story Telling The Bunnies at Bunnyville Center (Adeline Francis). Part II. Adeline Francis, Story Telling 10

PATHE FRERES PHONOGRAPH CO.

- NEW OPERATIC RECORDS
- RECORDINGS OF GIACOMO RIMINI, Baritone
- 60052 Faust (Gounod) "Invocation" in Italian. Giacomo Rimini, Baritone 12
- Otello (Verdi). "Brindisi (Drinking Song) in Italian" Giacomo Rimini, Baritone 12
- 59005 Cavalleria Rusticana (Mascagni). "Voi lo sapete" (Santuzza's Air), in Italian. Eleonora de Cisneros, Mezzo-Soprano 12
- La Gioconda (Ponchielli). "Voce di donna" (Angelic Voice) in Italian. Eleonora de Cisneros, Mezzo-Soprano 12
- 40079 Rigoletto (Verdi). "Hush, in Silence Fulfill Our Errand". Premier Operatic Male Voice Quartet Rigoletto (Verdi). "Unto a Lone Abode". Premier Operatic Male Voice Quartet 12
- NEW STANDARD VOCAL RECORDS
- 52012 I Know of Two Bright Eyes (Clusam). Violin, Harp, Flute and Piano accomp. Craig Campbell, Tenor 12
- I Love You (Pyman-MacCarthy). Craig Campbell, Tenor 12
- 40016 Sweet Spirit Hear My Prayer (Wallace). Leonora Sparkes, Soprano 12
- Angels Ever Bright and Fair (Handel). Leonora Sparkes, Soprano 12
- 40078 My Dreams (Tosti). Reed Miller, Tenor 12
- Constancy (Hill). Reed Miller, Tenor 12
- 20159 Brighten the Corner Where You Are (Gabriel). Organ accomp. William Wheeler, Tenor 10
- If Your Heart Keeps Right (Ackley). Organ accomp. William Wheeler, Tenor 10
- 20160 I Walk with the King (Ackley). Organ accomp. William Wheeler, Tenor 10
- Since Jesus Came into My Heart (Gabriel). Organ accomp. William Wheeler, Tenor 10

POPULAR HITS OF THE MONTH

- 20163 Yukaloo (Van Brunt-Von Tilzer). Sterling Trio For Me and My Gal (Meyer). Duet. Campbell and Burr 10
- 20151 Indiana (Hanley). Sterling Trio What Would I Do Without You (Frost-Keithley). Henry Burr, Tenor 10
- 20170 The Road That Leads to Love (Berlin). Alfred Alexander, Tenor Somewhere in Dixie (Kilgour-Von Tilzer). Duet. Campbell and Burr 10
- 20128 Honolulu, America Loves You (Cox-Clarke-Monaco). Ruth Royce, Soprano 10
- Though I Had a Bit o' the Devil in Me (Van Brunt-Von Tilzer). Piano accomp. Wallace Cox, Baritone 10
- 20164 There's Egypt in Your Dreamy Eyes (Spencer). Pathe Salou Orch. accomp. Hong Kong (Von Hostein-Saunders). Lewis Piotti, Tenor 10
- 20166 The Cute Little Wiggler" Dance (Creamer-Layton). Louis J. Winsch, Baritone 10
- Eve Wasn't Modest Till She Ate That Apple (Von Tilzer). Lewis Piotti, Tenor 10
- NEW NOVELTY DANCE RECORDS
- 20169 America, I Love You (Leslie-Gottler). (Patriotic Medley)—One or Two-step. American Republic Band 10
- The Donkey Trot (Nugent)—Fox-trot. American Republic Band 10
- 20168 Myona (Morgan-Friedland)—Hawaiian Waltz. Pathe Dance Orchestra 10
- Honeymoon Inn, from "Have a Heart" (Kern)—Medley One-step. Pathe Dance Orchestra 10
- 20145 I Wonder Why. Introducing "Poor Butterfly" (Kern)—Medley Fox-trot. Wilbur Sweatman and His Jass Band 10
- Dancing an American Rag (Ward)—One or Two-step. Wilbur Sweatman and His Jass Band 10
- 20167 Joe Turner Blues (Handy)—Medley Fox-trot. Wilbur Sweatman and His Jass Band 10
- A Bag of Rags (McKlass)—One or Two-step. Wilbur Sweatman and His Jass Band 10
- NEW VIOLIN SOLOS BY JAN RUBINI
- 40074 Serenade (Franz Drdla). Violin Solo, Piano 10

- accomp. Jan Rubini 12
- The Sunshine of Your Smile (Ray). Violin Solo, Piano accomp. Jan Rubini 12
- NEW BAND AND ORCHESTRA RECORDS
- 40077 Le Chemineau, Fantaisie Part I (Leroux). Garde Republicaine Band of France 12
- Le Chemineau, Fantaisie Part II (Leroux). Garde Republicaine Band of France 12
- 40075 Triumphant March (Anon). Pathe Military Band Back to the Camp (Blanckenburg). March. Pathe Military Band 12
- 40076 La Giralda (Jurrana)—March. Imperial Symphony Orchestra 12
- Mystic Beauty (Finck)—Intermezzo. Imperial Symphony Orchestra 12
- NEW INSTRUMENTAL NOVELTIES
- 20172 Eileen Jackson Smiles (Allington). Xylophone Solo, Piano accomp. Ed. Allington, Jr. 10
- Cocanut Dance (Hermain)—"Characteristic". Pathe Concert Orchestra 10
- 20118 Spooky Spooks (Claypool)—"Characteristic". Mata's Blue and White Marimba Band Admiration (Hawaiian Idyl). Pathe Dance Orchestra 10
- NEW NATIVE HAWAIIAN MELODIES
- 20173 Halona Waltz (Unknown). Louise and Ferera Hawaiian Troupe 10
- Maui (Hopkins-Slam). Introducing "Malania Anu Ka Makani". Louise and Ferera Hawaiian Troupe 10
- 20171 CORNET SOLOS BY SERGEANT LEGGETT
- Come Sing to Me (Thompson). Cornet Solo. Sergeant Leggett 10
- Slave Song (del Riego). Cornet Solo. Sergeant Leggett 10

STARR PIANO CO.

- PATRIOTIC RECORDS
- 10012 1863 March Medley (Calvin) (Chester W. Smith, Conductor). Starr Military Band 10
- American Patrol (Meacham) (Chester W. Smith, Conductor). Smith's Band 10
- 7501 The Stars and Stripes Forever—March (Sousa). Starr Military Band 10
- El Capitan—March (Sousa). Starr Military Band 10
- 7500 Under the Double Eagle—March (Wagner). Starr Military Band 10
- Blaze Away!—March (Holzmann). Starr Military Band 10
- 7523 Wake Up, America! (Graff, Jr.-Glogau). Tenor with orch. accomp. Henry Burr 12
- If the Tango Should Change to a March, Little Girl (Farra-Hager). Duet with orch. accomp. Campbell and Burr 12
- 7574 Comrades in Arms (Cardozo-DeKover). Baritone with band accomp. John W. Dodd 10
- Kings of the Road (Weatherby-Bevan). Baritone with band accomp. John W. Dodd 10
- 7585 America, Here's My Boy (Sterling-Lange). Tenor with orch. accomp. Henry Burr 10
- 7585 Indiana (MacDonald-Hanley). Tenor with orch. accomp. Henry Burr 10
- INSTRUMENTAL RECORDINGS OF REAL MERIT
- 7596 Intermezzo—"Cavalleria Rusticana" (Mascagni) (Personally conducted by Pietro Florida). Pietro Florida's Orchestra Mignon 10
- Solvig's Song—"Peer Gynt Suite, No. 2" (Grieg) (Personally conducted by Pietro Florida). Pietro Florida's Orchestra Mignon 10
- 10011 The Bohemian Girl Overture (Balfe). Starr Concert Band 10
- Intermezzo Russe (Franke). Starr Concert Band 10
- 10013 Marche Turque (Patrol) (Eilenberg). Starr Concert Band 10
- Turkish Patrol (Michaelis). Kismet Temple Band 10
- 75000 Mignon (Grand Polonaise) (Thomas). Kismet Temple Band 10
- Stradella Overture (Flotow). Starr Concert Band 10
- DANCE RECORDS
- 10010 Rooster Rag—Fox-trot (Pollock). Starr Military Band 10
- Hy-Sine—One-step (Morgan and Chapi). Starr Military Band 10
- POPULAR VOCAL NUMBERS
- 7597 It's a Shame That We Have to Grow Old (Tracey and Berg-Vincent). Tenor with orch. accomp. George Bairde 10
- Oh! Papa, Oh! Papa (Vincent and Hanley). Tenor with orch. accomp. George Bairde 10
- 7599 Avalon (Frost-Keithley). Vocal Trio with orch. accomp. Sterling Trio 10
- My Old Kentucky Home (Foster). Vocal Quartet, unaccompanied. Weber Quartet 10
- 7598 Pull the Cork Out of Erin (Burkhardt-Fisher). Tenor with orch. accomp. Vernon Dalhart 10
- When the Sun Goes Down in Dixie (McCarron-Von Tilzer). Tenor with orch. accomp. Arthur Hall 10

IMPERIAL TALKING MACHINE CO.

- (Ten-Inch Records)
- POPULAR "HITS" OF THE DAY
- 5450A Poor Butterfly (Golden-Hubbell). Soprano, Mildred Richardson 10
- 5450B That's Why My Heart Is Calling You (Kerr-Motzan). Tenor Charles Ryan 10
- 5451A There's Egypt in Your Dreamy Eyes (Brown-

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- WM. F. NYE New Bedford, Mass.
- Spencer). Tenor Harvey Hindermeyer
- 5451B Eileen! (Alanna, Astore) (Blossom-Herbert). Tenor Charles Ryan
- 5452A My Golden Prairie (Gilbert-Lee). Baritone, Joseph Phillips
- 5452B Silver Bay (Wenrich). Tenor. Manuel Romain
- 5454A Mammy's Little Coal Black Rose (Egan-Whiting). Baritone Arthur Collins
- 5454B All the World Will Be Jealous of Me (Dubin-Ball). Tenor Henry Burr
- COMIC SELECTIONS
- 5453A If I Catch the Guy Who Wrote Poor Butterfly (Jerome-Green). Soprano Ada Jones
- 5453B I'm a 12 o'Clock Fellow in a 9 o'Clock Town (Whiting and Kalmar-Von Tilzer). Tenor, Byron G. Harlan
- 5456A Lily of the Valley (Gilbert-Friedland). Duet. Collins & Harlan
- 5456B Cross My Heart and Hope to Die (Kilgour-Von Tilzer). Soprano Ada Jones
- DANCE SELECTIONS
- 5457A My Hawaiian Sunshine—One-step (Gilbert-Morgan). Imperial Band
- 5457B Indiana—Fox-trot (Hanley). Imperial Band
- 5458A Allah's Holiday—Fox-trot (From "Katinka") (Friml). Imperial Orchestra
- 5458B Golden Sunshine Waltz—Waltz (From "Her Soldier Boy") (Kalman). Imperial Orchestra
- NEW BAND NUMBERS
- 5459A Airs and Frolics of the South (Arr. by G. Peluso). Imperial Band
- 5459B Father of Victory (Le Pere de La Victoire) (Ganne). Imperial Band
- ITALIAN SELECTIONS
- 5455A So Nnammirata 'e tel! (I'm in Love with You). Tenor Roberto Rotondo
- Mmiez o' Grano (In the Wheat Fields). Tenor, Roberto Rotondo
- HAWAIIAN SELECTIONS
- 5460A Hopa Haole Hula Girl (My Honolulu Hula Girl), Louise and Ferera
- 5460B Pua Carnation (A Sweet Carnation). Louise and Ferera
- TWELVE-INCH RECORDS
- 1063A Good-Bye! (Tosti). Baritone. Francis Millet
- 1063B When the Boys Come Home (Speaks). Bari-tone. Francis Millet
- 3112A Star-Spangled Banner (Key). Soprano, Regina Vicarino
- 3112B Boy Scouts of America (Sousa). Band, Imperial Band

EMERSON PHONOGRAPH CO.

- (Seven-Inch Records)
- PATRIOTIC SELECTIONS
- 7179 President Wilson's War Message, Part I. President Wilson's War Message, Part II. Delivered before a joint session of both houses of

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RECORD BULLETINS FOR JULY

(Continued from page 130)

- Congress on April 2, 1917. Spoken by Ervin Goodfellow
- 7178 You're a Grand Old Flag (Geo. M. Cohan). Baritone solo, orch. accomp. Ben Linn
- War Song Medley, Including "Just Before the Battle, Mother," "Battle Cry of Freedom." Baritone solo, orch. accomp. John W. Myers
- 7181 The Triumph of Old Glory (Arthur Pryor). Emerson Military Band solo, orch. accomp. Ben Linn
- A Hot Time in the Old Town (Matz). Baritone solo, orch. accomp. Ben Linn
- 7180 March Patriotic (On American Airs) (Rosey). Emerson Military Band Military Tactics (March on Bugle Calls) (Rosey). Emerson Military Band
- POPULAR AND MUSICAL COMEDY SONG HITS
- 7197 Lily of the Valley. As introduced by Mr. Lewis in the Anna Held show. Baritone solo, orch. accomp. Henry Lewis
- Oh Johnny, Oh Johnny, Oh! From the Anna Held show. Comic song, orch. accomp. Henry Lewis
- 7189 I've Got the Sweetest Girl in Maryland (Donaldson). From "So Long, Letty." Baritone solo, orch. accomp. Ben Linn
- 'Twas Only an Irishman's Dream (Cormack-O'Brien). Tenor solo, orch. accomp. James Doherty
- 7188 It Takes a Long, Tall Brown Skin Gal (To Make a Preacher Lay His Bible Down) (Will E. Skidmore). Comic song, orch. accomp. Arthur Collins
- He's Just Like You (Von Tilzer). Baritone solo, orch. accomp. Ben Linn
- 7190 Everybody Loves a Girl Who's Modest (We'll Have to Pass the Apples Again) (Von Tilzer-McCarton). From "So Long, Letty." Novelty song, orch. accomp. Ben Linn
- I Ain't Got Nobody Much (And Nobody Cares for Me). Character song, orch. accomp. Ben Linn
- 7192 Till the Clouds Roll by (Kern-Wodchouse). From "Oh Boy" at the Princess Theatre, New York. Tenor solo, accomp. by piano, cello and violin, Vernon Dalhart
- You Said Something (When You Said You Love Me) (Kern-Wodchouse). From the Musical Comedy "Have a Heart" at the Liberty Theatre, New York. Tenor solo, accomp. by piano, cello and violin Vernon Dalhart
- DANCE HITS OF THE MONTH
- 7196 Ragging the Waves—Fox-trot (Joe Rosey). Emerson Dance Orchestra
- Waters of Venice—Waltz (Albert Von Tilzer) Emerson Dance Orchestra
- 7195 Listen to This—One-step (Kaufman). Emerson Dance Orchestra
- Waiu Luliluli. Ukulele and guitar duet. Helen & Palakiko
- 7199 Hy-Sine (Morgan-Chapi)—March and One-step. Emerson Military Band
- There's Someone More Lonesome Than You Medley—One-step (Von Tilzer). Emerson Dance Orchestra
- STANDARD VOCAL SELECTIONS (Bass, Operatic, Etc.)
- 7183 Out from Rio (L. T. and V. Strickland). Tenor solo, accomp. by piano, violin and cello, Vernon Dalhart
- Off to Philadelphia (Hayes) (Old Irish Melody). Baritone solo, orch. accomp. John W. Myers
- 7184 Rocked in the Cradle of the Deep (Knight). Bass solo, orch. accomp. Gus Reed
- Bell in the Lighthouse (Lamb-Solomon). Bass solo, orch. accomp. Gus Reed
- 7182 Maria, Mari. Neapolitan Song, Sung in Italian (E. di Capua). Tenor solo, orch. accomp. Toto Campi
- O Paradise (Meyerbeer). From Act IV. of "Africaine." Tenor solo, in French, orch. accomp. Charles Morati
- STANDARD ORCHESTRA SELECTIONS
- 7186 Ballet Egyptienne, Part I. Ballet Egyptienne, Part II (Luigini). Riesenfeld's Rialto Orchestra
- 7187 The Angelus, from "Scenes Pittoresques" III (Massenet). Riesenfeld's Rialto Orchestra
- Introduction to the Fourth Act of Carmen (George Bizet). Riesenfeld's Rialto Orchestra
- INSTRUMENTAL AND NOVELTY SOLOS (Violin, Cornet, Accordeon, Whistling)
- 7198 Minuet in G (Beethoven). Violin solo, piano accomp. Irma Seydel
- Sextette from Lucia (Galtano Denizetti). From Act II of "Lucia Di Lammermoor." Accordeon solo Flavilla
- 7185 Levy-a-Thun Polka (Jules Levy). Cornet solo, accomp. by band, Jules Levy, Jr.
- The Robin and the Wren. Whistling solo, piano accomp. Joseph Belmont
- BILLY SUNDAY HYMNS
- 7191 If Your Heart Keeps Right (Ackley-D'Armond). Baritone solo, orch. accomp. Homer A. Rodcheaver
- Since Jesus Came into My Heart (Gabriel-Me-Daniel). Baritone solo, orch. accomp. Homer A. Rodcheaver
- HUMOROUS MONOLOGUES
- 7194 I Wasn't Sheared But I Thought I'd Better Go. Humorous character song, orch. accomp. Guy Van and Schenck
- Parody on the Face of the Bar Room Floor. Humorous Monologue Willie Weston

- 7193 Hortense at the Skating Rink (Humorous Monologue) Nat M. Wills
- To Europe on a Cattle Boat. Humorous monologue Nat M. Wills
- (Six-Inch Records)
- PATRIOTIC SELECTIONS
- 5220 March Patriotic (Rosey) (On American Airs), Emerson Military Band
- 5226 You're a Grand Old Flag (George M. Cohan). Baritone solo, orch. accomp. Ben Linn
- POPULAR SONG HITS OF THE MONTH
- 5211 Mother, May I Go in to Swim? (Carroll-Macdonald). Character duet, orch. accomp. Van and Schenck
- 5212 When the Sun Goes Down in Dixie (And the Moon Begins to Rise) (McCarron-Von Tilzer). Tenor solo, accomp. by piano, cello, violin and flute Henry Burr
- 5213 Keep Your Eye on the Girlie You Love (Gerber-Johnson-Schuster). Character song, orch. accomp. Marie Fenton
- DANCE SELECTION
- 5219 Give Me All of You—Waltz (Carroll-Schwarz-wald). From the Operetta "Flora Bedia," at the Casino Theatre, New York. Emerson Dance Orchestra
- STANDARD VOCAL SELECTIONS
- 5210 Down Deep within the Cellar (Old German Song) (Oxenford). Bass solo, orch. accomp. Gus Reed
- 5214 It's Always Fair Weather (Billard). Baritone solo, orch. accomp. Royal Dadman
- 5215 Li'l Gal (J. Rosamond Johnson). Tenor solo, accomp. by piano, cello and violin, Vernon Dalhart
- 5216 Off to Philadelphia—Old Irish Melody (Ilaynes). Baritone solo, orch. accomp. John W. Myers
- 5223 Yale Medley. Introducing "Yale Boola" and "Here's to Good Old Yale." Vocal quartet, Century Male Quartet
- STANDARD ORCHESTRA SELECTIONS
- 5217 Bridal Chorus from Lohengrin (Wagner). Riesenfeld's Symphony Orchestra
- 5218 Hearts and Flowers—Intermezzo (Theo. M. Tobani). Riesenfeld's Symphony Orchestra
- WHISTLING AND CORNET SOLOS
- 5221 The Robin and the Wren. Whistling solo, accomp. by piano. Joseph Belmont
- 5222 Levy-a-Thun Polka (Jules Levy). Cornet solo, accomp. by hand. Jules Levy, Jr.
- BILLY SUNDAY HYMNS
- 5224 Since Jesus Came into My Heart (Gabriel-Me-Daniel). Baritone solo, orch. accomp. Homer A. Rodcheaver
- 5225 If Your Heart Keeps Right (Ackley-D'Armond). Baritone solo, orch. accomp. Homer A. Rodcheaver

HUMOROUS SELECTIONS

5209 The Tale of the Coat. Humorous dialogue, Browning and Hughes

PAROQUETTE RECORD MFG. CO.

- 509A Marianna (L. Mattiello), Marca Giglio-Marmorino-De Paolo
- 509B Hop-Sing—One-step (Tracey), Rogers Band
- 510A Vurria Muri (Di Sola), Rogers Band
- 510B Blush Roses—Waltz (Wachs), Rogers' Military Band
- 511A Strove Infernali (L. Marmorino), Rogers' Military Band
- 511B La Gitana—Valse (Bucalossi), Rogers' Military Band
- 512A Comme facimo (M. Nicolo), Rogers' Military Band
- 512B Unison Blues—One-step (Rogers), Rogers' Military Band
- 515A Femmene Cianciose (Duraccio-Napuletano), Rogers' Military Band
- 515B Xylophone Solo—Intermezzo Russe (Franke), Rogers' Military Band
- 526A Ci debbo pensar (N. N.), Marca Giglio-Sandriuo Giglio
- 526B Stornelli allegri, Marca Giglio-Sandriuo Giglio
- 517A Voglio Canta puri (Barbieri-Di Capua), Rogers' Military Band
- 517R Violets—Waltz (Waldteufel), Rogers' Military Band
- 519A Serenata a Mariteto (Scala-Loveri), Rogers' Military Band
- 519R Espana—Waltz (Waldteufel), Rogers' Military Band
- 520A Oj Gnese Gnese (Lardini-Bellini), Rogers' Military Band
- 520B Semper Fideles—March (Souza), Rogers' Military Band
- 522A Carufanella (Bovio-Cainio), Rogers' Military Band
- 522B National Emblem—March (Bagely), Rogers' Military Band
- 523A E'nanasse (Gasdio-Montagna), Rogers' Military Band
- 523B First Kiss—Waltz (Lamotte), Rogers' Military Band
- 524A Napule e'sempe Napule (Barbieri-Cainio), Rogers' Military Band
- 524B Stars and Stripes Forever—March (Souza), Rogers' Military Band
- 528A Lettera e'surdato (Cascese-Medina), Tina Cenerazzo
- 528B E'Garibaldine d'o' mare (Bovio-falvo), Tina Cenerazzo
- 530A Duorme Mary (Cinquegrau-Di Capua), Tina Cenerazzo
- 530B The Boat to Dixio—Fox-trot (Rogers), Rogers' Military Band

NEW YORK TALKING MACHINE CO. HOLDS FLAG RAISING

The accompanying photograph was taken recently at the offices of the New York Talking Machine Co., New York, Victor distributor, at an enthusiastic flag raising. Coincident with this

pany's offices, 119 West Fortieth street, N. Y. C. Little Martha Geissler, daughter of A. D. Geissler, president of the company, occupied the post of honor, and raised the flag in its place.



New York Talking Machine Co. Staff flag raising. John McCormack's new Victor record of the "Star Spangled Banner" was played, and the New York Talking Machine Co.'s entire force of employees joined in the singing of the chorus. "Old Glory" was unfurled from the Fortieth street windows of the com-

pany's offices, 119 West Fortieth street, N. Y. C. Little Martha Geissler, daughter of A. D. Geissler, president of the company, occupied the post of honor, and raised the flag in its place.

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"TALKING MACHINE WORLD TRADE DIRECTORY"

In response to the many requests of our subscribers we herewith issue a classified directory of the talking machine trade. In order to make this directory as accurate and up-to-date as possible, we have listed alphabetically only those concerns whose advertisements have appeared in the TALKING MACHINE WORLD during the past six months. This is the third edition of the TALKING MACHINE WORLD TRADE DIRECTORY.

This directory will appear in THE WORLD from time to time, each new appearance canceling the preceding list. It aims to answer in a nutshell the prevailing questions of "Where can I get it?" and "Who makes it?"—which questions we are emphatically interested in answering for our readers. No attempt has been made to differentiate between the merits of the various types of machines, records, etc.

MACHINES

- AEOLIAN CO.** Executive offices, 29 West Forty-second street, New York City. Manufactures the "Aeolian-Vocalion" line of phonographs, standard models, retail prices \$35 to \$300. Art models from \$200 to \$3,000. Also manufactures electric machines.
- AMERICAN PHONOGRAPH CO.** Offices, Empress Bldg., Grand Rapids, Mich. Manufactures line retailing from \$75 to \$150.
- ARTOPHONE CO.** Executive offices and factory, 1113 Olive street, St. Louis, Mo. Est., 1915. Manufactures the "Artophone" line, four models, retail prices \$65 to \$150. Also makes electric machines.
- BELL TALKING MACHINE CORP.** Executive offices, 41 West Thirty-seventh street, New York. Manufactures "Schubert Magnetic" line, retail prices \$90 to \$200.
- BROOKS MFG. CO.** Executive offices and factory, Saginaw, Mich. Est., 1903. Manufactures the "Brooks" line, four models, retail prices \$125 to \$200.
- BRUNSWICK - BALKE - COLLENDER CO.** Executive offices, 623 South Wabash avenue, Chicago. Factories, Chicago, New York City, Muskegon, Dubuque and Toronto. Est., 1845. Manufactures the "Brunswick" line, six models, retail prices \$30 to \$175. Also makes electric machines.
- COLUMBIA GRAPHOPHONE CO.** Executive offices, Woolworth building, New York City. Manufactures the "Columbia Grafonolas." Retail prices \$15 to \$350. Also makes electric machines.
- COLUMBIA MANTEL CO.** Executive office and factory, Leonard and Olive streets, Brooklyn, N. Y. Est., 1914. Manufactures "Recordion" line, eight models, retail prices \$20 to \$200.
- CRESCENT TALKING MACHINE CO.** Executive offices, 89 Chambers street, New York City. Est., 1914. Manufactures "Silvertone" line, fourteen models, retail prices \$12.50 to \$200. Also makes electric machines.
- DELPHION CO.** Executive offices and factory, 510 Boutell place, Bay City, Mich. Est., 1916. Manufactures the "Delphion" line, five models, retail prices \$85 to \$175. Also makes electric machines.
- DOMESTIC TALKING MACHINE CO.** Executive offices and factory, Thirty-third and Arch streets, Philadelphia, Pa. Est., 1916. Manufactures "Domestic" line, four models, retail prices \$15 to \$50.
- ECLIPSE PHONOGRAPH CORP.** Executive offices and factory, 51 Lawrence street, Newark, N. J. Manufactures "Eclipse" electric phonographs, retail prices \$85 to \$300.
- THOMAS A. EDISON, Inc.** Executive offices and factories, Orange, N. J. Manufactures "Edison Diamond Disc" line, seven models, retail prices \$100 to \$450. Also makes "Edison Diamond Amberola" cylinder line, three models, retail prices \$30 to \$75.
- EMPIRE TALKING MACHINE CO.** Executive offices, 429 South Wabash avenue, Chicago; factories, Chicago and Indianapolis. Est., 1915. Manufactures "Empire" line, seven models, retail prices \$25 to \$200.
- FAVORITE TALKING MACHINE CO.** Executive offices and factory, 438 Broadway, New York City. Est., 1916. Manufactures "Favorite" line, seven models, retail prices \$4.25 to \$37.50.
- FLEMISH PHONOGRAPH CO.** General sales offices, 220 Fifth avenue, New York City. Est., 1916. Manufactures "Flemish" line, four models, retail prices \$6 to \$35.
- FRAUD TALKING MACHINE CO., Inc.** Executive offices and factory, 224 West Twenty-sixth street, New York City. Est., 1915. Manufactures "Symphony," "Fraud, Jr.," and "Symphony, Jr." lines, ten models, retail prices \$10 to \$150.
- FULTON-ALDEN CO.** Executive offices, 123 N. Genesee street, Waukegan, Ill. Manufactures "Fulton" line, three models, retail prices \$125 to \$350. Also makes electric machines.
- GABEL'S ENTERTAINER CO.** Executive offices and factory, 210 North Ann street, Chicago, Ill. Manufactures Gabel's Automatic Entertainer and Gabelola (strictly automatic).
- GRAND TALKING MACHINE CO.** Executive offices and factory, 306 Adams street, Brooklyn, N. Y. Est., 1915. Manufactures "Duciphone" line, three models, retail prices \$15 to \$75.
- HAYNE 'OLA PHONO. CORPN.** Executive offices and factory, Ottawa, Ill. Manufactures "Hayne 'Ola" line, retail prices \$20 to \$250.
- HOFFAY TALKING MACHINE CO.** Executive offices, 505 Fifth avenue, New York City. Est., 1915. Manufactures "Hoffay Airtight" line, five models, retail prices \$75 to \$250.
- HUMANOLA TALKING MACHINE CO.** Executive offices, 146 Center street, Meyersdale, Pa. Est., 1916. Manufactures "Humanola" line, five models, retail prices \$35 to \$110.
- IMPERIAL TALKING MACHINE CO.** Main office and factory, 9 Vandever avenue, Wilmington, Del. Showrooms, 35 West Thirty-first street, New York. Manufactures "Imperial" line, six models, retail prices \$25 to \$175.
- ANDS KOCH.** Executive offices, 296 Broadway, New York City. Manufactures the "Koch-O-Phone" line, twenty models, retail prices \$1 to \$220.
- LUCKY 13 PHONOGRAPH CO.** Executive offices and factory, 3 East Twelfth street, New York City. Est., 1913. Manufactures the "Cleartone" phonographs, thirty-three models, retail prices \$4 to \$200.
- LYRIAN PHONOGRAPH CO.** Executive offices, South and Summer streets, Cincinnati, O.; factory, 2000 South street, Cincinnati, O. Est., 1916. Manufactures "Lyrian" machine, retail price \$25.
- MAGNOLA TALKING MACHINE CO.** Executive offices, 711 Milwaukee avenue, Chicago; factory, Chicago. Manufactures "Magnola" line, five models, retail prices \$75 to \$250. Also makes electric machines.
- MANDEL MANUFACTURING CO.** Executive offices, 501 Ladin street, Chicago; factories, Chicago and Benton Harbor, Mich. Est., 1915. Manufactures "Mandel" line, four models, retail prices \$35 to \$115. Also makes electric machines.
- MANOPHONE CORPORATION.** Executive offices and factory, Adrian, Mich. Est., 1916. Manufactures "Manophones" line, five models, retail prices \$15 to \$200.
- MASCOT TALKING MACHINE CO.** 784 Broadway, New York.
- MELOPHONE TALKING MACHINE CO., Inc.** Executive offices, 376 Lafayette street, New York City. Est., 1915. Manufactures "Melophone" line, four models, retail prices \$15 to \$30.
- METEOR MOTOR CAR CO.** Executive offices and factory, Piqua, O. Manufactures "Meteor" machine, one model, retail price \$75.
- METROPOLIS SALES CO.** Executive offices, 27 Union Square, New York. Est., 1916. Manufactures "Orliola" phonograph.
- MOZART TALKING MACHINE CO.** Executive offices, 1432 North Twentieth street, St. Louis. Est., 1916. Manufactures the "Mozart" line, seven models, retail prices \$15 to \$100.
- OPEROLLO PHONOGRAPH CO.** Executive offices, 420 Lightner Bldg., Detroit, Mich. Manufactures "Operollo" phonographs.
- PATHE FRERES PHONOGRAPH CO.** Executive offices, 10-32 Grand avenue, Brooklyn, N. Y.; factories, Brooklyn, N. Y.; Belleville, N. J.; London, Paris, Berlin, Vienna and Milan. Manufactures the "Pathephone" line, eight models, retail prices \$25 to \$225.
- PHONOGRAPHIC TABLE CO.** 25 West Thirty-second street, New York.
- PREMIER CABINET CO.** Executive offices and factory, Williamsport, Pa. Manufactures the "Premier" line, ten models, retail prices \$27.50 to \$175.
- REGINA COMPANY.** Executive offices, Marbridge Bldg., New York City; factory, Rahway, N. J. Est., 1892. Manufactures "Hexaphone" and "Reginaphone" lines.
- REPUBLIC PHONOGRAPH CO.** Executive offices, 320 South Wabash avenue, Chicago; factories, Chicago and Rockford, Ill. Est., 1916. Manufactures "Virtuoso," "Peerless" and "Republic" lines, retail prices \$75 to \$300.
- RISHELL PHONOGRAPH CO.** Executive offices, Williamsport, Pa.; factories, Williamsport and Hughesville, Pa. Est., 1867. (J. K. Rishell Furr. Co.) Manufactures the "Rishell" line, eight models, retail prices \$50 to \$300.
- SCHILLING PIANO CO.** Executive offices, 112 West Twenty-third street, New York. Wholesale distributors for the "Stradivara" line, seven models, \$45 to \$225. Also electric machines.
- CHARLES W. SHONK CO.** Executive offices, Monroe Building, Chicago, Ill.; factory, Maywood, Ill. Est., 1877. Manufactures "Mag-Ni-Phone" line, six models, retail prices \$15 to \$100.
- SONORA PHONOGRAPH CORPORATION.** Executive offices, 51 Reade street, New York City. Manufactures the "Sonora" line, eleven models, retail prices \$45 to \$1,000.
- SOUTHERN CALIFORNIA HARDWOOD & MFG. CO.** Offices, 801 South Los Angeles street, Los Angeles, Cal. Manufactures line of machines retailing from \$50 to \$750.
- STAR PIANO CO.** Executive offices and factory, Richmond, Ind. Est., 1872. Manufactures "Star" line, eleven models, retail prices \$50 to \$300.
- STEVENS ORGAN & PIANO CO.** Executive offices and factory, Marietta, O. Est., 1888. Manufactures "Aethetone" line of machines, six models, retail prices \$50 to \$200.
- STEWART PHONOGRAPH CORPORATION.** Executive offices, 327 Wells street, Chicago. Factory, 2513 North Lincoln street, Chicago. Est., 1916. Manufactures "Stewart" line, retail prices \$6.50 and upwards.
- SUPERTONE TALKING MACHINE CO.** Executive offices, 18 West Twentieth street, New York City; factory, Oneida, N. Y. Est., 1916. Manufactures the "Supertone" line, seven models, retail prices \$15 to \$100.
- THORNELL-MANTON, INC.** Offices, 25 Church street, New York. Sole distributors of "Recruit" portable phonograph, retail price \$30.
- TONOLA PHONOGRAPH CO.** Executive offices, 11 South Seventh street, Minneapolis, Minn. Manufactures "Tonola" line.
- TOYPHONE & WOODWARE MFGS., INC.** Executive offices and factory, 139 West Eighteenth street, New York. Est., 1917.
- UNITED TALKING MACHINE CO.** Executive offices and factory, 173 Emmet street, Newark, N. J. Est., 1916. Manufactures the "United Ideal" line, eight models, retail prices \$12 to \$85.
- VICTOR TALKING MACHINE CO.** Executive offices and factory, Camden, N. J. Manufactures "Victor" and "Victor-Victrola" lines, thirteen models, retail prices \$15 to \$400. Also makes electric machines.
- VITANOLA TALKING MACHINE CO.** Executive offices, 501-509 West Thirty-fifth street, Chicago. Factories, Chicago, Rockford and Michigan. Manufacture the "Vitanola" line, eight models, retail prices \$25 to \$250.
- WILKINS TOY CO.** Offices and factory, Keene, N. H. Manufactures "Kiddiephone," retail price \$2.50.
- THOS. E. WILSON & CO.** Executive offices and factory, Forty-third and Hermitage avenues, Chicago. Manufactures the "Wilson-Ashland" phonograph, retail price \$35.
- WONDER TALKING MACHINE CO.** Executive offices and factory, 113 Fourth avenue, New York City. Est., 1915. Manufactures the "Wonder" line, retail prices \$5 to \$75.

WORLD PHONOGRAPH CO. Executive offices, 218 South Wabash avenue, Chicago. Manufactures "World" phonograph line, four models, retail prices \$125 to \$200.

RECORDS

BRUNSWICK - BALKE - COLLENDER CO. Executive offices, 623 South Wabash avenue, Chicago. Est., 1845. Markets the "Pathe" records, manufactured by the Pathe Freres Phonograph Co., New York.

COLUMBIA GRAPHOPHONE CO. Executive offices, Woolworth building, New York City. Manufactures "Columbia" records, ten and twelve inches, lateral cut.

CORTINA ACADEMY OF LANGUAGES. Executive offices, 12 East Forty-third street, New York City. Est., 1882. Markets Cortina Phone-Method, lateral cut, sold in sets. Language records only.

CRESCENT TALKING MACHINE CO. Executive offices, 89 Chambers street, New York City. Est., 1914. Markets "Crescent" line, vertical cut, eight-inch record, retail price 35c.

THOMAS A. EDISON, Inc. Executive offices and recording laboratories, Orange, N. J. Manufactures "Edison Disc" line, ten-inch record, vertical cut, retail prices \$1 to \$3. Also manufactures "Edison Blue Amberola" cylinder records, retail prices 50 cents to \$1.

EMERSON PHONOGRAPH CO. Executive offices and laboratory, 3 West Thirty-fifth street, New York City. Factories at various points. Est., 1915. Manufactures the "Emerson Universal Cut" double-disc record, retail price 25c., and Emerson six-inch record, retail price 10c.

FRAUD TALKING MACHINE CO., Inc. Executive offices, 224 West Twenty-sixth street, New York City. Est., 1915. Markets "Fraud" line, vertical cut, ten and twelve-inch records, retail prices 75c. and \$1.

IMPERIAL TALKING MACHINE CO. Main office and factory, 9 Vandever avenue, Wilmington, Del. Recording laboratory and showrooms, 35 West Thirty-first street, New York. Manufactures "Imperial" records, ten and twelve-inch; vertical cut, retail prices 75c. to \$1.50.

JONES CENTRAL RECORDING LABORATORIES. 104 Sixth avenue, New York. Manufactures records in any quantity.

LANGUAGE PHONE METHOD. Executive offices, 2 West Forty-fifth street, New York City. Markets "Language-phone" line, lateral cut language records, sold in sets only.

OPERAPHONE MANUFACTURING CORPORATION. Long Island City, N. Y. Manufactures "Operaphone" line, vertical cut, eight-inch records, retail price 35c.

PAROQUETTE RECORD MFG. CO. Executive offices, 47 West Thirty-fourth street, New York; factory, Bush Terminal Building, Brooklyn, N. Y. Est., 1916. Manufactures "Par-O-Ket" line, seven-inch record, vertical cut, retail price 25c.

PATHE FRERES PHONOGRAPH CO. Executive offices, 10-32 Grand avenue, Brooklyn, N. Y.; factories, and recording laboratories, New York City, N. Y.; Brooklyn, N. Y.; Belleville, N. J.; London, Paris, Berlin, Vienna and Milan. Manufactures "Pathe" line, vertical cut 10 1/2, 11 1/2 and 14-inch records.

PATRIA RECORD CORP. Executive offices, 32 East Twenty-third street, New York. Manufactures "Patria" records.

STAR PIANO CO. Executive offices and factory, Richmond, Ind. Est., 1872. Manufactures "Star" line, ten-inch double disc record, vertical cut, retail prices 65c. to \$4.00.

VICTOR TALKING MACHINE CO. Executive offices and factory and recording laboratories, Camden, N. J. Manufactures "Victor" line, ten-inch and twelve-inch records, lateral cut, retail prices 75c to \$7.

JOBBER

Columbia Jobbers

COLUMBIA GRAPHOPHONE CO. Wholesale distributing branches are located in the following cities under the name of the "Columbia Graphophone Co." unless otherwise noted: Atlanta, Ga.; Baltimore, Md.; Boston, Mass.; Buffalo, N. Y.; Chicago, Ill.; Cincinnati, O.; Cleveland, O.; Dallas, Tex.; Denver, Col.; Detroit, Mich.; Indianapolis, Ind.; Kansas City, Mo.; Los Angeles, Cal.; Louisville, Ky.; Minneapolis, Minn.; New Haven, Conn.; New Orleans, La.; New York City; Schmolzer & Mueller Co., Omaha, Neb.; Pennsylvania Talking Machine Co., Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Me.; Portland, Ore.; Grafonola Co., Rochester, N. Y.; Columbia Stores Co., Salt Lake City, Utah; San Francisco, Cal.; Seattle, Wash.; Spokane, Wash.; Springfield, Mass.; St. Louis, Mo.; Tampa Hardware Co., Tampa, Fla.

Victor Jobbers

AMERICAN TALKING MACHINE CO. 356 Livingston street, Brooklyn, N. Y.

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

W. D. ANDREWS CO. Syracuse, N. Y.

BADGER TALKING MACHINE CO. 135 Second street, Milwaukee, Wis.

BLACKMAN TALKING MACHINE CO. 97 Chambers street, New York City.

C. BRUNO & SON, Inc. 351 Fourth avenue, New York City.

LOUIS BUEHN CO., Inc. Philadelphia, Pa.

CHICAGO TALKING MACHINE CO. 12 North Michigan avenue, Chicago.

CORLEY CO., Inc. Richmond, Va.

CRESSEY & ALLEN, Inc. Portland, Me.

I. DAVEGA, JR., Inc. 125 West 125th street, New York City.

S. B. DAVEGA CO. 831 Broadway, New York City.

CHARLES H. DITSON & CO. 8 East Thirty-fourth street, New York City.

OLIVER DITSON CO. Boston, Mass.

W. J. DYER & BRO. St. Paul, Minn.

EASTERN TALKING MACHINE CO. 117 Tremont street, Boston, Mass.

ECLIPSE MUSICAL CO. Cleveland, O.

GATELY-HAIRE CO., Inc. Albany, N. Y.

LYON & HEALY. Chicago, Ill.

W. D. MOSES & CO. Richmond, Va.

NEW YORK TALKING MACHINE CO. 119 West Fortieth street, New York.

SILAS E. PEARSALL CO. 18 West Forty-sixth street, New York City.

PENN PHONOGRAPH CO., Inc. 17 South Ninth street, Philadelphia.

SCHMELZER ARMS CO. Kausas City, Mo.

SHERMAN, CLAY & CO. San Francisco, Cal.

STANDARD TALKING MACHINE CO. Pittsburgh, Pa.

M. STEINERT & SONS CO. 35 Arch street, Boston, Mass.

PERRY B. WHITSIT CO. Columbus, O.

G. T. WILLIAMS CO. 217 Duffield street, Brooklyn, N. Y.

RUDOLPH WURLITZER CO. Cincinnati, O.

Edison Jobbers

PARDEE ELLENBERGER CO., Inc. Boston, Mass., and New Haven, Conn.

THE PHONOGRAPH CO. 229 South Wabash avenue, Chicago, Ill.

Pathe Jobbers

ARMSTRONG FURNITURE CO. Memphis, Tenn.

FISCHER CO. 1021 Euclid avenue, Cleveland, O.

PATHE PHONOGRAPH CO. Indianapolis, Ind.

M. H. PICKERING CO. Pittsburgh, Pa.

G. SOMMERS & CO. St. Paul, Minn.

A. VICTOR & CO. Buffalo, N. Y.

WILLIAMS, DAVIS, BROOKS & HINCIMAN SONS. Detroit, Mich.

CASES—COVERS

ALADDIN PHONOCOVER CO. Executive offices, 80 Fifth avenue, New York. Manufactures packing covers for moving, warehouse, store and parlor use.

E. H. LANSING. Executive offices and factory, 611 Washington street, Boston, Mass. Est., 1851. Manufactures the "Lansing" Khabl moving covers, and slip covers.

LYON & HEALY. Executive offices, Chicago, Ill. Manufactures Khabl carrying covers for talking machines.

NELSON & HALL CO. Executive offices, Montgomery Center, Vt.; factories, Montgomery Center, Vt., Samsenville, Vt., and Camden, N. J. Est., 1859. Manufactures packing cases.

C. E. WARD CO. Executive offices and factory, New London, O. Est., 1905. Manufactures phonograph warerom and carrying covers for all purposes.

PARTS

ACME DIE CASTING CORPORATION. Executive offices and factory, Bush Terminal, Brooklyn, N. Y. Sales offices in leading cities. Products manufactured: Tone arms, sound boxes, regulators, tone modifiers, special die castings, stops and miscellaneous parts.

AMERICAN PHONOPARTS. Executive offices, 3500 Normal avenue, Chicago; factory, Chicago. Products manufactured: "Play-rite" spring motors, electric motors, tone arms, sound boxes and other parts.

ARNOLD ELECTRIC CO. Executive offices, 1425 Twelfth street, Racine, Wis.; factory, Racine, Wis. Manufactures electric motors.

BARNHART BROTHERS & SPINDLER. Executive offices and factory, Monroe and Throop streets, Chicago, Ill. Est., 1868. Products manufactured: "Superior" sprlug motors, tone arms, reproducers, needle cups, die castings and stampings.

CHICAGO METAL PRODUCTS CO. Executive offices and factory, 501 South Jefferson street, Chicago. Established, 1914. Products manufactured: Electric motors, governors, and screw machine products.

COMBINATION ATTACHMENT CO. Executive offices, 209 South State street, Chicago. Established, 1915. Products manufactured: Reproducers and tone arms.

GEORGE CLAY COX. 73 State street, Rochester, N. Y. Manufactures "Phonomotor" electric motor.

CRESCENT TALKING MACHINE CO. Executive offices, 89 Chambers street, New York City. Established, 1914. Products manufactured: Tone arms, sound boxes, spring motors, tone modifiers, automatic stops and automatic lid supports.

DE CAMP & SLOAN. Executive offices and factory, 420 Ogden street, Newark, N. J. Est., 1911. Manufactures special parts.

DIXON MFG. Co. Executive offices, 295 Fifth avenue, New York City; factory, Ilion, N. Y. Products manufactured: Spring motors, tone arms, sound boxes, tone modifiers and miscellaneous parts.

DOEHLER DIE CASTING CO. Executive offices and factory, Court and Ninth streets, Brooklyn, N. Y.; also factories in Toledo, O., and Newark, N. J. Products manufactured: Tone arms, sound boxes, tone modifiers, special die castings, stops and miscellaneous parts to order only.

CHAS. H. ELTING & CO. Offices and factory, 1516 South Wabash avenue, Chicago. Manufactures Etting motors, motor main springs, regulators, stops, turntables, hardware, gears, stampings, governors, etc. Distributors of spring steel for motor main springs.

EMPIRE TALKING MACHINE CO. Executive offices, 429 South Wabash avenue, Chicago; factories, Chicago and Indianapolis. Established, 1915. Manufactures automatic brakes.

FAVORITE TALKING MACHINE CO. Executive offices, 438 Broadway, New York City. Products manufactured: Spring motors, Universal tone arms, sound boxes, main springs and needle cups.

FLEMISH PHONOGRAPH CO. Executive offices, 220 Fifth avenue, New York. Products manufactured: Spring motors.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc. Executive offices, 25 West Forty-fifth street, New York City; factories, Elyria, O., and Newark, N. J. Est., 1915. Products manufactured: Spring motors, tone arms, names: "Motor of Quality" and "Meisselbach" motors, tone arms, sound boxes, etc.

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc. Executive offices and factory, 64 Riecker street, New York City. Est., 1913. Products manufactured: Spring motors, tone arms, sound boxes, tone arm rests, brakes, lid stops, springs, needle cups, etc.

INDIANA DIE CASTING CO. Executive offices and factory, Cornell and Eleventh streets, Indianapolis, Ind. Products manufactured: Tone arms, sound boxes, special die castings, stops and miscellaneous parts to order only.

INTERNATIONAL MICA CO. Executive offices and sales dept., 1223 Filbert street, Philadelphia, Pa. Factory and warehouse, West Philadelphia, Pa. Mines, Amelia Co., Va. Est., 1913. Importers, miners and manufacturers of mica for all purposes. Specialize in mica diaphragms.

JOHNSON MOTOR CO. Executive offices, 3233 West Lake street, Chicago. Manufactures spring and electric motors.

F. C. KENT & CO. Executive offices and factory, 24 Scott street, Newark, N. J. Est., 1914. Products manufactured: Tone arms, sound boxes and various attachments. Also does gold-plating for the trade.

KIRKMAN ENGINEERING CO. Executive offices and factory, 237 Lafayette street, New York City. Est., 1912. Manufactures "Kirkman" spring motors and miscellaneous parts.

ANDS KOCH. Executive offices, 296 Broadway, New York City. Products manufactured: Tone arms and sound boxes.

LAKESIDE SUPPLY CO., Inc. Executive offices, 202 South Clark street, Chicago. Manufactures tone arms, brakes, needle cups, turntables, etc.

LUCKY 13 PHONOGRAPH CO. Executive offices, 3 East Twelfth street, New York City. Manufacturers and jobbers of: Motors, tone arms, sound boxes, main springs, governor springs and miscellaneous parts.

MAJESTIC PHONO PARTS CO. Executive offices, 1326 Republic Bldg., Chicago. Manufactures tone arms, reproducers, automatic cover supports and cabinet hardware.

MANHATTAN PHONO PARTS CO. Executive offices, 32 Union Square, New York. Manufactures sound boxes and wooden tone arms.

LEONARD MARKELS. Executive offices and factory, 165 William street, New York City. Est., 1911. Products manufactured: "Markels" Butterfly jewel-bearing motors; also tone arms, sound boxes and miscellaneous phonograph parts.

A. F. MEISSELBACH & BRO. (Div. of the Otto Heineman Phonograph Supply Co.). Executive offices, 25 West Forty-fifth street, New York. Factory, Newark, N. J. Est., 1887. Products manufactured: Spring motors, tone arms, sound boxes, stops and miscellaneous parts.

MILLOPHONE TALKING MACHINE CO., Inc. Executive offices, 376 Lafayette street, New York City. Est., 1915. Products manufactured: Spring motors and miscellaneous parts.

MERMOD & CO. Executive offices, 505 Fifth avenue, New York City; factory, Ste. Croix, Switzerland. Est., 1916. Products manufactured: Spring motors, tone arms, sound boxes and miscellaneous parts.

METROPOLIS SALES CO. Executive offices, 27 Union Square, New York. Manufactures motors, tone arms, sound boxes and miscellaneous parts.

MUTUAL TALKING MACHINE CO. Executive offices, 145 West Forty-fifth street, New York City. Products manufactured: Tone arms and sound boxes.

PADDACK DIAPHRAGM, Inc. Executive offices and factory, 451 Hudson avenue, Brooklyn, N. Y. Manufactures the "Paddack" diaphragm.

PARR MFG CORP. Executive offices, 1 Union Square, New York. Patents and manufacturers of the "Magnetic" reproducer.

PERFECT AUTOMATIC BRAKE CO. Executive offices and factory, 425 South Wabash avenue, Chicago. Est., 1915. Manufactures automatic brakes.

PHONOGRAPH APPLIANCE CO. Executive offices, New Brighton, S. I., N. Y. Factory, 109-113 West Broadway, New York City. Est., 1915. Products manufactured: "Crystal Edge" mica diaphragms.

PHONOGRAPH PARTS CO. 7 West Twenty-second street, New York. Manufactures tone arms, sound boxes, motors, etc.

PHONOGRAPH SPECIALTIES MFG. CO. 120 Walker street, New York. Manufactures castings, dies, etc.

PRESTO PHONO PARTS CORP. Executive offices and factory, Sperry Building, Manhattan Bridge Plaza, Brooklyn, N. Y. Est., 1916. Products manufactured: Tone arms, sound boxes, motors, turntables, cover supports, cabinet hardware.

RENE MFG. CO. Executive offices and factory, Hillside, N. J. Products manufactured: Springs, tone arms, sound boxes and miscellaneous parts.

JAMES H. RHODES & CO. Executive offices, 157 West Austin avenue, Chicago. Est., 1897. Manufactures powdered pumice stone and rotten stone, turntable discs, washers, wicks, felts, sponge and chamois skins.

L. K. SCOTTFORD. 32 South Clinton street, Chicago. Manufactures "Scottford" reproducer.

SOSS MFG. CO. Executive offices and factory, 435 Atlantic avenue, Brooklyn, N. Y. Est., 1908. Products manufactured: "Soss" blinges, "Soss" die castings, tone arms, sound boxes, tone arm supports and miscellaneous parts.

STANDARD METAL MFG. CO. Executive offices and factory, Newark, N. J. Products manufactured: Horns, tone arms, turn-tables and miscellaneous parts.

STANDARD PHONOGRAPH CO. 15 East Fourteenth street, New York City. Tone arms, motors, sound boxes, miscellaneous parts.

STEPHENSON, INC. Offices, 1 West Thirty-fourth street, New York. Factory, DeCamp and Sloan, Newark, N. J. Manufactures "Stephenson" Precision-made spring motor.

STEWART PHONOGRAPH CORP. Executive offices, 327 Wells street, Chicago. Products Manufactured: Motors, tone arms, reproducers and other parts.

THOMAS MFG. CO. Executive offices and factory, Dayton, O. Est., 1916. Products manufactured: Motors, tone arms and sound boxes.

TONOLA PHONOGRAPH CO. Offices, 11 South Seventh street, Minneapolis, Minn. Distributors of motors, tone arms, sound boxes, etc.

THE UNION PHONOGRAPH SUPPLY CO. Executive offices and factory, 110-1108 West Ninth street, Cleveland, O. Products manufactured: Tone arms, sound boxes and attachments.

UNITED PHONOGRAPH PARTS CO. Executive offices and factory, 3248 West Sixteenth street, Chicago. Est., 1916. Manufactures "Perfecto" tone arms and "Perfecto" reproducers.

VEECO COMPANY. Executive office, 248 Boylston street, Boston, Mass.; factory, New Hampshire. Est., 1916. Products manufactured: Electric motors and "Vitrloid" turntables.

VILLINGER MFG. CO. Executive offices and factory, Williamsport, Pa. Manufactures stay arms, modifying rods and needle cups.

WATERBURY INSTRUMENT CO. Executive offices, Waterbury, Conn. Manufactures "Supersonus" sound box.

WILSON-LAIRD PHONOGRAPH CO., Inc. Executive offices, 136 Liberty street, New York City. Est., 1916. Manufactures "Bliss" reproducers.

WONDER TALKING MACHINE CO. Executive offices and factory, 113 Fourth avenue, New York City. Distributors of motors, sound boxes and tone arms.

MFRS. CABINETS

CENTURY CABINET CO. Executive offices, 25 West Forty-fifth street, New York City; factory, Utica, N. Y.

COLUMBIA MANTEL CO. Executive offices and factory, Leonard and Devoe streets, Brooklyn, N. Y. Est., 1914.

CRIPPEN-RASE CO., Inc. Executive offices and factory, Rochester, N. Y. Manufactures "Crip-N" record files and ejector.

GRAND RAPIDS CABINET FURN. CO. Offices, Empress Bldg., Grand Rapids, Mich.

HAAG CABINET CO. Executive offices, Drexel Building, Philadelphia, Pa. Manufactures "Haag" ejectors.

EDWARD B. JORDAN & CO., Inc. Executive offices and factory, 127 De Gray street, Brooklyn, N. Y.

GEO. A. LONG CABINET CO. Executive offices and factory, Hanover, Pa. Est., 1911.

C. J. LUNDSTROM MFG. CO. Little Falls, N. Y. Est., 1904.

METROPOLIS SALES CO. Executive offices, 27 Union Square, New York.

NANES ART FURNITURE CO. Executive offices and factory, Grand street and East River, New York City.

STANDARD PHONOGRAPH CO. 15 East Fourteenth street, New York City.

TOYPHONE & WOODWARE MFRS., INC. 130 West Eighteenth street, New York City.

UDELL WORKS. Executive offices and factory, Indianapolis, Ind. Est. 1873.

SAMUEL WEINSTEIN. 134 Duane street, New York. Est., 1899.

RECORD CABINETS

Manufacturers and Distributors

J. J. CAVANAUGH. 452 Fulton street, Brooklyn, N. Y. Distributor of Cavanaugh cabinets.

CRIPPEN-RASE CO. Executive offices and factory, Rochester, N. Y. (Manufacturer.)

EMPIRE TALKING MACHINE CO. Executive offices, 429 South Wabash avenue, Chicago. Est., 1915.

FEDERAL EQUIPMENT CO. Executive offices, 320 West street, Carlisle, Pa.

FLENIFILE CO. Executive offices, 335 South La Salle street, Chicago, Ill.; factories, Chicago. Est., 1916. (Manufacturer.)

GLOBE-WERNICKE CO. Executive offices and factory, Cincinnati, O. Est., 1882. Manufactures "Brown" disc record cabinets. Also manufactures sectional disc record cabinets, sectional book cases, sectional filing cabinets, wood and steel; Globe safes and steel shelving.

HAAG CABINET CO. Executive offices, Drexel Building, Philadelphia, Pa.

HERZOG ART FURNITURE CO. Executive offices and factory, Saginaw, West Side, Mich. Est., 1900. (Manufacturer.)

GEO. A. LONG CABINET CO. Executive offices and factory, Hanover, Pa. Est., 1911. (Manufacturer.)

LUCKY 13 PHONOGRAPH CO. Executive offices, 3 East Twelfth street, New York City. Est., 1915. (Distributor.)

C. J. LINDSTROM MFG. CO. Executive offices and factory, Little Falls, N. Y. Est., 1904. (Manufacturer.)

METEOR MOTOR CAR CO. Executive offices and factory, Piqua, O.

NANES ART FURN. CO. Executive offices and factory, Grand street and East River, New York City. Est., 1915. (Manufacturer.)

NATIONAL TALKING MACHINE SALES CORPN. (F. C. Henderson Co.) Executive offices, 68 Channery street, Boston, Mass. Trade name "Rol-Top." (Distributor.)

K. NICHOLSON FURN. CO. Executive offices and factory, Chase City, Va. Est., 1911. (Manufacturer.)

OGDEN SECTIONAL CABINET CO. Executive offices, Lynchburg, Va.; factories, Lynchburg, Va., and Kankakee, Ill. (Manufacturer.)

FRANK P. READ. Executive offices, 27 South Fifth avenue, Chicago. Manufactures the "Automatic" record container. Est., 1917.

SALTER MFG. CO. Executive offices, 339 North Oakley boulevard, Chicago, Ill.; factory, Chicago. Est., 1876. (Manufacturer.)

SCHLOSS BROS. Executive offices and factory, 637 West Fifty-fifth street, New York City. (Manufacturer.)

TOYPHONE & WOODWARE MFRS., INC. 130 West Eighteenth street, New York. (Manufacturer.)

UDELL WORKS. Executive offices and factory, Indianapolis, Ind. Est., 1873. (Manufacturer.)

SAMUEL WEINSTEIN. 134 Duane street, New York. Est., 1890. (Manufacturer.)

WONDER TALKING MACHINE CO. Executive offices, 113 Fourth avenue, New York City. (Distributor.)

BOOTHS AND FIXTURES

FRANK B. CURRY. 19 Wareham street, Boston, Mass. Manufactures booths and fixtures.

FEDERAL EQUIPMENT CO. Executive offices and factory, 320 West street, Carlisle, Pa. Manufactures demonstration booths.

OGDEN SECTIONAL CABINET CO. Executive offices, Lynchburg, Va.; factories, Lynchburg, Va., and Kankakee, Ill. Manufactures sectional record filing cabinets.

SYRACUSE WIRE WORKS. Executive offices and factory, Syracuse, N. Y. Est., 1887. Manufactures metal filing record racks (disc and cylinder).

TOYPHONE & WOODWARE MFRS., INC. 130 West Eighteenth street, New York.

UNIT CONSTRUCTION CO. Executive offices and factory, 121 South Thirty-first street, Philadelphia, Pa. Est., 1915. Manufactures "Unico" demonstration booths, record racks, record counters and store interiors.

ARTHUR L. VAN VEEN & CO. Executive offices, Marbridge Bldg., New York City; factory, Eighth street, New York City. Est., 1908. Manufactures "Van Veen" demonstration booths and store fixtures and general interior decorations.

ACCESSORIES, ETC.

BLACKMAN TALKING MACHINE CO. Executive offices, 97 Chambers street, New York. Est., 1902. Manufactures "Cleanrite" record brushes.

CHICAGO HINGED COVER SUPPORT & BALANCE CO. Executive offices and factory, 2242-46 West Sixty-ninth street, Chicago. Est., 1915. Manufactures balanced cover supports.

CONDON-AUTOSTOP CO. Executive offices, 47 West Forty-second street, New York City. Manufactures the "Nose" start and stop.

GEORGE CLAY COX. 73 State street, Rochester, N. Y. Manufactures "Phonomotor" electric motor.

CORLEY CO., Inc. Executive offices, 213 East Broad street and 206 East Grace street, Richmond, Va. Est., 1880. Manufactures traveling cases for Victrolas.

DECAMP & SLOAN, Inc. Executive offices and factory, 420 Ogden street, Newark, N. J. Est., 1911. Engineers, draughting and designing special machinery. Manufacturers of special parts.

EASTERN AGENCY. Box 108 San-nomiyan Koh, Japan. Novelties, such as needle boxes, etc.

GULBRANSEN-DICKINSON CO. Executive offices, 3232 West Chicago avenue, Chicago, Ill. Manufactures a nationally priced line of player-pianos.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO. Executive offices, 25 West Forty-fifth street, New York City; factories, Elyria, O., and Newark, N. J. Est., 1915. Manufactures needle cups and tone arm rests.

JONES-MOTROLA, Inc. Executive offices and factory, 29-33 West Thirty-fifth street, New York City. Est., 1915. Manufactures "Jones Motrola" electric winder, attachable to an electric lamp connection.

KIRKMAN ENGINEERING CORP. Executive offices and factory, 237 Lafayette street, New York City. Manufactures "Simplex" and "Standard" automatic stops, "Simplex" and "Standard" record cleaners.

LYON & HEALY. Executive offices, Chicago, Ill. Manufactures fibre needle cutters.

McKINLEY MUSIC CO. Chicago, Ill. "McKinley" line of sheet music.

NATIONAL TOY CO. Executive offices and factory, 271 Congress street, Boston, Mass. Manufactures talking machine toys and novelties.

RECORD-LITE CO., Inc. Executive offices, 135 Second street, Milwaukee, Wis. Manufacturers "Record Lite" for Victrolas.

SHELTON ELECTRIC CO. Executive offices, 90 East Forty-second street, New York City; factory, Elmhurst, Ill. Manufactures the "Shelton" electric motor, attachable to an electric lamp connection.

SIEKMAN, CLAY & CO. Wholesale offices, 741 Mission street, San Francisco, Cal. Market ukuleles and Hawaiian sheet music books.

WADE & WADE. Executive offices, 3807 Lake Park avenue, Chicago; factory, Chicago. Est., 1907. Manufactures fibre needle cutters, various screws and parts for different makes of machines.

WHITE MFG. CO. Offices, 619 Main street, Cincinnati, O. Manufactures "Campbell's Pure-O-Tone."

G. W. WITTE. Executive offices, 1727 Ludlow street, Philadelphia, Pa. Manufactures Witte's "Moviescope."

O. B. WILLIAMS CO. Seattle, Wash. Manufactures "Williams" sound board.

SUPPLIES, ETC.

CHICAGO HINGED COVER SUPPORT & BALANCE CO. Executive offices, 144 South Washburn avenue, Chicago; factory, 2242 West Sixty-ninth street, Chicago. Est., 1915. Manufactures balanced cover supports.

I. L. COCHRANE. 24 Stone street, New York City. Export agent for manufacturers of talking machines and kindred parts.

GLOBE DECALCOMANIA CO. Executive offices, 76 Montgomery street, Jersey City, N. J. Manufacturers and importers of transfer name plates, etc.

ILSEY-DOUBLEDAY & CO., Inc. Executive offices and factory, 229 Front street, New York City. Est., 1883. Manufactures "Ilsey's" graphite phono spring lubricant; "Eureka" noiseless talking machine lubricant, greases, lubricating oils and graphite.

INDIANA VENEER & PANEL CO. Executive offices and factory, New Albany, Indiana. Est., 1903. Manufactures veneers and panels.

KEYSTONE MINERALS CO. Executive offices, 329 Broadway, New York City; factory, Autesfort, Pa. Est., 1908. Manufactures rotten stone.

LOUISVILLE VENEER MILLS, INC. Executive offices and factory, Louisville, Ky. Manufactures "built up" stock and veneers.

LYON & HEALY. Executive offices, Chicago, Ill. Manufacturers lubricants.

MEYERCORD CO. Executive offices, 133 West Washington street, Chicago; factory, Chicago. Est., 1894. Manufactures decalcomania name plates, advertising signs, etc.

NATIONAL DECALCOMANIA CO. Offices, 240 North Sixtieth street, Philadelphia, Pa. Manufactures decalcomania name plates.

WILLIAM F. NYE. Executive offices and factory, New Bedford, Mass. Est., 1865. Manufactures oil.

PAASCHE AIR BRAKE CO. Executive offices and factory, 1219 Washington Building, Chicago. Manufactures "Paasche" finishing equipment, air compressors, City tires and all air appliances for finishing department.

PALM, FECHTELER & CO. Executive offices, 67 Fifth avenue, New York. Manufacture decalcomania window signs and name plates.

PHANTOM METER CO. Executive offices and factory, Needham, Mass. Est., 1916. Manufactures speed indicators or tuning timers for use with alternating current electric light.

JAMES H. RHODES & CO. Executive offices, 157 West Austin avenue, Chicago. Est., 1897. Manufactures powdered pumice stone and rotten stone, turntable discs, washers, wicks, felts, sponges, chamols skins.

GEORGE A. SMITH-SCHIFFLIN CO. Executive offices, 136 Liberty street, New York City. Est., 1912. Distributors of decalcomania transfer name plates, price marks, etc.

WADE & WADE. Executive offices, 3807 Lake Park avenue, Chicago. Est., 1907. Manufactures "Wado-polish" "Wadolatum," "Wado-oil" and a spring barrel lubricant.

WEBER-KNAFF CO. Executive offices and factory, Jamestown, N. Y. Est., 1900. Manufactures hardware, lid supports, needle cups, knobs, etc.

WIDNEY CO. Executive offices, 320 South Jefferson street, Chicago; factories, Chicago. Est., 1913. Manufactures turn table felts, felt and rubber bumpers, continuous hinges and rubber head nails.

ATTACHMENTS

COMBINATION ATTACHMENT CO. Executive offices, 209 South State street, Chicago. Est., 1915.

CRESCENT TALKING MACHINE CO. Executive offices, 80 Chambers street, New York City. Est., 1914.

OMAR C. DE SELMS. Executive offices and factory, Attica, Ind. Est., 1917. Trade name "De Stilus."

F. C. KENT & CO. Executive offices and factory, 24 Scott street, Newark, N. J.

NEW ENGLAND TALKING MACHINE CO. Executive offices and factory, 16 Beach street, Boston, Mass. Est., 1913.

OPERAPHONE MFG. CORPORATION. Executive office, 200 Fifth avenue, New York City.

THE UNION PHONOGRAPH SUPPLY CO. Executive offices, 1100 West Ninth street, Cleveland, O.

VICSONIA MANUFACTURING CO., Inc. Executive offices and factory, 813 East 134th street, New York City. Manufactures "Vicsonia" reproducer.

WATERBURY INSTRUMENT CO. Executive offices and factory, Waterbury, Conn. Manufactures "Supersonic" sound box.

NEEDLES, JEWELS, ETC.

ANYTONE NEEDLE CO. 18 New street, Newark, N. J. Manufactures semi-permanent needles.

W. H. BAGSHAW. Executive offices and factory, Lowell, Mass. Est., 1870. Manufactures steel needles.

N. BARRICH & CO. Executive offices, 154 Nassau street, New York City. Est., 1915. Manufactures "Enbico" universal needle.

BLACKMAN TALKING MACHINE CO. Executive offices, 97 Chambers street, New York. Manufactures "Playrite" and "Melotone" steel needles.

B. & H. FIBRE MFG. CO. Executive offices, 33 West Kinzie street, Chicago; factory, Chicago. Est., 1907. Manufactures fibre needles.

COMBINATION ATTACHMENT CO. Executive offices, 209 South State street, Chicago; factory, Chicago, Ill. Est., 1915. Manufactures jewel points, sapphires and diamonds.

JOHN M. DEAN CORPORATION. Executive offices and factory, Putnam, Conn. Est., 1890. Manufactures steel needles.

DIXON MFG. CO. Executive offices, 295 Fifth avenue, New York City; factory, Ilion, N. Y. Manufactures sapphire, diamond and agate points.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc. Executive offices, 25 West Forty-fifth street, New York City; factories, Elyria, O., and Newark, N. J. Est., 1915. Manufactures steel needles.

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc. Executive offices and factory, 54 Bleeker street, New York City. Est., 1913. Manufactures sapphire needles.

A. F. MEISSELBACH AND BRO., Inc. (Div. Otto Heineman Phono Supply Co.) Executive offices, 25 West Forty-fifth street, New York City; factory, 29 Congress street, Newark, N. J. Est., 1887. Manufactures sapphire and diamond point needles.

MERMOD & CO. Executive offices, 505 Fifth avenue, New York City. Factory, Ste. Croix, Switzerland. Est., 1816. Manufactures sapphire and diamond needles.

NEW YORK DISC NEEDLE CO. Executive office, Broadway and Reade streets, New York City. Est., 1910. Manufactures needles.

PROGRESSIVE PHONOGRAPHIC SUPPLY CO. 25 West Forty-fifth street, New York. Sole distributors of "Wall Kane" needles.

RENE MFG. CO. Hillsdale, N. J. Manufactures steel needles.

SONORA PHONOGRAPH CORPORATION. Executive offices, 57 Reade street, New York City. Manufactures the "Multi-playing" jewel needle.

VALLOBES JEWEL CO. Executive offices and factory, Lancaster, Pa. Est., 1903. Manufactures diamond points, sapphire hall jewels, recorders and reproducers; jewels for master recording; jewels of any kind to order.

CLIFFORD A. WOLF. Executive offices, 65 Nassau street, New York City; factory, Brooklyn, N. Y. Est., 1911. Manufactures sapphire and diamond needles for recording and reproducing.

ALBUMS, ENVELOPES,

P. L. ANDREWS CORPN. Executive offices and factory, 88 Thirty-fifth street, Bush Terminal Bldg. No. 4, Brooklyn, N. Y. Manufactures stock record envelopes, delivery envelopes and envelope specialties.

CLEMENT BECROFT. Executive offices, 309 West Susquehanna avenue, Philadelphia. Est., 1911. Manufactures record envelopes and record holders.

BOSTON BOOK CO., Inc. Executive offices, 73 Broadway, Brooklyn, N. Y.; factory, 103 Broadway, Brooklyn, N. Y. Est., 1911. Manufactures record albums.

CRIPPEN-RASE CO. Executive offices and factory, Rochester, N. Y. Manufactures "Crip-N" record files and ejectors.

J. L. GILLESPIE CO. Executive offices, Pittsburgh, Pa. Manufactures record envelopes, stock record pockets, paper products.

INDEXO PHONO RECORD FILE CO. Executive offices and factory, 16 Wooster street, New York City. Manufactures "Indexo" record holders.

NATIONAL PUBLISHING CO. Executive offices, 339 South American street, Philadelphia; factory, Philadelphia. Est., 1863. Manufactures "National" record albums.

NEW YORK ALBUM & CARD CO. Executive offices and factory, 23 Lispenard street, New York City. Est., 1910. Manufactures "Nyacco" record albums.

READY-FILE CO., Inc. Executive offices, Castle Hall Bldg., Indianapolis, Ind. Manufactures record files.

REPAIRS

TALKING MACHINE REPAIR & SALES CORPORATION. Executive offices, 25 East Fourteenth street, New York City. Est., 1916.

LONDON MARKETS

EBONITS, Ltd. Executive offices, Willowbrook Grove, Peckham, London, E. C. Manufactures plastic material for making records.

GRAMOPHONE CO., Ltd. Manufactures "Victor" and "Victor Victrola" machines and Victor line of records and have branches and agencies through Denmark, France, Spain, Sweden, Russia, India, Australia, New Zealand, South Africa, East Africa, Holland, Italy, Egypt and England.

J. E. HOUGH, Ltd. (EDISON BELL WORKS) Executive offices, Gleggall Road, Peckham, London. Manufacture "velvet-face" (V. F.) records, ten-twelve-inch, lateral cut, retail price two-six to four shillings.

THE INVICTA RECORD COMPANY, Ltd. Executive offices, No. 1 New Inn Yard, London, E. C. Manufactures "Invicta" line of records.

W. H. REYNOLDS, Ltd. Executive offices, 45 City Road, London, E. C. Est., 1915. Manufactures "Reyno Carbo" main-springs and talking machine parts. Also markets records.

SOUND RECORDING CO., LTD. 18 Swallow street, Piccadilly, London.

J. STEAD & COMPANY, Ltd. Executive offices, Sheffield, England. Manufactures talking machine springs.

STERNO MANUFACTURING CO., Ltd. Executive offices, 19 City road, London. Manufactures "Compactophone" line.

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Los Angeles, Cal., Columbia Graphophone Co., 745 S. Broadway.
Louisville, Ky., Columbia Graphophone Co., 403 S. Fourth Ave.
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New York City, Columbia Graphophone Co., 83 Chambers St.
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Philadelphia, Pa., Pennsylvania Talking Machine Co., 210 N. Broad St.
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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.
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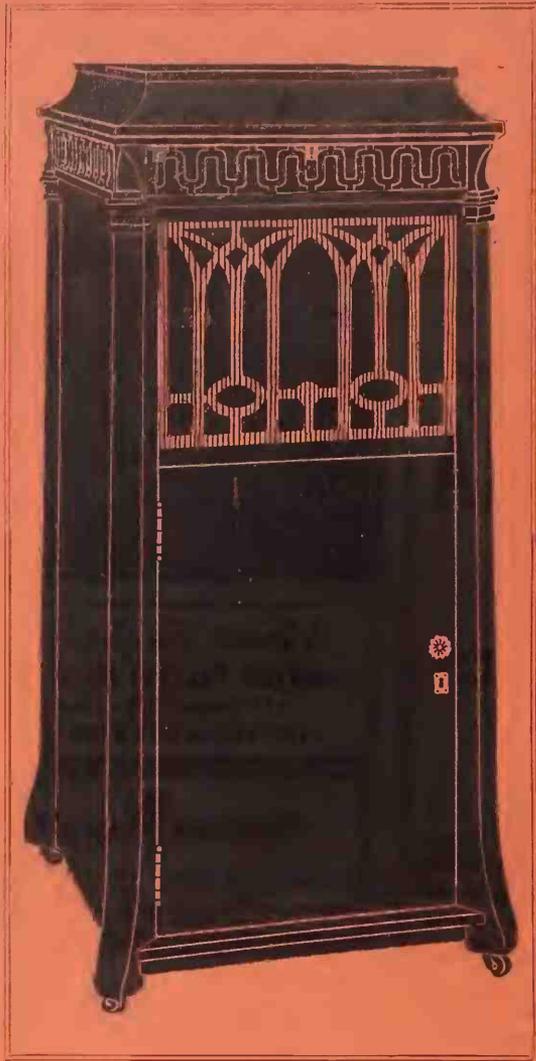
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COLORADO Denver—Denver Dry Goods Co.	MASSACHUSETTS Boston—Pardee-Ellenberger Co.	MICHIGAN Detroit—Phonograph Co., of Detroit.	UTAH Ogden—Proudfit Sporting Goods Co.
CONNECTICUT New Haven—Pardee-Ellenberger Co., Inc.	MINNESOTA Minneapolis—Laurence H. Lucker. St. Paul—W. J. Dyer & Bro. (Amberola only.)	MISSOURI Kansas City—The Phonograph Co. of Kansas City. St. Louis—Silverstone Music Co.	VIRGINIA Richmond—C. B. Haynes & Co.
GEORGIA Atlanta—Phonographs, Inc.	MONTANA Helena—Montana Phonograph Co.	NEBRASKA Omaha—Shultz Bros.	WISCONSIN Milwaukee—The Phonograph Co. of Milwaukee.
ILLINOIS Chicago—The Phonograph Co. James I. Lyons. (Amberola only.)	INDIANA Indianapolis—Kipp Phonograph Co.	NEW YORK Albany—American Phonograph Co.	CANADA Montreal—R. S. Williams & Sons Co., Ltd. St. John—W. H. Thorne & Co., Ltd. Toronto—R. S. Williams & Sons Co., Ltd. Vancouver—Kent Piano Co., Ltd. Winnipeg—R. S. Williams & Sons Co., Ltd. Calgary—R. S. Williams & Sons Co., Ltd.
IOWA Des Moines—Harger & Blish. Sioux City—Harger & Blish.		OHIO Portland—Edison Phonographs, Ltd.	
		PENNSYLVANIA Philadelphia—Girard Phonograph Co. Pittsburgh—Buehn Phonograph Co. Williamsport—W. A. Myers.	
		RHODE ISLAND Providence—J. A. Foster Co. (Amberola only.)	
		TEXAS Dallas—Texas-Oklahoma Phonograph Co.	