

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, September 15, 1917



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



The instrument by which the value of
all musical instruments is measured

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

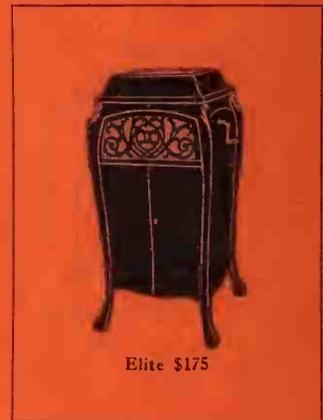
CLEAR AS A BELL



THIS year the Sonora is doing over one hundred times the volume of business it did four years ago! This marvelous growth in so short a period could not have been reached with a phonograph that was simply "as good" or "slightly better." The Sonora *had* to be overwhelmingly superior to achieve so quickly such remarkable results in the face of the vigorous competition and the extensive publicity of older established machines.

Hear the wonderful Sonora! Observe its exquisite tone, which won highest score for quality at the Panama-Pacific Exposition.

Write today if you contemplate selling phonographs. A Sonora agency is valuable.



TWELVE UNEQUALED SONORA MODELS

\$50 \$55 \$60 \$75 \$100 \$135 \$150 \$175 \$200 \$250 \$375 \$1000

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President

Executive Offices: 279 Broadway, New York City

PHILADELPHIA: 1311 Walnut St.
DETROIT: 3 Madison Ave.

CHICAGO: 320 South 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. 9

New York, September 15, 1917

Price Twenty Cents

SCHMELZER ARMS CO.'S NEW SERVICE

Specially Trained Young Woman Engaged to Demonstrate Educational Records for Benefit of Company's Dealers and Salesmen

KANSAS CITY, Mo., September 4.—A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., is planning a service to dealers which will meet a present demand, and also stimulate greatly the business in educational records of the Victor company. He will have at the Kansas City headquarters a young woman available for demonstrating the educational records and assisting dealers and salesmen in the exploitation of these important items.

There is an almost continual demand at the Schmelzer headquarters for help in regard to the educational records. Dealers see the possibilities of sales, the public seems interested, but the business is usually difficult to handle. It is a specialty.

To meet this situation, Mr. Trostler has sent to the factory, for special instruction, a young woman who has taken a great interest in the department. This is Miss Leah Ullom, who has been with the talking machine department of the company for two years. Upon her return she will be available at Kansas City for dealers or salesmen of dealers who may want special suggestions on handling educational records.

She will also probably spend much time in personal work for the dealers, giving demonstrations before teachers' institutes and similar gatherings, and on special sales work in their establishments.

Not what we think or say, but what we do, will have its effect upon the world. Let, therefore, the thinker do and the doer think.

UTILIZING THE NEWSPAPER AS A PROMOTER OF BUSINESS

Why Talking Machine Dealers Should Be Close Readers of the Daily Papers—Can Get Pointers on Developments Which Are Bound to Inure to Business Expansion

The talking machine dealer who reads the current magazines with any regularity has no doubt observed an advertisement in connection with a set of books known as the "Harvard Classics," and wherein appears an illustration of one man spending his time reading the current news in the evening paper, while his companion is deeply absorbed in one of the classics with a view to bettering his mental condition. The inference, of course, is that the man who simply reads the daily paper is dissipating time that might be put to better use, from an educational viewpoint.

In some lines of business the lesson of the advertisement might prove apropos, but the talking machine dealer who reads the classics to the exclusion of the daily paper may be improving his mind, but he certainly is not working in the right direction to improve his prospect list.

As a matter of fact, there is no method that offers such satisfactory returns in prospects as a careful and intelligent reading of the local news in the daily paper, especially in the small town where personal items receive considerable attention.

It is to be assumed that every live dealer watches the papers for announcements of engagements and weddings, for the newly married couple offers an exceptional prospect for the sale of a talking machine, either direct, or as a present from friends. The dealer who is well acquainted with the people of his town knows about who the friends are who would be most likely to be interested in giving the happy couple a talking machine and some records.

Then there are the published lists of wills filed for probate, often with the list of beneficiaries, anyone of whom may be willing to

DELPHÉON OFFICES IN CHICAGO

Delphéon Co., of Bay City, Mich., Opens Offices and Display Rooms in Western Metropolis as Convenience for Western Dealers

BAY CITY, MICH., September 6.—The Delphéon Co., of this city, manufacturer of the Delphéon phonograph, which has achieved unusual success the past year with the dealers throughout the country, has opened display rooms in Chicago on the sixth floor of the Republic Building. This building is one of the best-known commercial edifices in the country, and the Delphéon Co. decided to open Chicago display rooms in order to accommodate the many Western dealers who visit that city at frequent intervals, and who have expressed keen interest in the Delphéon.

R. W. Gresser, sales manager of the Delphéon Co., is making plans to render maximum service to the company's dealers, and every effort is being made to catch up with all outstanding orders. From present indications the coming fall will be a record-breaking season for this progressive company.

CRAFTS-STARR PHONO. CO. FORMED

The Crafts-Starr Phonograph Co., Inc., has been formed in Richmond, Va., with headquarters at 220 N. Second street, for the purpose of jobbing Starr phonographs and records. The company has been incorporated with a capital stock of \$15,000. President, A. J. Crafts; vice-president, A. E. Crafts; secretary, W. H. Smith. The building which the company occupies adjoins that of the A. J. Craft Piano Co., and is located within a very short distance of Broad street, the main business thoroughfare in Richmond.

spend a part of the legacy for a talking machine. There are also the notices of lodge meetings, and every annual meeting of a lodge or fraternal society generally means that a presiding officer will retire and a new member take his place. In many fraternal orders, and particularly in Masonic lodges, it is the practice to present the presiding officer, upon his retirement, with a more or less valuable token of appreciation, and the fund for that purpose is frequently large enough to pay for a fine talking machine and a goodly supply of records. The dealer who suggests the suitability of such a gift is the one most likely to get the order.

The opening of a new school, a new church, a new club, or any similar institution, offers an opportunity for a talking machine sale, that is too obvious to require any special emphasis, and just now the organization of new military units, whether for service abroad or for Home Guard purposes, is almost a daily occurrence, and a military company without some sort of talking machine is indeed bereft.

In short, every piece of local news in the paper should be regarded by the live dealer as representing the possibility of digging up a new prospect, and the time spent in going over the daily or weekly paper carefully is time that is well invested.

All the names in the daily papers are those of people who are likely to buy talking machines from somebody unless it so happens that their names appear in the obituary column. On the other hand the people mentioned in the classics, such as Caesar, Hannibal, Homer, Plato, Epictetus, Diogenes, Nero and Cleopatra, while creators of history in their day, are not going to buy talking machines in the Twentieth Century.

APPOINT NEW SONORA DISTRIBUTORS

Sonora Phonograph Corp. Makes Arrangements With a Number of Prominent Houses to Handle Their Product Under Jobbing Franchises—Company's New Policy Explained

The Sonora Phonograph Corp. has recently closed arrangements with a number of prominent houses to handle the Sonora products as distributors, and in connection with this important move, Joseph Wolff, secretary of the company, said, in a chat with *The World*:

"Up to a few months it was the policy of the Sonora Co. to sell mainly through the dealers, and owing to the fact that it was practically impossible for us to take care of the demand, the numerous applications which we received for jobbing franchises were never considered.

"Recently, however, we have been able to increase our output materially, and we concluded arrangements whereby we could establish jobbing franchises where we are not already represented. When we advised some of the houses who had requested these franchises that we could consider their applications at the present time, we were greatly pleased to receive immediate responses, asking for the territories which they could best handle. The popularity of the Sonora product is evidently well established in all sections of the country, for during the past few weeks we have closed important deals with a dozen well-known houses to act as distributors for the Sonora line, and additional arrangements are now being made which will be announced later.

"There are still a few States in the South, Southwest and Middle West that are open, and judging from the success of our present representatives, this open territory affords an unusual opportunity for responsible houses with adequate financial strength. As a matter of fact, we have every reason to believe that this open territory will be closed very quickly, for the Sonora products are gaining in popularity in this section of the country far beyond our expectations."

WORKING THE RURAL FIELD

Talking Machine Dealers in Kansas and Missouri Get Out After Farmers' Money—Use Automobiles With Considerable Success

KANSAS CITY, Mo., September 4.—An indication that the rural districts, even those closely adjacent to the cities, are even better fields for sales of phonographs than the towns is seen in the increased number of dealers who are sending out salesmen in motor cars. During the past few weeks, several Edison dealers have added this feature. H. W. Lee, of Enid, Okla., has had remarkable success with this plan in his territory recently. C. W. Cosgrove, of the Inness Dry Goods Co., Wichita, Kan., has salesmen covering a district of twenty to thirty miles from the city, with Ford cars. The Kelly Vawter Jewelry Co., Marshall, Mo., has supplied A. B. May, a special Edison salesman, with a car, in which he is developing the surrounding field. Hoefler & Mernershagen recently sent C. S. Feith, special Edison salesman, to the Kansas City office for sales training, and he will go out in a car. Many Edison dealers have been following this practice with large success this summer. For some it was a development of their previous efforts to reach farm trade. W. L. Echelman, of St. Joseph, Mo., had for instance been covering the outside territory with a seven-passenger Mitchell, carrying phonographs in the back seat; he is now adopting the smaller cars which, like those of other dealers, have a place for the talking machine on the back, and are much more economical of operation.

MEMBERS OF VICTOR SALES STAFF IN MILITARY SERVICE

Seven of the Company's General Representatives Among Those Preparing to Fight for Democracy —They Are to Be Found in Army, Navy and Ambulance Corps

CAMDEN, N. J., September 4.—The patriotism that actuates the members of the sales staff of the Victor Talking Machine Co. is evidenced by the fact that to date no less than seven members of the staff have entered or are about to enter the military service of the Government.

One of the latest of the sales staff to enter the service is Geo. A. Lyons, who has been doing important work in the office, as well as taking care of special matters arising from time to time in various territories. Mr. Lyons made several attempts to enlist in various branches of Government service, but was rejected owing to the fact that he did not measure up to the



Wm. G. Garlan



W. G. Gaston, Jr.



Leonard L. John

height regulation standard of sixty-four inches. He was, however, accepted in the draft and ordered to one of the camps for training.

Leonard L. John, Nebraska representative, is also to become a member of the National Army. Mr. John left his territory early in July and,

being a Princeton man, made application for appointment to the Second Officers' Training Camp. He was rejected, however, owing to defective vision, but in the same mail with his rejection notice was a notification of his acceptance in the new National Army.

G. Harlan Miller, Victor representative in Wisconsin, was fortunate enough to obtain an appointment to the Second Officers' Training Camp and left for Fort Oglethorpe, Ga., on August 22. Mr. Miller is a Harvard graduate and has proved most successful in his work for the Victor Co. He possesses the qualities that should make him a most successful army officer.

Wm. G. Garlan, the Victor California representative, is now a member of Troop D, First New York Cavalry, which is now in Federal service. The latest information received from Mr. Garlan on August 15 was to the effect that he anticipated leaving for France very shortly. He carries with him the best wishes of his friends and business associates.

Wm. G. Gaston, Jr., New York City representative, enlisted and was accepted in the United States Coast Reserve, a service known in everyday parlance as the "mosquito or submarine chaser fleet." That Mr. Gaston has shown aptitude in his new role as seaman is indicated by the fact that he has already advanced to the



W. G. Gaston, Jr., in Uniform

rank of boatswain during the short time he has been in the service.

Milton W. H. Holden resigned from the Victor service on May 15 and left for France on June 2 as a member of the American Ambulance



Milton W. H. Holden



G. Harlan Miller

Corps. Very shortly after reaching the other side he became interested in the aerial service and entered the Lafayette Flying Squadron. Mr. Holden has not yet seen active service, but hopes to be given the opportunity very shortly. While in the Victor service he covered the territory embracing Pennsylvania and Eastern Ohio. He is a graduate of the University of Pennsylvania.

Myron C. Schoenly, who represents the Victor Co. in Boston and environs, enlisted in the Engineering Corps in that city some time ago and is now believed to be in France.

At the present time there is a likelihood that several other members of the Victor sales staff will enter the fight for democracy in various capacities, and the other departments of the company are also well represented in Uncle Sam's service.

Business is a question of survival. Business is a race, and it cannot be run by cripples. Right where one man fails the next man may make a howling success and success in business comes by going after it—climbing. To be carried to the top by an escalator, by a rich relative, gives no credit to any one at any time, anywhere.

The Globe-Wernicke Co. offers

Sectional Cabinets For Disc Records



← No. 351 Art-Mission Top.

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

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

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

← No. 357 Art-Mission Base.

Section by section it grows with the growing record library.

The better the facilities you furnish your customers for housing records the greater the quantity of records you will sell.

Look carefully at the cabinet.

It invites you to fill it, in fact, you cannot resist the temptation to fill it. No matter how many sections are bought there will be empty compartments and these are always in sight, and the records too are always in sight. Any record is so easily found and quickly replaced that this cabinet adds an extra charm and fascination to the playing of records.

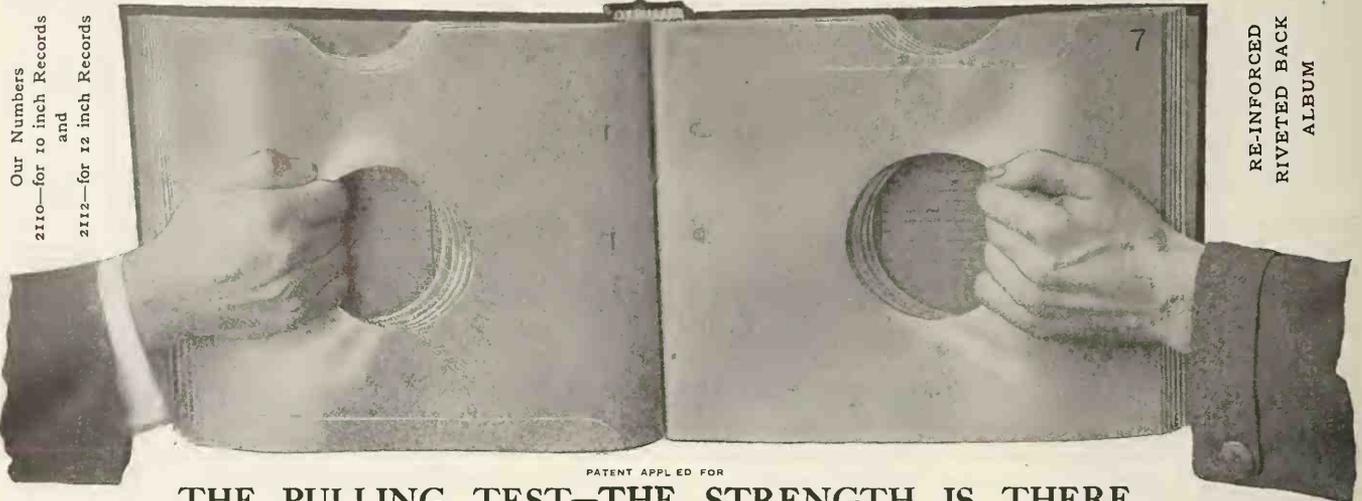
Suppose each of your customers had this cabinet and you had a sample on your salesroom floor to remind them to buy additional sections. Not only would the sale of the cabinets increase but what a tremendous increase in the sale of records would result and there is excellent profit in the sale of both.

Each section has 90 compartments numbered consecutively from 1 up. Globe-Wernicke Catalog No. 317 T describes and illustrates these goods fully.

The Globe-Wernicke Co.
CINCINNATI

BIG INCREASE IN DEMAND FOR "NATIONAL" RECORD ALBUMS

We manufactured and shipped over 30% more Record Albums during the first six months of this year (1917) than during the same period of any previous year. What does this show? It shows that our Record Albums have proven themselves to be the best and most convenient as well as economic method of filing and keeping disc records.



THE PULLING TEST—THE STRENGTH IS THERE

STRENGTH AT THE STRESS AND STRAIN POINT

PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. An accessory that is necessary and worth while. Practical and handy. Save time and records. A **profitable adjunct** to the business. All owners of machines and records want Albums to file and preserve their records.

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

For durability, finish and artistic design, our Albums are unsurpassed. We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us giving quantity you may desire, and we will quote prices.

OUR ALBUMS ARE MADE TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHÉ, AND ALL OTHER DISC RECORDS

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

SOME HINTS ON RECORD SELLING

Offered in Excellent and Interesting Article Prepared by H. A. Harris, Advertising Manager of the Pathé Frères Phonograph Co.

"Practical Hints on Selling Records" is the title of an interesting article recently prepared by H. A. Harris, advertising manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y. Mr. Harris has had practical experience in the merchandising of talking machine records, and the following article is therefore well worth the attention of dealers and their salespeople:



H. A. Harris

"The records on the new lists always have a wide sale because they are new, but records which have been issued for some time are often very difficult to push, because the consumers have forgotten or do not know about them, and the problem for the talking machine dealer is to remind his customers of these various records.

"Much has been written of the various ways

by which such records might be sold, but the writer has had some practical experience in presenting records properly before the public. These plans have been actually tested and found to be successful.

At one time we took an elocution record, which is considered the most prosaic and the most difficult to sell, and by bringing it to the attention of the public when it was timely, succeeded in producing sales. The plan was to concentrate on this one record for one week. Every salesman was instructed to push this record. They all had it demonstrated to them by the manager of the store, and they became familiar with it. A package of records was placed in various parts of the store in boxes so that they were a constant reminder to the salesmen, and the salesmen invariably played this record to every customer who came in. In the window displays we had several display cards featuring this particular record, and quite a number were packed in the window. The results of the week's work merely demonstrated to us that if the public were told, reminded and given a chance to hear many of the fine selections in the catalog they would be glad to buy them. There is no question but that if you take a very interesting and well-known number that is very pleasing to the ear you will have no difficulty in selling it, but to take a classical number which should be in every

home, but is not familiar, requires special effort upon the management and salesmen to sell it to the public, and if plans like the above are carried out there is no question about the results.

"Too many salesmen do not study their records long enough. They do not know them well enough to demonstrate them to the public. The talking machine dealer or his sales force will find that time will be well spent if they take a catalog and select records that they have not heard for a long time and play them during the slack periods of the day and get acquainted with these selections. Then select a record for each week and display and demonstrate it as outlined above.

"Another effective way of increasing the sales of a record is to get a transcription of the words of the vocal selections, have them printed on a card and distribute them around the store. As each customer asks for the record let him read the words as he listens. This doubles the interest and often this particular record will be selected, where otherwise the customer might say, 'It is a pretty selection, but I will not take it now.' A printer can print the words very economically, and the words can be taken from the sheet music or can be secured by writing to the publishers.

"A third suggestion is to go through some of the old record supplements and select a record. Use the write-up in the supplement for printing a small circular about three and one-quarter by six inches. Use a cut of the artist who made the selection, if possible. It can probably be obtained from your jobber or direct from the manufacturer.

"Envelope stuffers should be sent out monthly and always mailed with your statement and bills, because music lovers are like most folks, they need merely be reminded, not sold or solicited."

Nothing quite equals in enthusiasm a Congressman's patriotic desire to tax something that isn't produced in his district. He has a weakness this way.

A Really Good Album At a Moderate Price Is a Money Maker for the Dealer



METAL BACK ALBUMS

will give the dealer and his patrons true value and the highest quality. A complete line of albums that stand for the best in their respective grades.

Write for samples of our three numbers

NEW YORK ALBUM & CARD CO., 23 Lispenard St., NEW YORK



Victrola IV, \$15
Oak



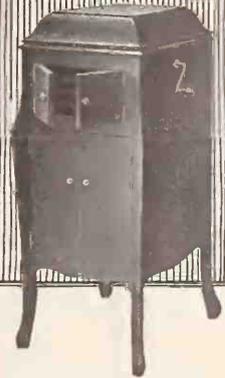
Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

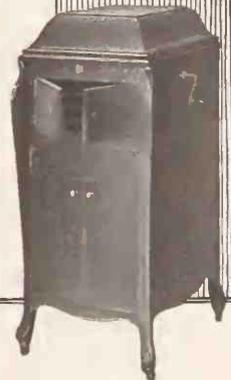


Victrola X, \$75
Mahogany or oak

Victor supremacy

The Victor has earned its supremacy by the great things it has actually accomplished.

The large measure of success enjoyed by Victor dealers is in keeping with Victor supremacy.



Victrola XI, \$100
Mahogany or oak

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 Company designating the products of this Company only.

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



Victrola XIV, \$150
Mahogany or oak



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



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



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

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NEW YORK, SEPTEMBER 15, 1917

IN these sultry days of late summer or early autumn, as you will, nothing is apparently further from mind than the Christmas season, with snow and frost and fur-coated Santa Claus. The family man is busy trying to clean up his vacation bills without a thought of how he is going to meet holiday expenses, yet the talking machine dealer who has not been looking ahead to his holiday trade for at least two or three months past is going to find himself in an unpleasant predicament in the matter of stock a little later in the year.

A large number of dealers have taken occasion to place substantial stocks in storage, getting machines early in the year in generous quantities. When the time comes they will not have to worry about factory shipments or jobbers' stocks so far as machines are concerned. There is at least one dealer in New York who, working on the argument of the discounted bill, has succeeded in putting in a stock of the most popular and hardest-to-get types of machines that actually crowds his regular display and demonstrating space. In a few months, when machines will be doled out one or two at a time, he will get just as many as a competitor and incidentally have a substantial reserve stock to work with.

The dealers who follow the practice right now of getting and storing every possible machine they are able to pay for may have to worry over stock shortage later on, but their worries will be nothing to those of the dealer who hesitates and buys only machines to meet current demands, trusting to the future with the sublime confidence of an unsophisticated infant.

WITH the broadening out of the talking machine industry there have developed two features that are worthy of more or less unfavorable comment. The first of these is the lack of originality frequently shown in the matter of cabinet designs. Some new entrants into the field are apparently too inclined to accept established models as standard and follow along the same lines rather than to endeavor to create distinctive models of their own that, should they meet with success in the venture, would prove of great commercial value. It is no unusual thing to see a half dozen or more lines of machine styles that to all intents and purposes are practically the same in all outward details.

The talking machine cabinet should be viewed as something beyond a necessary box for housing the tone-reproducing apparatus, for, in dealing with the retail customer, the cabinet is

what makes the first impression, and may be the means of impressing the customer with the model or prejudicing him against it, regardless of the tonal or mechanical qualities of the machine.

The new manufacturer should see to it that his machine models serve to identify without question his particular house as the manufacturer thereof. It's good business.

The other feature worthy of comment is a lack of originality frequently displayed in the selection of trade names. With the flood of new manufacturers during the past couple of years, there has been, perhaps, some difficulty experienced in selecting, for new talking machines, names that were not already protected. Despite these difficulties, however, it should be possible to either select or coin a name that should not only express the manufacturer's idea, but should prove distinctive enough to avoid confusion with other names in the trade.

It is actually a matter of record that three concerns started to make machines under one trade name, each concern having selected the name in ignorance of its use by a competitor. With the minds of manufacturers thus apparently running in similar channels it would seem that unusual care should be used to select a name that cannot in any way be confused with that of a similar product.

THE patriotism of the members of the talking machine trade in this time of the country's needs is most convincingly demonstrated by the manner in which talking machine men in all sections and of all classes, have responded to the call to the colors. There is hardly a manufacturer of rank in the trade, or a jobbing or retail house of prominence, but has contributed one or more members of their staffs to either the army or navy, or to the Officers' Training Camps. These are the volunteers, the men who went because they wanted to and not because they had to, and to this large showing must be added the long list of those who have been selected for the National Army.

In some cases sales staffs have been badly crippled through giving most of their members to national service. In fact one prominent manufacturing concern had to practically reorganize its sales staff for this one reason, but the talking machine men have, in common with men in other lines of trade, accepted the situation philosophically and as a public duty and have made preparations to carry on their business with undiminished energy and enthusiasm.

A VERY remarkable statement, and yet not surprising to those who have made a close study of the situation, was uttered by Evan Williams, the popular tenor, the other day, when he remarked that "two-thirds of all the tickets sold for any of my concerts are bought by people who have learned to know me through the Victor."

This reaffirms what we have pointed out in *The World* time and time again, that there has been no one factor in the history of music in America that has been more prolific in stimulating a love for music among the masses of the people than the talking machine. The local brass bands, the symphony orchestra, the choral societies, all do their part nobly, but they do not take music into the home as does the talking machine, nor can they supply to the great American people a means of hearing the greatest singers, as well as the greatest musical organizations of the world, at an expense that is comparatively insignificant.

In the same interview another fact of striking importance was adduced when Mr. Williams remarked that through the talking machine he had been able to work out his own artistic salvation. This statement is especially worthy the attention of the vocal teacher, for no one who is at all concentrative, or observant, can fail to appreciate the tremendous value of the talking machine as an educator in the matter of vocal utterance.

There are some singers who are honest enough to admit that the talking machine has been an educator not only to themselves, but to the general public interested in music. There are, however, a large number who still fail to comprehend what a tremendous influence for good is this musical instrument in the pedagogical domain. Yet we know of teachers and pupils whose work has been most effectively aided by use of the talking machine in the studio and in the home. One pupil recently told the writer that her studies had been advanced almost a whole season by means of instructions and vocal illustrations brought

into her home by means of the talking machine. This young lady's voice certainly showed the result of this work.

Mr. Williams also emphasized the great improvement in public taste as far as it bears on music, due in a large measure to the influence of the talking machine, and coming from a man who has been singing for a great number of years, with an opportunity to judge, it can be deemed authoritative. He remarked that since 1908 there has been an increasing appreciation of music throughout the country, due largely to the educational work of the talking machine, and, as a result, in the most out of the way places he found most intelligent audiences who attended concerts well acquainted with the repertoire of the singer and possessed of keen musical discrimination.

But it is hardly necessary to adduce this testimony, for on every hand to-day one can hear standard songs and instrumental numbers discussed by people whose musical knowledge some years ago was confined largely to the music hall song. Through the talking machine they have come to appreciate the classics of the various schools which they have learned to enjoy with a new zest in the quiet of their own home.

In their work dealers and salesmen should lay special emphasis on the musical possibilities of the talking machine and its tremendous importance as an educational factor in the home, in the school, and in public institutions of all kinds. This sales policy, if consistently followed up, will bring results that will well repay the effort.

The talking machine must not be considered, as it is by some, unfortunately, as a transitory pleasure. It is here not only to stay, but it is here to exercise a beneficent influence in making America really musical—doing a work among our population which is composed of the races of the world—that may be compared with the nationally aided singing schools of the old world. There must be intelligent application to this end, and the talking machine salesmen must persistently pound away on the educational value of the talking machine and its influence in inculcating a love for the best in music among the young people in the home, thus making the younger generation a race musically inclined, all of which means much for the future of the country, for a nation musical is a nation great. It also means much from the purely business standpoint.

FOR some time past in certain localities it has been practically impossible for new dealers entering the field to secure franchises for the handling of the established lines of machines and records. The companies have found that certain territories are being well served by dealers already established in them, and, for the protection of the dealer who is really producing results, they have hesitated to place new agencies in competition with him. This is as it should be, and the stand of the companies in the matter of agencies is duly appreciated by the retailer who

has the agency franchise and who makes the most of his opportunity.

There is a certain element in the retail trade, however, who, having once secured agency rights, rest on their oars and wait for the line to sell itself, largely through the manufacturer's advertising. They act more as order takers than as merchants, and not only do an injustice to themselves in this attitude, but also are unfair to the manufacturer whose product they handle. When territory protection is given, it places upon the dealer an implied obligation to do his best to get the maximum amount of business out of that territory. In other words, instead of just scraping the surface for business, he is expected to carry on an intensive campaign on his own account to develop sales. It is to be believed that the dealers who are not showing a proper interest in their business, those who are content with a small profit for a little effort, will not have long to rest in security, for the manufacturers, having limited the number of dealers in given territories, are now preparing to weed out those who are inclined to take things easy, and establish in their stead new representatives who may be expected to prove more energetic in working up local business.

The retailer who must depend upon strenuous competition with an unprotected product to arouse him to his best efforts does not always take full advantage of the protected territory idea. Protection in the matter of territory does not mean that he can simply wait for trade to come to him or for the manufacturer to do his selling, but it does mean that he can make that territory produce a volume of business commensurate with the amount that would come from the territory should the competition be of a keener sort.

THE very successful conventions of the Nebraska and Iowa Victor Dealers' Associations held recently in Omaha and Des Moines, respectively, emphasize the great value of such organizations to the dealers who are keen enough to take advantage of their existence. Well over one hundred dealers attended each convention, and they not only were enabled to get first-hand information of great value from factory experts on mechanical and sales problems, but were, incidentally, enabled to indulge in discussions of business ethics that should result to the betterment of the trade as a whole and to every individual engaged in it in those States. There is no one merchant who knows it all, and the more successful ones realize this fact. It is by mingling with his fellow dealers that the merchant gets a broader viewpoint of business in general and of his business in particular. It is to be hoped that there will be many more State associations formed in the future. Certainly the success of the Nebraska and Iowa organizations during the year or so of their existence have justified the spreading of the movement to other sections of the country.

LEFT RIGHT—LEFT RIGHT

“The Call of the Hour”

THE definite idea of marching is to GET SOMEWHERE. With Pearsall Service on Victor Records, you can enjoy a Profit Parade that includes only Union Dollars.

That's the best part of Pearsall Service—its help. You cannot get anywhere with your sales unless you have the goods to deliver, and right now is a good time to prove this.

SILAS E. PEARSALL CO.

18 West 46th Street, New York



EDISON MESSAGE No. 6

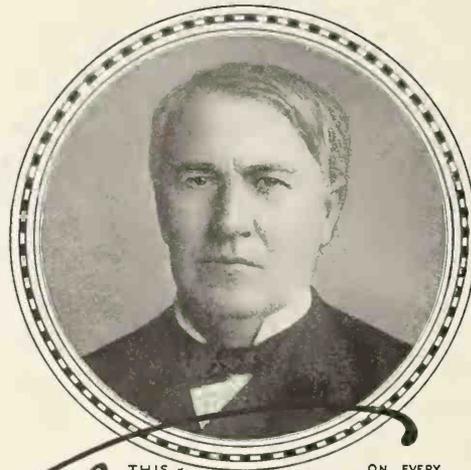
To secure additional Edison dealers is not the purpose of this message. Its sole purpose is to bring established Edison dealers to a realization of the wonderful opportunities that lie before them.

The passing of food control legislation at Washington will do more to stabilize living conditions in general throughout the country than almost any legislation that could be passed by Congress. In other words, the average American will be more tranquil mentally than he has been for the past six months, and more in a frame of mind to consider other necessities besides the fundamental necessities such as food, clothing and housing. He will need music (the fourth great necessity) and he will want it more than ever before, and what is more he will have it, and he is going to secure a great deal of it through Edison dealers.

In spite of a general unsettled mental condition through-

out the country, caused merely by suspended legislation of national import, business has continued to stride forward with seven-league boots. Only in a few isolated spots has business suffered a temporary check, which had absolutely no effect on the country as a whole. Even these isolated spots are rapidly recovering from the slight slump which they have experienced, due solely to local conditions.

Edison business has been unusually good within the past six months. It will be still better during the next six months, not for any seasonal reasons, but because the mental attitude of the country in general will be more nearly normal and will turn more and more to such necessities of modern life as music. This, combined with the unprecedented prosperity of the country, is bound to stimulate a constantly increasing demand for Edison Instruments and Re-Creations.



THIS TRADE MARK ON EVERY EDISON PHONOGRAPH
Thomas A Edison

THOMAS A. EDISON, Inc.

Orange, N. J.

How Exhibits at State and County Fairs Help to Boost Your Business

By George B. Hewitt

For the next month or so, there will be scores of State and county fairs, more or less pretentious in character, held in practically every section of the United States, for the annual fall fair is an established institution in this country. Not only will the fairs offer the farmer and stockraiser an opportunity to display before their neighbors the best results of the year's work in the line of raising vegetables or live stock, but they will also offer to the merchant an unexcelled opportunity of getting his product before the agriculturist at a time when the latter is most likely to have plenty of money on hand.

There is no line that affords greater facilities for demonstrating at such fairs than talking machines and records, for music always acts as a lure to even the most sophisticated crowd, and where a talking machine is kept going almost constantly at a fair the display space is sure to be crowded at all times. Of course, after the crowd is attracted, the problem becomes that of persuading the individual members to inspect the instrument and make purchases. To this end it is desirable that the exhibit be as complete as possible in order that it may appeal to the man of limited means as well as his richer brother, and that full consideration be given to the details of the arrangement.

There are so many different styles in most lines of talking machines and the amount of advertising literature, including posters, hangers and catalogs placed at the service of the dealer is so elaborate and attractive, that the ordinary exhibitor does not have to go far out of his way to secure material to put together an attention-commanding display.

It has been found by those who have made a practice of exhibiting at local fairs that no matter how fine and interesting the various classical selections may prove to the ordinary customer in the store, it is the brilliant band or orchestra record, of march or dance, that gets quickest results in attracting an audience. The band record particularly, with a greater volume of sound, has been found most effective in this work. The interested individual, once inside the booth and under the spell of the salesman, can be fed standard and classical selections and the higher grade instrumental and vocal numbers to his heart's content. The big noise is to attract attention; after that, it is a case of selling.

Where it is likely that a fair will be well attended by people from a large section of the country, the average dealer will find that a presentation of a medium priced talking machine and a few records to the holder of a lucky ticket will prove a means not only for attracting attention, but for getting some real prospects. The plan is by no means new, but the idea of getting something for nothing offers an infallible system for attracting public interest.

To carry out the plan, it is most desirable to have an employe stationed at the entrance gate to present a ticket for the prize drawing to every one who enters. The ticket should be provided with space for the writing in of the name and address of the holder, together with information as to whether he or she owns a talking machine and, if so, what make. The tickets should be dropped in a ballot box at the entrance of the dealer's booth and none should be accepted unless they are filled out properly.

The scheme has several advantages. In the first place, it causes every contestant to look for the booth of the talking machine man, and once his ticket is deposited the contestant does not lose interest in that booth until the prize is finally awarded. Then, too, each ticket deposited bears the name and address of some possible prospect, either for a full equipment of machines and records, or, if a machine is

owned, for records alone. The tickets can be checked up with the prospect cards at the store and the information thus obtained may be the means of saving dozens of useless visits on the part of the salesmen.

Where the rental of space at the fair is reasonable, and other circumstances permit, it will be found most desirable for the dealer to arrange for a small recital hall, capable of accommodating from forty to one hundred people at a time and in which should be placed one of the most popular and impressive machines in the line. A bulletin board outside should announce at what intervals recitals are held, and they should be not longer than half an hour apart in order to keep the audience changing. Twenty minute intervals will be found particularly desirable, especially in the evening when the crowd is thickest. The average fair visitor will sit in the recital hall for twenty minutes without question, but the same person could not be induced to linger five minutes listening to a demonstration in an open space.

In order to drive the name of the exhibitor home to the members of the audience, a successful scheme has been conducted by some of those experienced in such work. A standard program of twenty-four or thirty-six numbers is prepared in advance and attractively printed on slips or folders bearing the advertisement of the exhibitor. When each new record selected is placed on the machine a card bearing the corresponding number on the program is hung in full view at one side of the platform. This enables the non-musician to know just what is being played, and if he is sufficiently interested to order that particular record later by name. Many a record sale has been lost by a person who was pleased with one particular selection, but had no means of knowing the title of it, and therefore could not order it from his dealer.

In addition to familiarizing the members of the audience with the selection being played, the program also forms a more or less permanent reminder of the dealer's name, for fully 75 per cent. of the audience carry programs away with them, either in their pockets, their handbags, or simply crumpled up in their hands. Properly handled an exhibit at a fair should prove a gen-

uine business builder. The dealer who contemplates such an exhibit, however, should be willing to go out of his way to evolve new ideas in the matter of booth decorations and exploiting and selling stunts.

If it should happen that there are two or more competing dealers exhibiting at the same fair, it is the man with the original ideas who is going to attract the most attention. In the event that original schemes are hard to devise, the least the dealer can do is to inject some originality into the old schemes and make them look new.

MAMMOTH PATHE ROOSTER ON SIGN

Braydon & Chapman, Glens Falls, N. Y., Erect Big Sign on Main Highway Leading into That City and Feature Pathé Trade-Mark

GLENS FALLS, N. Y., September 4.—Royal J. Braydon, of the Braydon & Chapman Music Store, this city, who has displayed in the past many original ideas in the matter of advertising that have called forth considerable favorable comment, is responsible for the designing of a new sign which advises the public that Braydon & Chapman are the local representatives of the Pathé Frères phonographs and records. The center feature of the sign is a mammoth reproduction of the well-known Pathé trade-mark, the rooster, measuring in height eleven feet from base of sign to tip of comb.

The bird is painted red and the lower part of the sign has a yellow background with black lettering. The sign is placed in a prominent position on the east side of the State highway and cannot be avoided by any one driving into town from that direction.

ENTERTAINS STAFF AT CAMP

Geo. H. Hurlburt, head of Geo. H. Hurlburt's Co., Victor dealers in Lakewood, N. J., believes that employes who have the proper amount of recreation are better fitted to take care of their duties efficiently, and therefore entertains the members of his staff on many week-ends at his summer camp, "Kampkumfort," at Point Pleasant, N. J., where he and Mrs. Hurlburt spend the summer.



HOLIDAY BOXES SELL MORE RECORDS

Last year's figures show an enormous business in records as holiday gifts.

These attractive boxes are issued with full permission from Thos. A. Edison Inc.

Exclusive designs are also ready for both
VICTOR and COLUMBIA

We have agents throughout this country and Canada whose names will be furnished on request

Apply to your distributor if you prefer

Augur, Swyers & Machold
461 8th Avenue New York



The instrumental line of Columbia Double-Disc Records gains a tremendous impetus through the announcement of a recording by the Philharmonic Orchestra of New York, under direction of Josef Stransky. This selection is in the October Columbia list—out September 20th.

Columbia Graphophone Co.
Woolworth Building, New York

POSTERS ACCELERATE RECORD SALES

Schmelzer Arms Co. Finds Special Series of Posters in Water Colors, Each Featuring a Particular Record, Bring Excellent Results

KANSAS CITY, Mo., September 5.—The Schmelzer Arms Co., who for some time past have paid particular attention to the arrangement of their window displays, report excellent results through the display of special posters regarding the va-

rious popular records and which are painted in the company's art department under the direction of A. N. Short, the head of the window trimming department.

The Schmelzer Arms Co. uses a space twenty-five by ten by eight feet for the display of Victor goods, and places the posters, two at a time, in prominent positions in the window. The posters themselves are mounted in plain, dull finished frames, seven feet by two feet six inches, and are changed every two weeks. They only feature the best sellers.



A Quartet of Attention-Compelling Posters featured in Windows of Schmelzer Arms Co.

The posters are painted on cloth in opaque water colors in suitable shades and never fail to attract much attention from passersby with direct results in the matter of record sales. Each poster is devoted entirely to one particular



idea of their character. The poster plan might be adopted with considerable success by other Victor dealers.

W. S. PATON ON A BUYING TRIP

Director of Wills & Paton, Pty. Ltd., Interested in Talking Machine Parts

W. S. Paton, director of Wills & Paton, Pty. Ltd., Melbourne, Australia, announces that he will visit the United States within a few weeks on a buying expedition and will be interested to hear from manufacturers of talking machine parts, accessories, etc. Those who desire to get in touch with Mr. Paton may address him by mail, care of the Hong Kong & Shanghai Banking Corp., New York City.

ROTTEN STONE

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

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

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

Send for samples and prices

KEYSTONE MINERALS COMPANY

329 BROADWAY

NEW YORK, N. Y.

A SOLDIER'S APPRECIATION

Courtesy of Sonora Phonograph Corp. in Replacing Sound Box Without Charge Brings Fourth Pleasing Letter From Lieutenant of Company "M," Third Infantry, on the Border

The Sonora Phonograph Corp., New York, N. Y., received recently a very interesting letter from T. A. Merrill, Jr., lieutenant of Company "M," Third Infantry, stationed at Camp Eagle Pass, Texas; Lieut. Merrill lost the sound box of his Sonora phonograph, together with the needle equipment, and requested that the Sonora Phonograph Corp. forward duplicates with an invoice. The company sent the missing equipment, stating, however, that it was being sent with the company's compliments.

This unexpected courtesy prompted the following letter from Lieut. Merrill:

"Yours of the 8th inst. received and enclosed. It gives me great pleasure, as the commander of this company, to express to you the many feelings of gratification that your kind letter imparted to us, the men of this organization.

"It is rare indeed that such an occurrence takes place as far as a regular outfit is concerned, and it is not readily forgotten. Although it may be of frequent occurrence in militia outfits, such things as these are almost unheard of where the regular army is concerned.

"I can assure you that the boys here on the border, where the temperature never registers less than 100 in the shade, can not by the mere coldness of this paper express to your people the feeling that your letter inspired. I can assure you further that the name of Sonora will occasion many a happy smile. This may sound a bit far-fetched to you, but way down here in the 'dobe' country things like this are the things that count and make the soldiers see that there are those that are left behind that have not forgotten them. It's the little things that count, my friend, and the regulars never forget either friend or foe. And I am sure that in the many little pleasures that they will enjoy with the Sonora in good shape they will often think of you, for your evident good will in the doing of your bit, and you can think of them as a body that will repay you even to their lives which they are taught to lay down with a happy smile.

"I hope that some day, whether it be in Flanders or the States, we may be able to repay to the limit, which is the sky."

GRAFONOLA FOR GRANITE ASS'N

BARRE, VT., September 7.—Floyd Russell, Columbia dealer in this city, sold some time ago a Columbia Grafonola 75 to the National Granite Association, whose headquarters are in Barre. The Grafonola is a prime favorite with the members of the association, and occupied a prominent place in their special train which took them to their annual convention in Cleveland. The association will hold its next convention in Philadelphia, when the Grafonola will again accompany the members on their special train.

NEW ORLEANS DEALERS WELL PREPARED FOR FALL TRADE

Majority of Retailers in That Section Have Future Orders Already in Hand and Many Are Enlarging Quarters—Large Business With Fighting Men—Some Interesting Reports

NEW ORLEANS, LA., September 5.—The various talking machine houses in this section of the country are not only doing a better than normal business just now, but are displaying their confidence in the future by placing large orders to meet fall requirements. Dealers through Louisiana, Mississippi and Texas have the bulk of their orders in hand for the most part, and are now patiently awaiting deliveries. Several concerns have enlarged their quarters and made other arrangements for having a mighty big business before the end of the year.

Howard Weber, manager wholesale Victor department, Philip Werlein, Ltd., reports unusual record business during the present month, but complains of the very few machine shipments he is getting from the factory. Dealers all over Louisiana, Mississippi and Texas have placed the bulk of their orders for fall, and unless there is an improvement in machine shipments this section of the country will be very much handicapped. However, in the face of the continued shortage of machines, record business is unusual.

F. W. C. Hayes, manager Philip Werlein, Ltd., retail Victrola department, reports a very satisfactory business for the month of August. "Like everyone else, we suffered from a machine shortage," said Mr. Hayes, "but the public seems to expect that, and we have had very few complaints and practically no difficulty having patrons sign contracts for future delivery."

Mr. Hayes also reports for his firm a very large business with Uncle Sam's fighters, and expects a still larger amount of business with the call of the first draft, as New Orleans dealers are advantageously situated to get their share of the business from two cantonments.

Over at Maison Blanche, Victor dealers, Manager Hofheinz and his assistants have just moved into their newly enlarged department and every one feels that at last the talking machine

game has come into its own at "the greatest store South." And this is surely apparent when one reviews how the department had its inception twenty-eight months ago with several small demonstration booths and equally small display space, huddled up in a section formerly given over to storage purposes. Consistent selling plans carried out by a force of sales people who have stuck to their posts since the beginning and advertising ideas and copy that has made its force felt all over this section have woven the thread of success about the destinies of the department, surely spun to stay and spread its web further.

All the improvements have not been completed and the new furnishings are yet to be installed. The World representative has been promised a set of views and a description of the new department for a forthcoming issue.

Although busy with moving the department, Mr. Hofheinz states the business is fully 50 per cent. ahead of last year and that the fall outlook is one of wonderful possibilities.

The Diamond Disc Shop reports that their method of supplying restaurants and confectioneries with re-created music, and showing them that it is necessary to give their customers music with their meals and refreshments, has proven a wonderful success. Since starting this campaign they have succeeded in selling six of the leading places in the city each an Official Edison Laboratory Model C 250.

The demand is increasing daily for the new Army and Navy Model. Several have been sold and many back orders are to be filled when the next shipment arrives.

Columbia Grafonolas and records are in unusual demand, so says W. J. Wright, manager of the department. The summer months are usually quiet, but 1917 is out of the ordinary. Patriotic records and the new Jass record, "Darktown Strutters Ball," is responsible for the sales.

Mr. Wright says they have been advertising in the dull months more than in previous years, all of which has been profitable.

Vacations are in order. Miss Burke will return to her desk next Monday after an absence of two weeks. Mr. Hingle has already returned and says he has the necessary pep for business, but don't know how long he will be on the job as Uncle Sam says he needs men of his type.

Miss Bernice Jalenak, manager of the Victrola department of the Dugan Piano Co., has not yet returned from the East, but her assistant reports exceptional record business during the present month and the outlook for fall business is unusually bright.

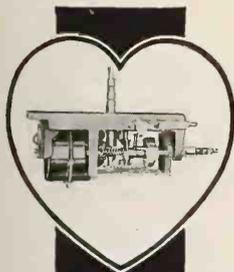
The company have recently inaugurated a "no commission plan" in their piano department, which has in an unaccountable way brought many Victrola and record buyers to their establishment, and they attribute their unusual business in a measure to this innovation. They are not fearful of being able to dispose of any quantity of machines they receive.

One of the features of the business section the early part of the month was a very attractive window display of Philip Werlein, Ltd., depicting a Chinese garden scene. The background was a white trellis covered with pink and lavender wistaria; from the top of the trellis were suspended large Chinese lanterns intermingled with wistaria. The floor was covered with green moss, with an urn of iris flowers in the foreground, and with large Chinese umbrellas placed here and there.

Sheet music and cards called attention to the new Chinese song hits, and a Victrola and Victor records conveyed to the passerby a suggestion as to one of the best ways of enjoying this style of music. One of the large plate-glass windows had been removed, and the opening screened, and a young lady dressed in the most modern Chinese costume displayed all the Chinese hits on a player-piano.

At night the main window lights were cut off, and small electric lights in the Chinese lanterns gave a very pleasing and attractive effect.

Here's the Trio of Quality



Made in Dayton, where quality of work has earned the name, "The City of Precision." Used wherever discriminating manufacturers want to produce the best talking machines.

This trio is the response of the best engineering talent and the most skilled workmanship to the imperative demand of the manufacturer for "something better." The motor, the tone arm and the sound box each embodies the utmost that science, research and skill can put into it.

Combined, they make a wonderful business builder for the manufacturers who realize that satisfaction to the customer is the basis of success. The enthusiastic commendation of thousands is their best endorsement.



The Dayton Motor

Five styles. Absolutely noiseless, great power, best workmanship. An answer to the demand for "something better." You will appreciate its excellence when you see one at work.

The Dayton Tone Arm

Universal. Will play any record. Special metal that will not ring. Finished in silver or gold. Every nicety of scientific designing and correct principles conserved by exactness in building. Five styles.

The Dayton Sound Box

Three styles. The construction of a correct sound box involves certain acoustic properties that reach their highest development in the Dayton. Its perfect tonal quality is remarkable.

These parts represent a great advance in working qualities, tone production and durability. Their use will stamp the quality mark upon your products, bring you more business, and satisfy the most exacting customers.

Consequently They Are Business Winners

Let us prove this by sending you our catalog, with description of the factory, its methods, and its products. Write for it to-day.

The Thomas Manufacturing Co.

322 Bolt Street : : : : DAYTON, OHIO



DEL PHEON "THE PHONOGRAPH WITH AN INDIVIDUALITY" DEL PHEON

DELPHEON reproduction cannot be distinguished from the original. Such harmony, such a rich, round, clear tone was never heard before except in the concert hall. Such tone was never thought possible. In playing a record Delpheon personality fades away—it is the original that is heard without the loss of a single tonal quality or the addition of those mechanical characteristics so objectionable. The original bursts into life before you. Words cannot describe the wonder of it all—it must be heard.

This is all accomplished through the Delpheon's new Resounding Chamber—it is rounded—and the two specially made sound boxes. The Delpheon stands ready to prove its superiority under any test.

Rich in Sales Possibilities

THE Modunome, the Individual-Compartment Record File, the Auto-Stop, the Auto-Cover Support, the one-piece Tilting Motor Board, the beautifully designed and finished cabinet, all serve to make Delpheon supreme. None can compare with it.

The Delpheon is guaranteed *without time limit*. The significance of this is self-evident.

Phonograph buyers are becoming more and more discriminating. An unusual instrument is necessary to meet their test of comparison. Nine times out of ten the Delpheon will be victorious in the most difficult tests—the most critical will choose it as the best.

Mr. Dealer, this is your instrument. It is your chance to profit—to add prestige to your name. Find out about it *NOW*. Write for our new art catalog. It is the most complete and beautiful phonograph catalog ever issued and gives information you never knew before.

Write Dept. T. for terms

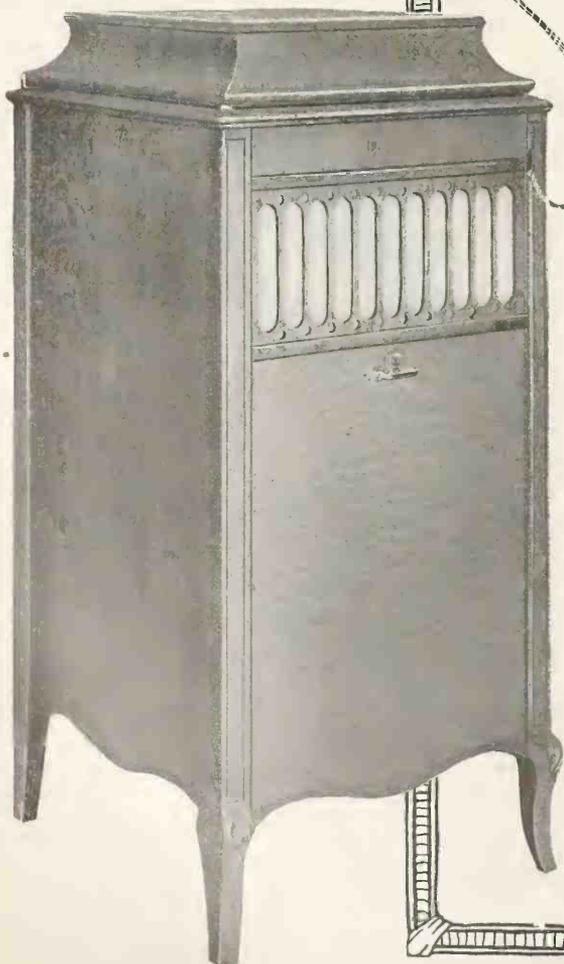
The Delpheon Co. Bay City Mich.

Chicago Display—6th Floor, Republic Building

Delpheon Sales Co.
31 Church Street
NEW YORK CITY

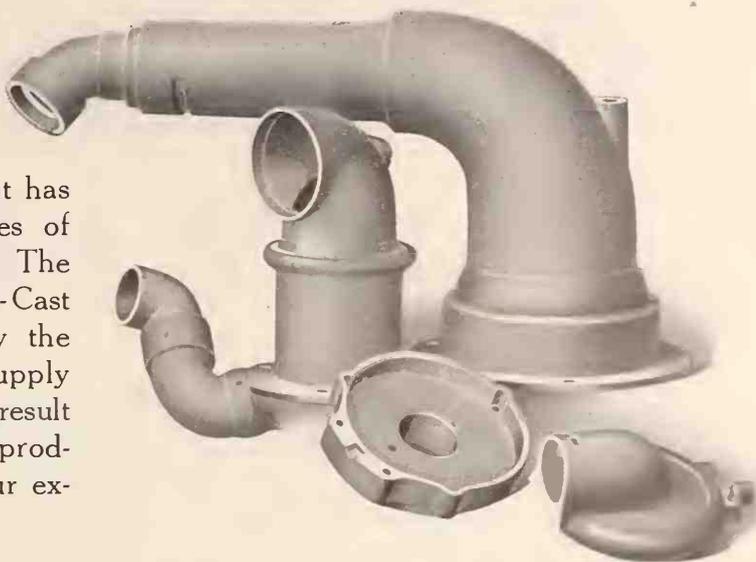


Verbeck Musical Sales Co.
435 William Street
BUFFALO



DOEHLER DIE-CASTINGS

SHEER MERIT has attained for Doehler Die-Castings their prominence as LEADERS in their class in the talking machine and kindred trades as it has throughout the various branches of the metal working industries. The consistent use of Doehler Die-Cast tone-arms and sound boxes by the leading manufacturers and supply houses in the trade is the direct result of the undisputed quality of our products and the efficient service our extensive resources make possible.



DOEHLER DIE-CASTING CO.

BROOKLYN. N.Y.

NEWARK. N.J. TOLEDO. OHIO.

CHICAGO
4414 No. Campbell Ave.

DETROIT
914 Ford Building

ROCHESTER
159 St. Paul Street

BOSTON
723 Oliver Building

THE AMBEROLA IN PHOTOGRAPHY

C. R. Quade, of Ames, Iowa, Uses the Instrument to Excellent Effect in Posing Children for Photographs in His Studio—Plan Also Proves Good Advertising for the Amberola

A new and novel way of interesting parents in the Edison Diamond Amberola has been suc-



Posing With the Amberola

cessfully used by C. R. Quade, of Ames, Iowa, who photographs children posed beside the instrument. Mr. Quade is a photographer, and he carries on this business in a part of his shop devoted to the sale of Edison phonographs.

In a recent letter Mr. Quade wrote: "This has been a successful method of mine for a long time in getting children's photos. I thought it would interest you."

One of the great difficulties a photographer has in making photographs of children is found in posing.

"Playing the Amberola while the child sits beside it makes posing a very simple matter," says Mr. Quade.

It can be seen from the conspicuous part the Diamond Amberola plays in the picture herewith that Mr. Quade, besides being paid for a set of photographs, is placing an artistic advertisement of the Edison phonograph in many homes.

WESER PHONOGRAPH ANNOUNCED

Weser Bros., Old-Time Piano Manufacturers, Producing Complete Line of Cabinet Machines—Contain Various Exclusive Patents and Original Devices of This House

Among the new talking machines announced this month is the Weser phonograph, manufactured by Weser Bros., 520-530 West Forty-third street, New York.

For thirty-eight years Weser Bros. have been manufacturing a line of pianos and player-pianos which have been in universal demand by representative piano merchants throughout the country. The Weser phonograph is manufactured in the Weser factory, a plant which comprises over 100,000 square feet, and which is equipped throughout with the most modern machinery for the production of instruments and machines which require high-class cabinet work, as well as a carefully constructed interior.

The Weser phonograph is the invention of the late John Weser, and contains many exclusively patented devices, being produced in six original cabinet designs, to be retailed at prices to meet all demands. It can be equipped with an electric motor if desired, and will play any make of disc record. Each machine is

equipped with a 12-inch turntable, while the motor is controlled by a speed regulator. All metal parts are nickel-plated. The machine is equipped with a spring motor, and worm gear drive. Models 150 and 200 are equipped with a Weser patented automatic finder and stop device, while the metal parts are gold-plated and the cabinet contains albums for records, besides a drawer for accessories.

MAKING GOOD IN BOSTON TERRITORY

Boston, Mass., September 8.—Although he has only been associated with the local Columbia branch since the first of August, W. A. Hine is achieving a very pleasing success. His progress with this company has been rapid, due to his unusual aggressiveness, which, combined with a strong personality, has won him many friends.

Mr. Hine entered the service of the Columbia Graphophone Co. as a retail salesman in Birmingham, November, 1913. His next position was that of wholesale traveling representative, which he filled creditably to himself and the company, until the closing of the Birmingham branch, August, 1915, when he was transferred to the New Haven branch. His work in New Haven was so satisfactory that when a good strong salesman was needed to cover the city of Boston he was transferred there.

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

Columbia actually your pub

OUR Sales Department studies your public. It knows its likes and dislikes. It knows what your public wants and it *gives* you what your public wants.

Every Columbia Record that is made must receive the unqualified approval of our Sales Experts before it is issued.

The one question they ask is "will it sell?"

That's why Columbia Records *do* sell. Your public buys what it wants and it wants Columbia Records.

Second Columbia Mid-Month Record List On Sale September 10th

There will be a big demand for these records when they go on sale, and since we are including them in the regular October Supplement, they will sell all over again. Notice the wide variety which this list embraces and the big selling-value in every one.

Do not fail to secure an adequate supply of these seven Columbia Records or some of your customers will be disappointed.

- | | | | |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| A2329
10-in.
75c. | { I DON'T KNOW WHERE I'M GO-
ING, BUT I'M ON MY WAY.
Peerless Quartette.
I'LL COME SAILING BACK TO
YOU. Irving Kaufman. | 49181
12-in.
\$1.50 | { BARBER OF SEVILLE (LARGO
AL FACTOTUM) (in Italian).
Riccardo Stracciari. |
| A2328
10-in.
75c. | { FROM ME TO MANDY LEE.
Campbell and Burr.
I'M ALL BOUND 'ROUND WITH
THE MASON-DIXON LINE.
Irving Kaufman. | A2318
10-in.
75c. | { HAIL COLUMBIA. Prince's Band.
COLUMBIA, THE GEM OF THE
OCEAN. Prince's Band. |
| A2313
10-in.
75c. | { THE RAGTIME VOLUNTEERS
ARE OFF TO WAR. Irving Kauf-
man.
WON'T YOU SAY A WORD FOR
IRELAND? Irving Kaufman. | A2327
10-in.
75c. | { LILY OF THE VALLEY—One-
step. Prince's Band.
BEALE STREET BLUES—Fox-trot.
Prince's Band. |
| | | A2321
10-in.
75c. | { OH, JOHNNY! OH, JOHNNY! OH!
—One-step. Kopp and Banta.
HE'S JUST LIKE YOU—One-step.
Vess Ossman's Banjo Orchestra. |

Columbia Grapho

Woolworth Building

does bring c close to you

The biggest \$100 worth you can offer your customers Columbia Grafonola 100

Your customer will find everything he desires in this beautiful model.

He will find *tone-quality* unsurpassed in *any* instrument at the same price.

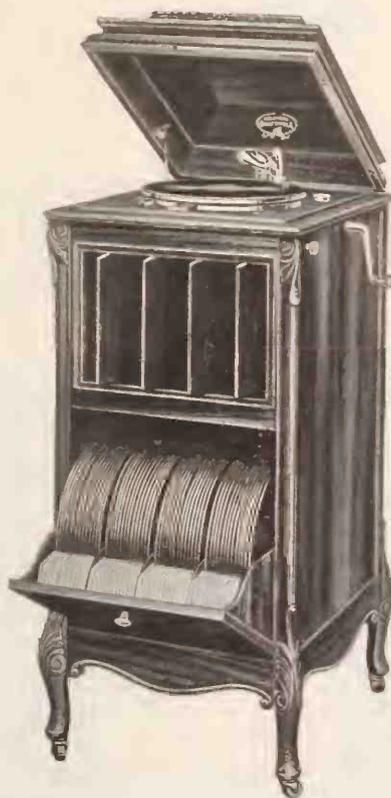
He will find beauty of line and finish and the most expert cabinet maker's craftsmanship.

He will find an instrument that will harmonize with his home and be a joy to his eye.

And he will be able to secure this wonderful Grafonola at a price that is not prohibitively high.

Do not miss any of these strong selling points of the \$100 Columbia Grafonola when showing it to a prospective buyer.

Any one of them ought to clinch the sale.



Columbia Grafonola 100

phone Company

New York City

THOSE WHO WON THE PRESIDENT WHITTEN CUPS IN JUNE

The Caliber of the Men Whose Sales Records in Columbia Service Brought to Them This Special Distinction—Some Interesting Stories of Business Success

There were recently published in *The World* the names of the winners of the salesmen's cups for the month of June in a contest inaugurated for the possession of five sterling silver loving cups donated by President Whitten of the Col-

ing-machine-buying world and told not to come home until his machines were sold. Three weeks later, somewhat homesick, but minus the machines, Ackley returned. This was the commencement of a sales career including real estate, pianos, sewing machines, automobiles, stocks and bonds and the Columbia line, which Mr. Ackley claims the best selling proposition yet. Mr. Ackley tells us he is a 1516 ('happy though married').

"S. W. Lukas, of the Pittsburgh branch, has only been with the Columbia a couple of years, but those two years have been well spent. He has made splendid sales records and friends of all he has met. His experience as Director of the Hungarian Opera Co. of New York gave Mr. Lukas a fine musical foundation which has proved of great value. Mr. Lukas has thoroughly decided that his cup shall go no farther!"

"When H. A. Heath, now manager of Baltimore, then of New York, first passed through Lynchburg, Va., he called on the J. P. Bell Co. in an attempt to interest this firm in the Columbia line. While demonstrating the Grafonola a small, bright-eyed boy in short trousers, who had been bubbling over with enthusiasm during the demonstration, pleaded successfully with Mr. Bell to put in the line. A short time later this same boy was in charge of the Columbia department. When Mr. Heath was transferred to Baltimore territory he made a visit to Lynchburg and, calling on Mr. Bell, made inquiries

regarding his "boy." He was introduced to Oden F. Jester, a full-grown Columbia salesman. Mr. Jester was soon on the retail sales floor of our Baltimore branch, next in the wholesale department as city salesman, and now is not only handling the city but traveling as well. Also winning Individual Salesmen's cups!

"We were talking to R. R. Wilson, of New York, concerning his June success. The two points on which he based his success are so simple that any Columbia man can adopt them or add them to his present qualifications. 'I make my chief interest my dealers' stock shelves,' says Mr. Wilson. 'You can reach your dealer far quicker by helping him move his stock, and to stock up the records which move, than in any other way.' And the second point: 'I always make the first five or six minutes of my conversation on general topics or on subjects of personal interest to my dealers. Personal interest first, shop next.'

"Here is one sentence in a letter written up by C. R. Salmon, St. Louis winner of the individual cup. A lot more lies behind this sentence, we imagine, than the simple words: 'I managed to have such a good record month in June because my dealers all wanted to see me win the cup.' Mr. Salmon is evidently a modest gentleman and does not tell us just why all his dealers were 'anxious to have him win' the cup. When your dealers are for you, you can be pretty sure you are a good salesman. With Mr. Salmon it's undoubtedly the good old story of service, co-operation, knowing how, and doing it—all with 'peptimism.'"



L. C. Ackley



S. W. Lukas

umbia Graphophone Co. to the members of the Columbia sales staff.

In announcing the June winners, the *Peptimist*, the house-organ published monthly for the Columbia sales force, introduced them as follows:

"L. C. Ackley, of the Los Angeles branch, was not born a salesman. He made himself one—



C. K. Salmon



O. F. Jester



R. R. Wilson

and a good one. His career commenced cleaning and repairing sewing machines in his father's wholesale establishment. A day came when Ackley, Jr., was entrusted with a horse, wagon and two machines, sent out into the great sew-

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.

Courtesy a Valuable Asset in The Selling of Talking Machines and Records :: By Frank H. Parsons

Courtesy is a big factor in selling talking machines. The people who come in with the possible expectation of spending from \$50 to \$250 are not to be handled in the same way as people who are buying twenty-five-cent merchandise. If it has been found profitable to give special instruction in politeness to the salesmen in chain cigar stores, oughtn't politeness to be a great big item in the development and upbuilding of talking machine salesmen?

Courtesy easily becomes a habit and the young man who was not given early instruction in such matters can acquire them in a short time if he will try. It is not an excuse for a man to say, Well, I never was taught society ways and folks will have to take me as I am.

People do not have to take you as you are. They can leave you, and they certainly will if your treatment of them does not please them. Even the fellows we know well sometimes get tired of rough, "kidding" methods, and wish for the polished side part of the time.

Pick out some one you know who is courteous, who has a reputation for being exceptional in that particular, and follow his example. Of course, the employer is the logical example for the employe. There is a certain amount of reason in figuring that if we do as well as the boss himself does, in the matter of politeness or in other matters, we will be doing pretty well. Unfortunately the boss is not always a model of courtesy. Let's form our own judgment about who shall be our ideal, rather than following some one because he is our superior. Let's not be satisfied with anything but the best as our example. What is there to prevent our becoming more polite, or a better salesman, in fact, than is the boss himself?

If you are to get on with people you must avoid allowing one class of customers to see you treating another class better. If the customer looking over some twenty-five dollar machines gets a hint of a different obsequiousness on your part toward another customer who is talking \$250 or \$300 machines, you may lose the first named customer and his friendship forever, without gaining anything from the other customer.

Of course, you are more pleased to see a rich customer come in than a poor one. It is easy and probably natural to be more attentive to Mr. Moneybags than to Miss Skimpit, but you want the trade of all classes—unless yours is the exceptional case, a store that caters only to the millionaire trade.

Be cordial and polite to the rich, of course. Go out of your way to be of service to them, but see that the poorer people never have reason to think they are getting any less. You can do more for the rich customer because the deal is a bigger one and the profit larger, but you do not need to let any favoritism become apparent. Do all you can afford to do for all.

The salesman who gets the reputation for being able to get on with any kind of customers and to please them all will never lack a position. Customers will follow that kind of a salesman from one house to another because they believe he has treated them squarely. He will find that he can sell more goods than other salesmen, and draw more pay.

A salesman has to sacrifice his feelings a good many times. He must keep them to himself. If there is any hard luck talk, let the customer have the privilege of producing it. Other people coming into the store to buy or to look are not interested in your personal misfortunes or your physical infirmities. They have troubles enough of their own. They will buy better when they are listening to cheerful conversation than when they are being overwhelmed with gloomy talk.

You have to listen to the customer who has

an aunt whose cousin is dying of erysipelas, or to the customer whose brother-in-law has trouble with the differential in his Ford runabout, but those customers would not have to listen to any such talk from you and they would not do it. Keep the tone of the conversation cheerful and you will make more sales and get along better with your trade—and incidentally you will feel a lot better yourself.

People like to go to the cheerful store. They

NEW DOMESTIC RECORDS ANNOUNCED

Ten-Inch Records to Be Ready for Shipment by October—Twelve-Inch Records to Come Later and Each Will Carry Three Selections

PHILADELPHIA, PA., September 5.—The Domestic Talking Machine Corp., this city, has just announced the introduction of its new ten-inch record on which the company has been working for some time past. The new record is of the vertical cut type, and is noteworthy both for volume and quality of tone.

Many employes of the Domestic Corp. have had an unusual experience in the manufacture of records and have put that experience into the new product, and the officials of the company claim that both in the method of recording and in the composition used for the records, they have registered a distinct advance in the art. Delivery of the first ten-inch records is promised in October. Several innovations will be incorporated in the Domestic record, the first being the color, which will be of a dark rich blue, which makes the record very handsome in appearance as well as distinctive.

Within a short time twelve-inch records will be added to the list, and an entire new feature

will drop in there when they are not expecting to buy just then, merely because they find it a place where they get cheered up. If you can get the reputation of being able to send people away in better spirits than those in which they came, you will find yourself growing in popularity with all classes of folks. You will get on with your customers better and you will get on better with your fellow workers and the boss and, incidentally, with yourself as well.

will appear on such records, namely, there will be three in place of two selections on a twelve-inch record. This is accomplished through recording in a special manner two selections on one side and one on the other. While the recording of three selections for a record will largely increase laboratory costs, it does not increase the cost of pressing, and the advantages to a purchaser in securing three in place of two selections on a single record will be apparent.

The list price of Domestic ten-inch records has been fixed at 70 cents, and the list on twelve-inch records will be announced later.

The Domestic Corp. have secured the services of some of the best talent to sing and play for them, and whereas their first offerings will not be large in numbers, they have been selected with extraordinary care and recorded under the best conditions. It is the intention of the company to continuously add to their line of selections, using the same selective care in the additions as in their original offering.

The Domestic Talking Machine Corp. have now secured a number of high grade connections who are marketing their line of talking machines, and the addition of records, which is now close at hand, will no doubt largely stimulate their business.

"Lundstrom"
IT GROWS WITH YOUR BUSINESS

Standard Sectional Record Cabinet



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

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

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

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

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

Carefully made and beautifully finished in plain and quartered oak, and in imitation and genuine mahogany.

Made in two sizes; to hold 10-inch and 12 inch records. Each section holds 200 records (100 Edison records). Stack may be made up with all sections of the same size; or sections for 10-inch records may be used above sections for 12-inch records by means of a reducing section as shown in accompanying illustration. Record sections furnished with or without doors.

Price for section \$2.75 and up

Sections also furnished with twelve horizontal compartments instead of sixteen vertical compartments, for \$1.00 per section extra.

Cases shipped on approval direct from factory at considerable saving to you; on orders amounting to \$10.00 and over we pay freight to all points East of Montana, Wyoming, Colorado and New Mexico. To points in and West of these states, we equalize freight charges. For further particulars and full list of prices for the different sections in the different grades, write for illustrated circular No. 70.

The C. J. Lundstrom Mfg. Co.
LITTLE FALLS, N. Y.

Branch Office, Flatiron Bldg., New York City
Fifteen Years' Experience Making High Grade Filing Cabinets and Bookcases

THE TRADE IN BOSTON AND NEW ENGLAND

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

Boston, Mass., September 5.—With the passing of Labor Day business in all large centers may be said to take on a new lease of life. From now on there are great expectations of rapidly improving conditions although it is pleasant to relate that the month of August made a far better showing than many persons would have thought possible in the face of the many detriments to rapid and big business. Between volunteering and drafting the phonograph business in this city has suffered a depletion in numbers, but adequate arrangements have been made in most cases so that there is not likely to be any hindrance to business.

Columbia Wholesale Business Growing

Since the opening of the Columbia Graphophone Co.'s wholesale quarters in Federal street the business has been growing at a rate to surprise the company's New York officers, and a recent letter addressed to W. S. Parks, assistant manager from General Sales Manager George W. Hopkins was full of the heartiest congratulations for the business done, in particular on a certain Thursday the latter part of August. It is a policy of the home office to recognize good work by words of encouragement, and the men of the Columbia are frequently having just such incentives to push for business. One thing that the Boston wholesale department is glad to see is that dealers in its territory are placing orders early and the indications are that there is to be a big fall business for the company.

Changes Made in Work of Columbia Staff

The management of the Boston house feels that while everything is lined up for big business and the machinery is now in pretty good running order the actual gait, as one of the managers puts it, has not yet been struck. This should be apparent shortly when all adjustments are completed. In the meantime several changes have been effected which should mean much in the prosecution of business. Hereafter both Manager Fred E. Mann and Assistant Manager W. S. Parks will devote most of their attention to sales, and leave the more detailed work in competent hands. To attain this end Frank Swett has been appointed office manager and will have charge of everything pertaining to general routine; Tim Hayes will continue as credit man and act as assistant office manager; Frank Lane succeeds James Cahill as foreman of the order and shipping department and record stockroom; and W. A. Hines, who lately

joined the Boston's Columbia forces, coming here from New Haven, Conn., has succeeded Fred Erisman, who has been transferred to Dallas, Tex., to become manager of the Columbia's store in that city.

Several New Columbia Accounts

The Columbia has just opened up several new accounts with large department stores to handle Columbia goods. These include Steiger & Dudgeon at New Bedford, the Steger Fox Co. at Fall River, F. N. Joslyn & Co. at Malden, and J. W. Philbrick & Co. at Everett. All these have purchased complete stocks of Columbia goods.

Richard M. Nelson Now with Sonora

Richard M. Nelson has severed his connection with the Harmonola Co. and joined the forces of the Sonora. He will devote much of his time to placing before the Sonora dealers in New England all the latest and most approved sales methods and plans looking to business promotion. Mr. Nelson has opened offices at 553 and 554 Little Building, at the corner of Tremont and Boylston streets, right near the heart of the retail section of the city. One of the first exclusively Sonora shops which he has opened is in Congress square, Portland, Me., to be operated by the William Emerson Co. The opening of this store was on September 1. Joseph H. Burke, who has been making a specialty of sales organization work, and who also was previously associated with Mr. Nelson in the Harmonola line, will be with Mr. Nelson, the one to be New England sales manager and the other assistant sales manager. Arrangements have been made with eight high grade salesmen, several of whom are leaving the management of successful phonograph stores to work in the Sonora field under Mr. Nelson. The Sonora business throughout Massachusetts, Maine, Vermont and New Hampshire will be handled through the jobber, the W. B. Glynn Distributing Co. of Bellows Falls, Vt.

W. O. Pardee Enjoys Canadian Trip

W. O. Pardee, head of the Pardee-Ellenberger Co., Inc., has just concluded a delightful trip down the St. Lawrence River from Montreal, on to Quebec and up the Saguenay River, which is one of the most beautiful trips in this country. Manager Silliman of the Boston offices has been unable thus far to take any vacation, but hopes later to get a few days off. All the traveling staff have reached home and are ready for the good fall business which Manager Silli-

man and all the others look for confidently.

Eastern T. M. Co. Men Back in Harness

William Fitzgerald, wholesale manager of the Eastern Talking Machine Co., did not have the pleasure of so goodly a company of his pals at "Camp Tis-Ours" down on the coast of Maine as in former years. Frank McDonald was with him and the two managed to have a good time. Fitz scents good business ahead this fall and he proposes to see that the wholesale department gets its share of it. F. J. Maguire of the sales force has returned from Canopic Lake where he spent two weeks. Everybody was glad to greet Mark Read when he came into the store a few days ago. Read has been away in the country on a farm following a season of illness and he is looking stronger than ever.

Hallet & Davis to Push Phonograph Business

A special effort is to be made this fall by the Hallet & Davis Co. to go after the phonograph business, and to this end a new man has been engaged as manager—J. J. Deenchan, who has had considerable experience in this line and who has just come here from New Haven, Conn. He will exploit the popular new Solophone model as well as the Columbia machine. The Hallet & Davis Co. lately set aside a large and well lighted part of its building for talking machine purposes, and it expects to do good business this fall.

Louis Coner with Chickering & Sons

Louis Coner, lately of the C. C. Harvey Co.'s staff, has associated himself with the Edison and Victor departments of Chickering & Sons. Andrew Lyons, of the sales staff, is home from his vacation, spent at Cape Cod, and Roy Christenson also has returned from his vacation, spent at Alton Bay, N. H. Manager Longfellow of this department of the Chickering house has just shipped a Victor outfit to Italy through the American War Relief Clearing House, to be used for the benefit of soldiers at the front. The machine was purchased by a Boston person who was anxious to make a contribution in the interests of the fighters at the front.

Victor Department of H. F. Miller Co. Moved

The Victor department of the Henry F. Miller Co. is to be removed back to its old quarters on the second floor of its Boylston street building, where it will be segregated from the piano department. Lately the Victors have been sold from the ground floor. Chester Kammeler, the manager of the department, has had a very good summer's trade.

THOSE New England Victor Dealers who are engrossed in the "better business than ever" movement know, or will find out on investigation, that the quickest way to secure LARGE VICTOR TURNOVERS is through the co-operation offered by Eastern Victor Service. We have made a specialty of filling orders promptly and efficiently and of co-ordinating these filled orders with the sales promotion suggestions of our experts :: ::

THE EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

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

Herbert L. Royer Now Occupying New Quarters

Herbert L. Royer, who has been conducting a Victor business at the corner of Summer and Chauncy streets, up one flight, which have been the piano warerooms of Walter J. Bates, Inc., has removed to 77 Summer street. The new warerooms also have an entrance from 1 Kingston street. Although the place was opened for business September 1 it will not be finally furnished and decorated for a few weeks, for Manager Royer has planned to have an unusually handsome place of business. The Unit Con-

struction Co. is installing a series of artistic booths.

Lightning Causes Damage

The store of Henry Schultz, Columbia distributor, at 435 Broadway, South Boston, was damaged by lightning the latter part of August during a severe thunder-storm.

Army and Navy Edison for Engineers

John Alsen, lately manager of the Victor and Edison departments for George Lincoln Parker in the Colonial Building, has installed one of the Army and Navy Edison outfits among the

First Engineers, with which he is now associated as a corporal. This machine will prove of special value when the Engineers go to their cantonment in the South shortly.

Meyer L. Price Joins the Army

Meyer L. Price, who has been chief salesman for Herbert L. Royer in his Victor warerooms, has joined the regular army and will leave Mr. Royer's employ permanently on September 15.

R. O. Danforth Goes to Providence

Richard O. Danforth has severed his connection with the Eastern Talking Machine Co. to accept the position of manager of the Musical Instrument Sales Co. at Providence, R. I. This house, an exclusive Victor jobber, is located in the establishment of the Anthony Furniture Co. Mr. Danforth began his new duties September 1.

Featuring Self-Selling Plan

Oscar W. Ray, New England manager of the Emerson Phonograph Co., is specializing these days on the individual self-seller, which is an idea that he is promoting with great success through his New England field. Following a visit to New York, taken in the interests of the export business, Mr. Ray continued on to Montreal so as to get in touch with the dealers and to more fully explain to them the self-selling plan and to go over the field with them. Mr. Ray has lately arranged for the selling of the Emerson products in several foreign countries.

Robert Steinert Head of Victor Department

Robert Steinert, son of Alexander Steinert, head of the M. Steinert & Sons Co., is now permanently located at the Arch street store, where he is the head of the Victor department, this store being given over exclusively to the distribution of Victor goods. The new warerooms of the Victor at the Boylston street Steinert store, now being brought down to the street floor from an upper one, will be ready for the opening early this month. These quarters promise to be very handsome, as one of the best designers in the city has had the contract.

Some Interesting Personals

Warren A. Batchelder, manager of the Victor department for the A. M. Hume Co., is home from Oak Bluffs, where he and his family spent their vacation.

Francis T. White, manager of the Edison and Victor departments of the C. C. Harvey Co., shows the effects of an out-of-doors vacation, for he is back at work with the healthiest sort of a tan. He was at Onset.

Charles Urlass, one of the outside men connected with the Eastern Talking Machine Co.,

(Continued on page 22)

BAGSHAW NEEDLES

BAGSHAW NEEDLES

BAGSHAW NEEDLES

BAGSHAW NEEDLES

BAGSHAW NEEDLES

BAGSHAW NEEDLES

1870—1917

Bagshaw Needles have always been famous for acoustic merit—that is why the prestige of Bagshaw Needles has grown greater and greater.

**W. H. BAGSHAW CO.
Lowell, Mass.**

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

after a fortnight's vacation at Onset is back "on the job" and ready for a busy season.

Assistant General Sales Manager Frank K. Pennington, of the Columbia Co., was over in Boston for a visit about the middle of August. Grafonola Co. of New England Ready

The Grafonola Co. of New England, of which Arthur C. Erisman is the proprietor, is all ready for the fall drive which Manager Erisman is sure is coming. For the past fortnight business has shown a marked increase and Mr. Erisman has laid in a large stock of machines and records in anticipation of a heavy demand.

REMODELED STORE IN NEW BEDFORD

M. Steinert & Sons Co. Now Have Most Attractive Quarters in That City

NEW BEDFORD, MASS., Sept. 5.—The remodeled quarters of the M. Steinert & Sons Co., this city, were formally opened a few days ago and a large crowd of visitors availed themselves of the opportunity of inspecting the new departments. The improvements include the placing of the offices in the rear of the store, and the moving of the Victrola department to the front of the store where it divides space with the pianos. On the east side of the main floor there are soundproof booths for the demonstration of machines and records. Visitors on the opening day were presented with souvenirs in the form of note books bound in Russian leather. J. J. Hatfield is manager of the local store, and Lester M. Austin is in charge of the Victrola department.

TAKES CHARGE OF TEXAS BRANCH

BOSTON, Mass., September 5.—Fred Erisman, formerly connected with the local branch of the Columbia Graphophone Co., has been appointed manager of the company's branch at Dallas, Tex. Mr. Erisman has been associated with the Columbia service for several years and is thor-

oughly familiar with every phase of Columbia merchandising and products.

Frank K. Pennington, assistant general sales manager of the Columbia Co., was a visitor to Boston recently, and was gratified to find that the outlook in this territory is unusually pleasing.

NEW FENWAY SHOP DOING WELL

C. B. Hamilton a Recent Addition to Columbia Dealers in Boston District

BOSTON, MASS., Sept. 5.—One of the latest additions to the talking machine stores in this section is the Fenway Talking Machine Shop, at 255-257 Massachusetts avenue, of which C. B. Hamilton is owner and manager. Mr. Hamilton only recently qualified as a Columbia dealer and will feature that line exclusively in the new store. The shop, which was opened in May, is small but extremely attractive.

SONORA PROVIDES STORAGE

W. B. Glynn Distributing Co., Bellows Falls, Vt., Leases Section of Factory in Which to Store Machines to Meet Trade Demands

BELLOWS FALLS, VT., September 7.—The W. B. Glynn Distributing Co., of Saxtons River, handling the products of the Sonora Phonograph Corp., has leased the lower floor of the shirt factory on Tuttle street for one year with the privilege of leasing or buying the entire building. It will be used for storing Sonora phonographs, so that maximum service may be rendered the Sonora dealers in this section. Mr. Glynn is distributing agent for the Sonora line in Massachusetts, Maine, New Hampshire and Vermont, and has been very successful with this high-grade phonograph. He has a staff of competent salesmen, who aim to co-operate along practical lines with Sonora representatives.

"I believe that a man should be proud of the city in which he lives, and that he should so live that his city will be proud he lives in it."—Abraham Lincoln.

NEW COLUMBIA HEBREW RECORDS

Two New Titles Just Issued in Time for Coming Holidays—Featured on Special Hanger

The international record department of the Columbia Graphophone Co., New York, has advised Columbia dealers of the issuance of two new Hebrew records, which were recorded recently for the purpose of giving Columbia dealers an opportunity to feature appropriate and timely selections for the Jewish holidays, which are coming shortly. One of these special records is a twelve-inch—No. E5157, and the other a ten-inch, E3472. These two records, together with twenty-two carefully selected records from the Jewish catalog, will be featured on a special Jewish holiday hanger which can be exploited to excellent advantage.

CORTINA COURSE USED BY MILITARY

French-English Military Manual Adopted by Many Military Organizations—Copies Supplied to Each Member of Military Police

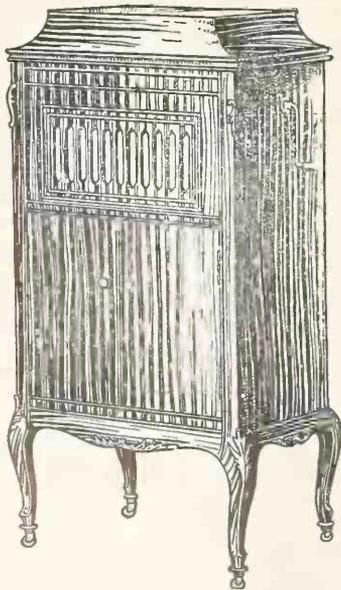
The popularity of the Cortina French-English Military Manual, which is sold separately and as a text book with the Cortina Military Phone-Method, has been well attested by its use by the various military organizations throughout the country.

Frederick J. Dwight, a prominent New York lawyer and philanthropist, has purchased copies of this manual for every member of the military police of New York State who will precede the troops and later instruct them in the proper observance of the French laws and customs.

Colonel Cornelius Vanderbilt has for his personal use not only the manual but the ten twelve-inch double-face records comprising the complete Cortina Military Phone-Method for French.

The entire Signal Corps at Monmouth Beach and Fort Leavenworth are also equipped with these manuals.

A 2c. STAMP



will bring you all the information regarding an agency for the

Pathephone and Pathe Records

Get a business of your own.

Establish a profitable agency.

Drop us a line—a 2c. stamp will do the work.

A. VICTOR & CO.

Pathe Distributors

MAIN AND GENESEE STREETS

BUFFALO, N. Y.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.—PUTNAM, CONN.



CHICAGO

ATLANTA

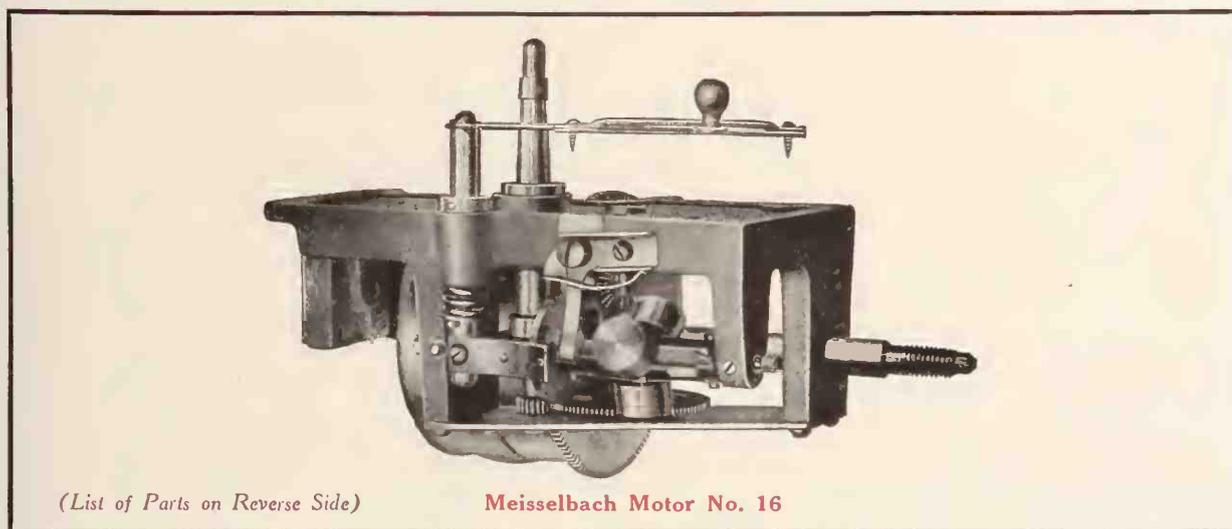
SEATTLE

CINCINNATI

TORONTO

Meisselbach Motor No. 16

“A Leader in its Field”



(List of Parts on Reverse Side)

Meisselbach Motor No. 16

SPECIFICATIONS

Capacity—Plays any three 12-inch or five of the average 10-inch lateral cut records entirely through with unvarying regularity of speed.

Frame Construction—Close grained gray iron casting of strong and rigid design. Readily adaptable to all forms of cabinet construction.

Springs—Two springs of perfect and absolutely even temper; completely enclosed and operating in lubricant; interconnected by our patented coupling.

The entire spring box shaft is readily detachable by the removal of one screw without disturbing the adjustment of any other part of the motor.

Transmission—Silent gears of special form cut by the hobbing method.

Speed Governor Drive—Worm gear of most approved construction with highly finished alloy steel worm.

Turntable Spindle—Tapered shaft of special steel, running in large automatically lubricated bearings. Fitted to take 10- or 12-inch turntable.

Speed Regulator—Knurled finger knob adjustment with plain or graduated dial on motor-board of cabinet. Most convenient and accurate.

Otto Heineman
President



MEISSELBACH

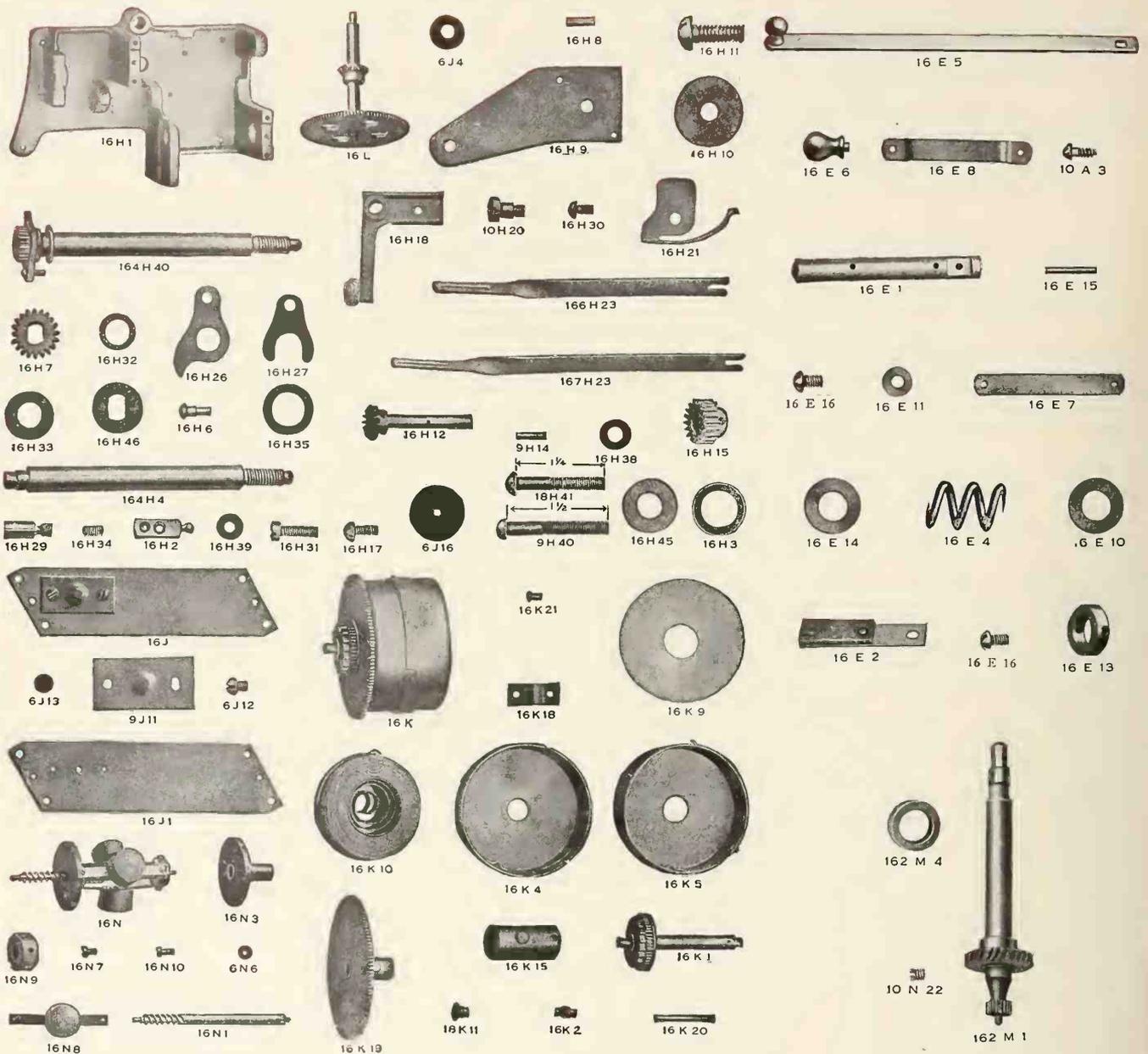


TONE ARMS

MOTORS

SOUND BOXES

Meisselbach Motor No. 16—Parts List



Parts List No. 16 Meisselbach Motor

16 H 1	1	Cast Iron Motor Frame with Locating Pins and Lubricating Washer Cup.	16 H 30	Speed Regulator Lever Arm Screw.	16 K 5	Driving Side Spring Cup with Hook Pin Plate.
16 H 8	8	Locating Pin.	16 H 2	Governor Slide Bearing.	16 K 9	Spring Cup Inside Washer.
16 H 45	45	Turntable Shaft Lubricating Washer.	16 H 31	Governor Slide Bearing Screw.	16 K 20	Spring Cup Hook Pin.
16 H 3	3	Turntable Shaft Lubricating Washer Cup.	16 H 39	Governor Slide Bearing Screw Washer.	16 K 18	Spring Cup Hook Pin Plate.
16 H 9	9	Spring Box Shaft Plate.	16 H 29	Governor Bearing Cylinder.	16 K 21	Spring Cup Hook Pin Plate Rivet.
16 H 11	11	Spring Box Shaft Plate Screw.	16 H 34	Governor Bearing Cylinder Set Screw.	16 K 1	Spring Box Shaft, Assembled.
16 H 10	10	Spring Box Shaft Plate Screw Washer.	9 H 40	Motor Suspension Screw, 1 1/2" long.	16 N 1	Governor Worm Shaft.
164 H 4	4	Winding Shaft.	18 H 41	Motor Suspension Screw, 1 1/2" long.	16 N 9	Governor Worm Shaft Collar.
16 H 35	35	Winding Shaft Washer.	6 J 4	Motor Suspension Screw Steel Washer.	16 N 10	Governor Worm Shaft Collar Screw.
16 H 7	7	Winding Pinion.	6 J 16	Motor Suspension Screw Felt Washer.	16 N 3	Governor Disk with Bushing.
16 H 26	26	Winding Pawl.	16 H 17	Bottom Plate Suspension Screw.	16 N 8	Governor Spring with Weight.
16 H 27	27	Winding Pawl Spring.	16 H 17	Bottom Plate.	16 N 7	Governor Spring Screw.
16 H 32	32	Winding Pawl Spacing Washer.	16 J 1	Turntable Shaft End Plate.	6 N 6	Governor Spring Washer.
16 H 6	6	Winding Pawl Pin.	16 J 11	Turntable Shaft End Plate Fibre Disk.	16 N 5	Governor, Assembled.
16 H 33	33	Winding Pawl Paper Washer.	16 J 12	Turntable Shaft End Plate Fibre Disk, Assembled.	16 E 5	Brake Lever with Finger Knob.
16 H 46	46	Winding Pawl Steel Washer.	6 J 13	Turntable Shaft End Plate Fibre Disk, Assembled.	16 E 6	Brake Lever Finger Knob.
164 H 40	40	Winding Shaft, Assembled.	16 J 13	Turntable Shaft End Plate Fibre Disk, Assembled.	16 E 16	Brake Lever Screw.
16 H 12	12	Mitre Gear and Shaft.	16 K 1	Spring Box Shaft with Winding Gear and Ratchet.	16 E 11	Brake Lever Washer.
16 H 38	38	Mitre Gear Paper Washer.	16 K 15	Winding Side Sleeve with Spring Hook.	16 E 8	Brake Lever Sector Top Plate.
16 H 15	15	Mitre Gear Spur Pinion.	16 K 19	Main Gear and Sleeve with Spring Hook.	16 E 7	Brake Lever Sector Bottom Plate.
9 H 14	14	Mitre Gear Shaft Spur Pinion.	18 K 11	Spring Hook.	16 E 4	Brake Lever Sector Screw.
16 H 18	18	Mitre Gear Shaft Spur Pinion Pin.	16 K 10	Main Spring.	10 A 3	Turntable Shaft with Worm Gear and Spur Pinion.
16 L	L	Intermediate Shaft, Complete.	16 K 4	Winding Side Spring Cup with Spring Hook.	162 M 1	Turntable Shaft Collar.
16 H 18	18	Speed Regulator Lever.	16 K 2	Winding Side Spring Cup with Spring Hook.	16 E 1	Brake Shaft.
10 H 20	20	Speed Regulator Lever Shoulder Screw.	16 K 20	Winding Side Spring Cup with Spring Hook.	16 E 13	Brake Shaft Collar.
16 H 21	21	Speed Regulator Lever Spring.	18 K 11	Spring Hook.	16 E 15	Brake Shaft Pin.
166 H 23	23	Speed Regulator Lever Arm, 6 1/4" long.	16 K 10	Main Spring.	16 E 4	Brake Shaft Spring.
167 H 23	23	Speed Regulator Lever Arm, 7 1/2" long.	16 K 4	Winding Side Spring Cup with Spring Hook.	16 E 10	Brake Shaft Steel Washer.
					16 E 14	Brake Shaft Paper Washer.
					16 E 2	Brake Shoe.
					16 E 16	Brake Shoe Screw.
					10 N 22	Turntable Shaft Collar Set Screw.

The Columbia Grafonola is now recognized as an instrument of music in the best homes in the land—an instrument of which its owners are proud. Columbia Grafonolas are artistic in their appearance and wonderful in their tone.



Columbia Graphophone Co.
Woolworth Building, New York

BOSTON BOOK CO. IN NEW QUARTERS

Manufacturers of Record Albums Move From Brooklyn to New Plant at 43-51 West Fourth Street, New York, Where Increased Facilities Are Available for Manufacturing Company's Products to Meet Growing Demands

The Boston Book Co., manufacturers of record albums, moved the latter part of last month to their new plant, 43-51 West Fourth street, New York City. The new quarters have over three times the amount of floor space the old factory contained and is a very modern and well-equipped building besides being a "daylight" plant. During the past year the Boston Book Co. have had to enlarge their quarters several times and open up a Western branch in Chicago to care for the ever-increasing business of the firm. The lack of space in the old quarters to house new machinery and give working space to the employes of the concern necessitated an immediate change. Over fifty new hands will be put to work during the coming month.

J. M. Alter, president of the company, in a statement to a representative of The World on a recent visit to the new factory, said: "Not only have we been running to capacity, but the orders on hand for the balance of the season make it necessary for these new arrangements. Then too we have several improvements in the way of record envelopes and an entirely new album, with many improved features which will shortly be placed on the market."

The Boston Book Co. have a large stock of paper of the very finest quality—enough to carry them for a year. All of this stock was bought before the rise, keeping their albums from advancing in price to the trade. They have also contracts with a paper mill, which covers the entire output of the plant.

The export business of the company has also increased considerably during the past two years, the shipments to Canada alone are reaching a heavy figure.

The company has gained a fine reputation for turning out the very best work, every record album being minutely inspected before shipment. A shipment of their albums, according to the officials of the company, always equal the original sample sent out on the first inquiry. No doubt some of the care taken in turning out their work is due to the treatment the company gives its employes. The very best working conditions are provided and everything is done to make their work pleasant, which cannot but help to assist the company to success.

PAYS TO SEEK TRADE POINTERS

Did it ever occur to you that it takes every one in the world to know everything that is known? Possibly your clerk or the traveling salesman, or the packer in the basement knows something that might be of value to you in your business. Don't miss your opportunities to get all the knowledge you can from those co-operating with you.

WELCOME A NEW TRADE MEMBER

Ernest Urchs, of Steinway & Sons, Noted Piano Manufacturers, Is Also Treasurer of Phillips & Crew Co. and Clark & Jones Piano Co.

The members of the talking machine industry have extended a cordial welcome to a newcomer in their ranks, who is recognized from



Ernest Urchs

coast to coast as one of the most popular members of the piano trade. Ernest Urchs, manager of the wholesale division of Steinway & Sons, New York (the world-famous piano manufacturers), in addition to his manifold piano duties, is also treasurer of the Phillips & Crew Co., Atlanta, Ga., Victor distributors, and treasurer of the Clark & Jones Piano Co., Birmingham, Ala., Victor dealers. One of the most important details in Mr. Urchs' Victor activities is the purchase of Victrolas and Victor goods for these two successful concerns.

Mr. Urchs has been associated with Steinway & Sons for many years, and during his connection with this illustrious house has won the friendship of the leading piano merchants throughout the country. As many of the Steinway representatives are prominent Victor distributors and dealers, Mr. Urchs has felt for many years that he has been a "half-brother" to the Victor industry, but when he added his new duties to his piano activities, he first began to realize the enormity and magnitude of the talking machine industry. This realization has become more appreciative and intense as time has passed, especially as Mr. Urchs has personally been in touch with the strides made by Victor representatives in all sections of the country.

BLACKMAN BUYS MORE PROPERTY

J. Newcomb Blackman, head of the Blackman Talking Machine Co., New York, and president of the National Association of Jobbers, who has a fine summer home at Brightwaters, L. I., was one of the heavy purchasers at the recent auction sale of building plots at that place, and secured some of the most desirable parcels.

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, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

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

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.

The Fibre Needle

represents years of experience
in tonal development.

Countless experiments have
made possible the delightfully
mellow, yet resonant repro-
duction of the

B & H Fibre Needle

(PROTECTED BY U. S. LETTERS PATENT)

In the home of every talking
machine owner where true
musical appreciation and re-
finement exist, you will find
the B & H FIBRE NEEDLE
used almost exclusively.

Personal inspection of each
needle produced in our factory
assures perfect reproduction
and—guarantees satisfaction.

*It Pays to Push
the Fibre Needle*

B & H FIBRE MFG. CO.

33-35 W. Kinzie Street, CHICAGO, ILL.

LYRAPHONE RECORDS NOW READY

Lyrphone Co. of America Now Prepared to Deliver the New Ten and Twelve-Inch Records of Their Own Manufacture—Initial List a Very Comprehensive and Interesting One

The Lyrphone Co. of America, which have been carrying on an advertising campaign for the past several months, calling the attention of the trade to their new ten and twelve-inch records, announce that they are now ready and are making deliveries. The preliminary sales campaign has brought excellent results, and far beyond the expectations of the management. Several large talking machine concerns have taken up the Lyric record and are recommending them exclusively to their dealers. The Lyrphone Co. has over a thousand standard titles; these include both domestic and foreign productions. In addition, starting with the month of September, they will issue monthly eighteen double disc records of the very latest hits. If the first monthly supplement, which appears elsewhere in this issue, is any criterion, they are sure of quick results from the trade.

Names such as the Peerless Quartet, Sterling Trio, Collins and Harlan, M. J. O'Connell, Henry Burr, Arthur Fields, Blue and White Marimba Band, etc., form part of their popular number artists; while the orchestral and higher grade music is well taken care of by some very high class stars. There is no question about deliveries. September shipments are now being made and the orders of the last few months, which have come from all parts of the country, are now on the way.

Nothing but the best is good enough for this firm, and the competent staff Managing Director Quinlan has around him has given every confidence in their ability to cope with the fall business, which from present indications promises to be quite large.

It's sticking to a job that counts; it's trying to do better that wins.

PROVIDE VICTROLA FOR FOLK DANCES

Machines From Store of Half Bros., Homestead, Pa., Furnish Music for Dancing of Children at Outing of Business Men's Association

PITTSBURGH, PA., September 5.—The folk dancing to the Victrola was a very interesting part of the day's entertainment at the recent Homestead Business Men's Association outing at Homestead Park, Pa.

The children who gave the various folk dances



Folk Dancing to Victrola Music at Homestead Park, Pa.

were from the Homestead and Munhall playgrounds, both of which places are under the direct supervision of the welfare department of the Carnegie Steel Co.

The school Victrola shown in the picture is one of two instruments which Half Bros., Victor dealers in Homestead, supplied for the playgrounds, and these wideawake dealers have also supplied them with a large portion of all their Victor educational records.

It is estimated that there were between 20,000 and 22,000 people in attendance at the picnic. In watching the folk dancing they incidentally got an excellent demonstration of the value of a Victrola as an accompanist.

The children were in charge of the welfare director, assisted by three of the paid teachers, and the various dances were executed very prettily and created a very favorable impression.

PATHE DISTRIBUTORS EXPAND

Williams-Davis-Brooks & Hinchman Sons, of Detroit, Plan to Move to Larger Quarters on October 1 to Meet Demands of Business

DETROIT, MICH., September 6.—Williams-Davis-Brooks & Hinchman Sons, of this city, wholesale distributors for the products of the Pathé Frères Phonograph Co. (Pathephones and Pathé records), have outgrown their present premises, and according to their present plans will move on October 1 into new and far more elaborate quarters.

The rapid increase in the company's Pathé business made this change absolutely imperative, so that Pathé dealers in this territory could receive the degree of co-operation that the company aims to give at all times. The Pathé division

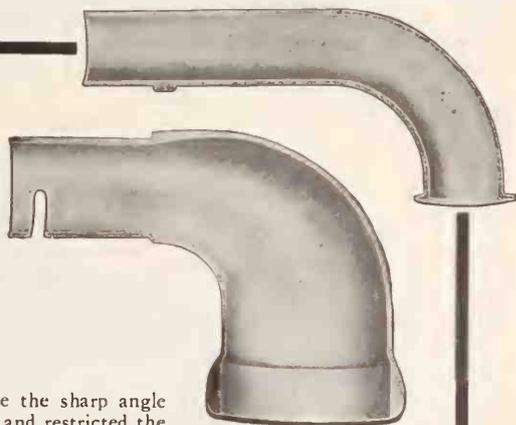
states that the outlook for fall is very promising, and that new dealers are being signed up with unexpected regularity.

TO MAKE TALKERS IN MINNEAPOLIS

Munzer Manufacturing Corp. Opens Offices and Will Soon Start Manufacturing

MINNEAPOLIS, MINN., September 4.—The Munzer Mfg. Corp. recently chartered here with a capital stock of \$100,000 for the manufacture of talking machines, has opened offices at 521 Marquette avenue, and announces that a factory at 160 Western avenue will be turning out machines within the next fortnight, and that another factory will be put in operation later. The officers of the company are: R. W. Munzer, president; S. C. Confer, vice-president, and A. B. Kent, secretary and treasurer.

Why Acme Die-Castings Have Preference Among All Leading Phonograph Makers

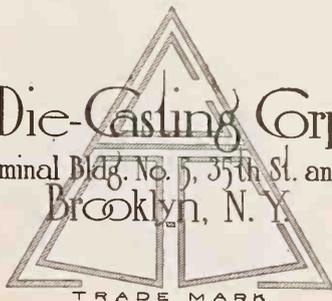


In perfecting the Phonograph it became very necessary to eliminate the sharp angle at the minor curve of the elbow of the tone arm because it choked and restricted the full, round clear tone that the manufacturers and designers so much desired. The problem was brought to the Acme Die-Casting engineers, who designed and constructed dies which produced a tone arm elbow with the former sharp corner changed into a sweeping curve through which the tones when on the instrument flowed clear and strong. The above illustration shows what the Acme service produced. Of course the manufacturers were delighted. It is significant, however, to add that Acme Die-Castings are in growing demand by the foremost phonograph makers today. We shall be pleased to talk over any similar proposition with you and submit estimates.

Acme Die-Casting Corporation

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

Brooklyn, N. Y.

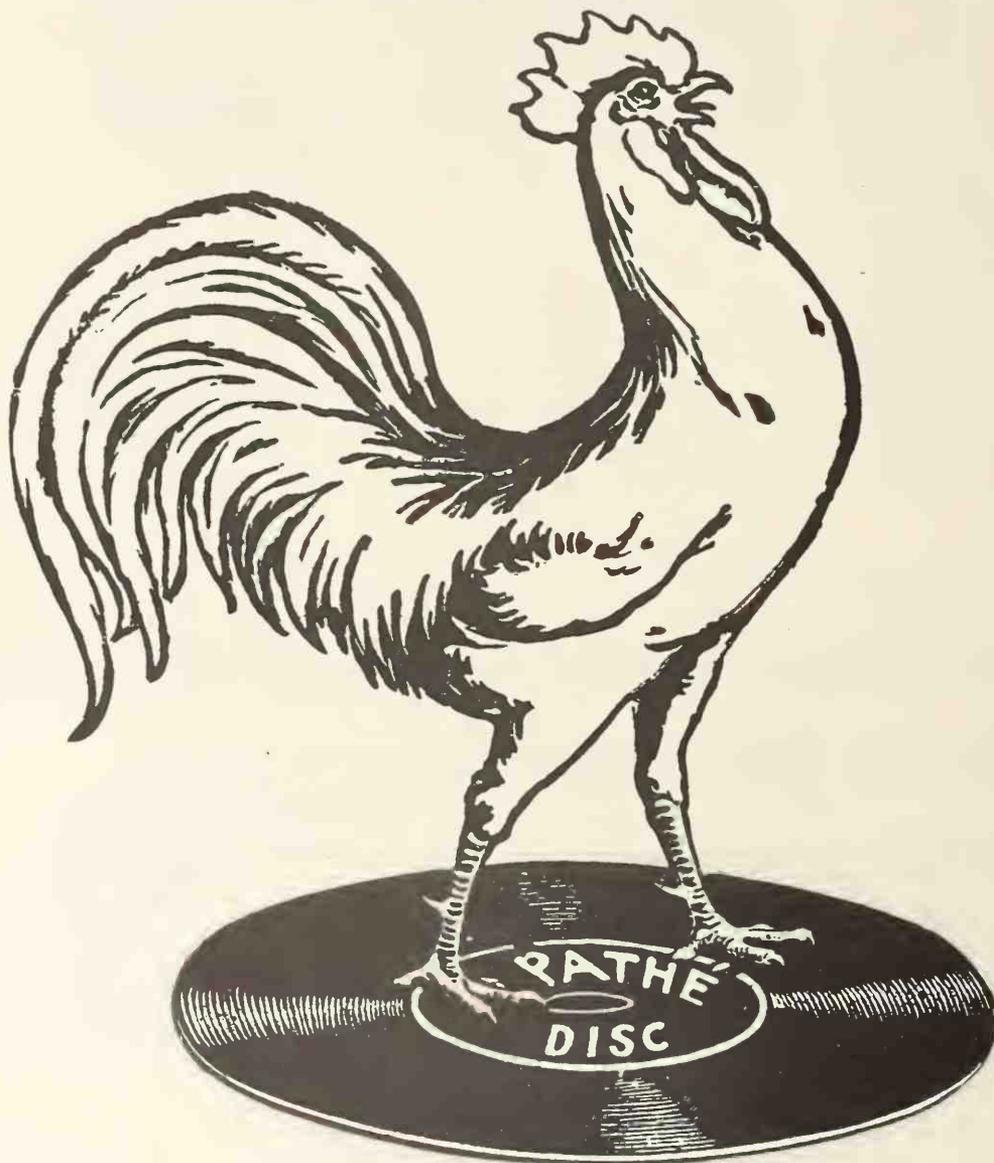


BOSTON, 176 Federal Street
PHILADELPHIA, Widener Bldg.
DETROIT, 965 Woodward Ave.
PITTSBURGH, Empire Bldg.

CHICAGO, 549 Washington Blvd.
ST. LOUIS, 1023 Vandeventer Ave.
NEW YORK, 120 Broadway
ROCHESTER, 36 Morningside Park

Pathe

DISTRIBUTORS



Pathe Pathephones from \$25.00 to \$225.00

Every model equipped to play all makes of disc records. Profitable and choice agencies in our territory still open. Write us at once as our representatives are closing up open territory, every day.

"Full stock of machines and records always on hand"

G. SOMMERS & CO., ST. PAUL,
MINNESOTA

Pathephone Distributors

Why and How It Pays to Sell Your House as an Institution

By Andrus R. Johnson

Talking machine merchants and salesmen, when sitting quietly at home after a strenuous day, are often wont to review, at least in a cursory way, the relation of their individual efforts to the whirl of activity that represents the great industry of which they are but an integral part. Everybody experiences these introspective moods, for from them some of the greatest maxims and principles of the business world have been conceived and rounded into shape. It may be, however, that the actual originating of new principles falls to the lot of genius, while the average man's "discoveries" are simply his own personal awakenings to great principles and truths that have long been in existence but which have never before seemed sufficiently clear to constitute "a vision."

Almost unconsciously the thoughts of a man who is communing with himself on business matters will center upon the pre-eminently successful men and firms that have acquired ascendancy in his own field of endeavor. The mighty factors in the retail talking machine trade, for instance, will loom up in the mind of the average talking machine salesman as veritable monuments of prestige, reputation and success. And probably, at the same time, the salesman is possessed of the idea that if he had firm names such as these engraved on his business card he could sell talking machines and records in quantities. But if his pensive ends with this sordid thought, then he lacks vigor. The men who built up these great houses had to start at the bottom; so had these firms. Everything to get big must first grow. It is a law of the universe.

Right here is where we wish to point out to every talking machine salesman, in fact to everybody in the retail talking machine trade, that a most vital factor of modern success is to have everyone connected with the organization sell the house as an institution. Every man practicing salesmanship that does not sell the house as an institution is a retarding clog in the growth of the house employing his services.

The sales of to-day are not the all important factors—for if business success were based on making each day show a big total, the terms and methods of selling talking machines would drop into an inferno of lower levels. The thing that counts is the way an instrument is sold. If it is sold solely on the basis of being cheap, no particular benefit accrues to the house in the long run, as is testified to by the fact that few indeed are the retail establishments in any given community of great prominence that have specialized on selling cheap.

The leading merchants of any community are selling quality goods at quality prices—they started in doing this and as a result have built up public respect and esteem for their house that has culminated in community favoritism for their establishment.

Reputation building for any business house is secured quicker and more effectively through honest, constructive policies, rigidly adhered to, than through any other means. In fact, there is no other way. The policies used by the great retail establishments in the piano trade are pertinent witnesses of this fact.

Public recognition of the worth and standing of a house, with the consequent bestowal of the much coveted "good reputation," constitute its right to be termed an "institution." It therefore behooves talking machine merchants and their salesmen to co-operate in energetically selling their house as an institution.

To win the title of "institution" in the public mind, it is necessary to impress upon the public on the occasion of every sale, in every advertisement, and during every sales approach, the fact that the policies of your house embrace nothing but honesty—the fact that you

sell nothing but quality instruments, those of nationally recognized merit—the fact that you regard the respect and good will of your clients as more to be desired than their gold—the fact that public service is your motto—in short, that your house is an institution founded on fair dealing and sincerely devoted to the interests of your community. But be sure and practice all you preach!

W. O. Rutherford, general sales manager of the B. F. Goodrich Co., of Akron, O., offers some very interesting supplemental remarks on this subject in a recent article of his which appeared in *Printers' Ink*, in which he said in part:

"Reputation building for any business house, whether by means of salesmanship or advertising, can be successful only through the use of honest, constructive methods. There is no place in modern business for intrigue, bluff or dishonesty. Some business men still believe their competitors are crooks, and this inevitably produces a state of mind which hinders their own progress, since their efforts at competition are made on an entirely wrong basis. The trend of modern business is away from narrow antagonisms and distrusts and other tendencies of the Dark Ages, and toward constructive effort on our own behalf, conscious of the fact that the great majority of people are honest, and based on an intelligent appreciation of competition but with knowledge that our business depends on how it looks to the other fellow and not on the looks of our competitor's business.

"The big, broad idea, then, which every salesman must get to qualify as a real business builder, is the idea of selling the house. Take, for instance, the company which I have the honor to represent. Do we spend a million dollars and more each year in advertising merely to boost the sale of our products? We do not. That may be the motive behind our efforts, but the big idea in our advertising campaign is to sell to the world our name as signifying an institution which makes all kinds of rubber products and sells them everywhere.

"That is the idea we strive to develop in our salesmen's minds—that they may become something more than mere business getters—we want

them to be promoters of the institution they represent. That is why we are so particular in hiring men for selling positions to pick only those whom we feel sure will stick and will make the company's success their life work, for we believe that institution building is the only way of securing permanent business development."

Mr. Rutherford's remarks are quite to the point. Good salesmanship does not consist solely of selling goods on the spot. A large part of salesmanship should be devoted to selling the house as an institution, and in this case, what applies to the large house also applies to the small: for by the process of institution building many retail talking machine establishments that are now classed as small are bound to grow in power and prestige.

AN EXCELLENT ADVERTISEMENT

Tusting Piano Co. Features "Star Spangled Banner" in Interesting Manner in Local Publicity—Also Announces Victor Artists

The Tusting Piano Co., which handles the Victor line very successfully, in Asbury Park, N. J., recently ran an effective and timely patriotic advertisement in the local papers, featuring "The Star Spangled Banner," and the fact that it can be heard to advantage on Victor records. The caption of the advertisement, which occupies a space five columns wide, and nearly half a page deep, was, "The Star Spangled Banner," and the text matter was given over largely to comments on that song itself and the conditions under which it was written by Francis Scott Key. In all its advertisements the Tusting Piano Co. also announces the various prominent artists who are scheduled to appear in concert at Ocean Grove, which adjoins Asbury Park, and the fact that they make records for the Victor.

"Think not on yesterday, nor troubles borrow, on what may be in store for you to-morrow, but let to-day be your incessant care—the past is past. To-morrow's in the air. Who gives to-day the best that in him lies will find the road that leads to clearer skies."—John Kendrick Bangs.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

and will enable you to deliver them free from dust, scratches, bruises and all other finish destroyers

Our covers are faced with Standard Khaki, lined with a heavy grade flannel, interlined with an exceptionally good grade of heavy cotton or felt, diagonally and closely quilted, and manufactured according to the usual superior "WARD New London" quality.

Grade "D" \$5.00 Grade "K" \$7.50

Carrying Straps: No. 1 \$1.00; No. 2 \$2.00; No. 3 \$3.50

ORDER SAMPLE COVER ON APPROVAL

With Name of Machine silk embroidery on any Cover: extra... 25c.
With Dealer's Name and Address, first Cover: extra... \$1.00
same on additional Covers, each extra... 50c.

Write for booklet

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

The Ku-Allen Phonograph Motor has been adopted by some of America's leading phonograph manufacturers because it is:

Powerful, Precise, Quiet and Long-Running



THESE qualities are possible because each Ku-Allen Phonograph Motor is made of the very best materials, properly combined by master mechanics.

That is the reason each Ku-Allen produces the results that are essential for absolute satisfaction.

And it is the satisfaction each gives that has made the Ku-Allen guarantee possible.

Division of
The Starr Piano Company
Richmond, Indiana

HOW TO MAKE THE SHOW WINDOW PAY THE STORE RENT

Some Interesting and Valuable Suggestions on This Most Important Matter—Some Methods for Getting the People Into the Store Through the Appeal of the Window Display

One of the most interesting articles in the publication recently issued by the New York Talking Machine Co. and the Chicago Talking Machine Co., Victor distributors, for the use of their dealers, "Merchandising Helps for Victor Dealers," is entitled "Making the Show Window Pay the Rent." The increased importance of the show window is generally recognized, and this article, reproduced below, handles this timely subject informatively and interestingly:

"Making the Show Window Pay the Rent"—This is the idea of a Victor dealer and is worthy of imitation—making the show window pay the rent. The plan of this dealer is to consider his show window as one of his salesmen and to check up the business produced by special window displays, just as he checks up the sales made by his salaried salesmen. Your show window, like your other salesmen, costs you money to maintain and you ought to know whether it is producing results or not. Give it the proper attention and it will produce results, for nearly every man and woman that passes it is a possible customer.

"How can I get more customers? That is the ever-present question with the business man, and so far as the retailer is concerned, the answer in almost every case is: 'Through your windows.' The only reason why a window is not a better advertising medium than a newspaper is that it isn't seen by so many people. If it could be, it would have the newspaper advertisements backed off the boards in a great many lines.

"For every customer who sees the inside of your store there are a hundred possible customers who see the outside, and that is why the store window should have even more thought, time and money spent on it than any other part of the establishment. Let a total

stranger come to town, and left to his own devices where will he trade? He will trade at the store that, seen from the outside, seems most likely to supply his wants most satisfactorily, and he will base his judgment not so much on the size and the architecture of the store as on the things he sees in the windows, and the way they are arranged.

"You will notice how, almost, invariably, advertisements of every sort and kind are illustrated in some way. That is done because advertising men have learned that the public needs to see a thing in order to get the idea of it.

"The same principle applies to the store window. One of the most successful window displays possible is that which shows a typical 'home scene'—the kind of corner that can be found in any comfortable establishment. Comfortable looking chairs, a rug, a library table, a lighted lamp on it, a Victrola, a record album open on the table, a palm or two and perhaps a bit of statuary is about as successful a display as can be made, because it shows a definite picture that is cozy-looking, attractive and contains the most vivid kind of hint that there is a lot of enjoyment to be had out of a Victrola; but variety is one of the first necessities in window display, and it isn't desirable to keep on using that and nothing more.

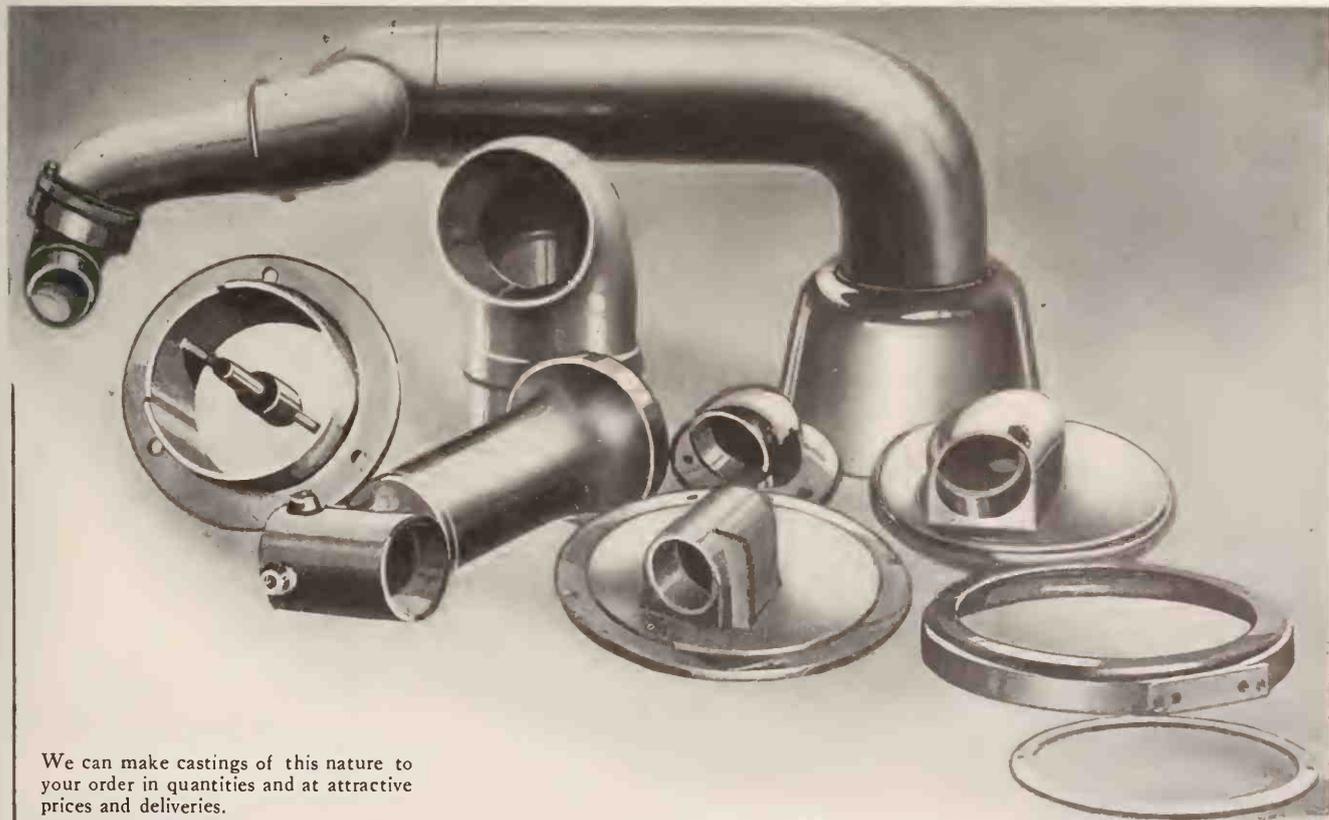
"The Voice of the Victor is full of attractive window display suggestions. Each month you will find there new ideas fully described and illustrated. They are designed with a due regard as to cost—frequently the designs contain suggested material which can be borrowed from friendly furniture or furnishing houses; and whenever special material is used the cost is given, together with the name of the concern from whom it can be procured.

"But don't be a copyist—be an originator.

Use the other fellow's ideas only as a means of stimulating your own brain. The window that creates comment in one town will not always attract attention in another. Keep in touch with local conditions and make your show window a part of the news of the day. If some well-known singer or musician is billed to appear in your town on a certain date put in a special window display the week before and feature the records made by the artist that is coming. The new monthly supplements of Victor records can be used to induce the passerby to enter. Lay a few copies in the front of your show window with a card reading 'Copies inside—Free. Glad to have you take one home with you,' or display three popular new records in the window with a card reading 'Here are three really fine records—records that you would enjoy hearing. We can play them for you in a few minutes. Won't you come in?'

"If your store is located in the hotel or theatre district, that is to say, on a street frequented at night, keep your windows brightly illuminated until midnight. It is a good plan to put the window in its 'night dress' just before closing the store. 'Night dress' is what one Victor dealer calls the extra show window matter that he displays at night only. In the daytime the object of the show window display is to bring the passersby into the store, so the principal feature of the display should be something that arouses a curiosity that can only be satisfied by entering the store. At night, however, when the store is closed, the object of the window display should not be to arouse curiosity but to convey information.

"Get the people in the store—that's the way to get business. And, incidentally, that's the way to get more people in, for it is human nature to follow the crowd. Make your show window pay the rent by keeping the store full of people. Don't begrudge the window a few dollars for show cards, plush and palms. And, finally, don't let the same display stand too long."



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.

ANNOUNCING THE NEW

Domestic RECORD

SIZE, 10-INCH

LIST PRICE, 70c.

THIS record will be ready for the market in October; it is of vertical cut and high grade in every particular.

We have been actively engaged for the past year preparing for this announcement, and have perfected every feature connected with record manufacture so that, while our first list is not large, every selection is a finished recording.

It is not quantity, but quality, that is exhibited by Domestic Records and we anticipate adding to selections monthly.

The best talent only will appear on Domestic Records, as from every standpoint quality is the ruling element that will govern their manufacture.

Our list of selections includes vocal quartettes, trios, duets and solos, instrumental trios, banjo and Hawaiian guitar selections, band and orchestra numbers.

Our vocal solos are accompanied by full orchestras, not the few scattered instruments that are frequently used. Our bands and orchestras are played with full orchestration, giving a wonderful tone effect.

We shall shortly add 12 inch size records as well, the list prices of which will be announced in due course.

Our first bulletins are now ready for distribution and dealers are invited to write for full particulars.

Furthermore—

We announce the addition of two floor machines to the Domestic line, *Baby Grand* at \$100.00 and *Grand* at \$135.00.

These machines have many new and exclusive features and every detail of their construction is of the highest grade. All who have seen and heard them have predicted a phenomenal sale and as many dealers have stated that their wonderful volume and exceptional tone quality places them in an exclusive class among talking machines.

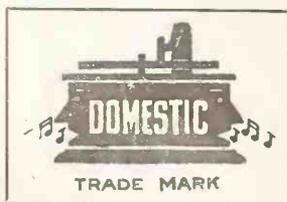
DOMESTIC TALKING MACHINE CORPORATION

Horace Sheble, President

33rd AND ARCH STREETS,
PHILADELPHIA, PA.

Pacific Coast Sales Agent

Walter S. Gray
422 Chronicle Building
San Francisco, Cal.



And now Riccardo Stracciari! The opening Fall announcement of the Columbia is of much interest to all music lovers—the advent, as an exclusive artist, of Riccardo Stracciari, one of the greatest Italian baritones of history. His initial recording of Figaro's song from Rossini's "Barber of Seville" appears in the September 10th Columbia Mid-month list.

Columbia Graphophone Co.
Woolworth Building, New York



UNUSUALLY LARGE STOCKS HELD BY MILWAUKEE TRADE

Efforts of Jobbers and Dealers to Fortify Themselves for Fall Demands Show Results—Plan for Big Music Show Next Month Abandoned—New Victrola Store Opened—Other News

MILWAUKEE, Wis., September 10.—If the talking machine business of future summer seasons is as good as the period now coming to a close in this section, there will be no happier class of men than dealers in talking machines. The summer of 1917 stands out in the history of the trade as one which has exceeded every previous record for this period. More than that, as the summer progressed, business developed in an even greater degree, and the trade is entering a fall and holiday season with the rosier prospects they have known since the talking machine business was conceived.

Unusually large stocks of machines and records are now held in Milwaukee, due to the herculean effort made by jobbers and dealers to fortify themselves against possible shortage later in the year, when the movement of crops, troops, munitions of war and other war-time necessities will reach its height. This has been accomplished in the face of the unprecedented summer demand. If the various manufacturers continue to supply goods in the same measure as they have in the last month or two, there will be machines for all during the coming fall and holiday season. It will be a welcome relief from the shortages experienced in these brisk selling seasons in past years.

The existence of a state of war seems to have accentuated rather than retarded business, according to the best posted men in the local trade. The excitement of the moment has created a demand for music that is really difficult to fill. People have turned to the talking machine and phonograph as a means of finding expression of feeling and sentiment. In Milwaukee, as well as elsewhere, the consummation of the wish, "A Talking Machine in Every Home," is rapidly becoming a fact.

It seems likely, as this is written, that the Milwaukee Association of Music Industries will abandon its plan of conducting a big music show in the Auditorium during the week of October 1 to 6. There appears to be only a bare possibility that the association at its next meeting will take favorable action, as the special show committee feels that the proposition might not be the success it should be under existing circumstances. The expenses of the show were figured out to be \$5,000, and so far it has been possible to sell space amounting to \$3,500.

While admission fees and other income might make up the remaining \$1,500, it is the opinion of the committee that the ever-changing trend of events might raise unforeseen obstacles. Rather than run the risk of encountering a fairly large deficit, the committee probably will recommend that the show be postponed until next spring. With the exception of one or two dealers in talking machines, the local trade gave the project whole-hearted support, and if the plan is abandoned for the present, its success later will be assured.

Milwaukee's newest downtown Victrola store, that of the Kesselman-O'Driscoll Co., at 258 West Water street, was formally opened to the public on September 1. The new store in truth is what its name indicates, a "Victor Palace." Louis M. Kesselman and Michael O'Driscoll, who have been retailing Victrolas at 1920 Fond du Lac avenue, on the upper west side of Milwaukee, for several years, have reared a new business in the heart of the business section that would do credit to the largest cities of the nation. The new Victor Palace occupies a three-story building that has been equipped with the most modern devices known to the industry. A feature is the record counter, "three steps from the entrance, where you can get that record in a minute while transferring on your way home." The company has adopted as its motto, "Where Satisfaction Binds Every Transaction," and past experience makes certain that it is well-chosen.

The Badger Talking Machine Co., 135 Second street, Victor jobber, makes an enthusiastic report on present and future business conditions. The company has been doing fine work in supplying Victor-retailers throughout Wisconsin and upper Michigan with ample stocks for coming trade, and its efforts appear to be very much appreciated, judging from letters received by the company. Other large jobbers, such as the Edison Co., of Milwaukee, 213 Second street, Edison; the Pathephone Co., of Wisconsin, 183-185 Fourth street, Pathé; A. G. Kunde, 516 Grand avenue, Columbia; the Brunswick-Balke-Collender Co., 275-279 West Water street, Brunswick; the Premier Talking Machine Co., 220 West Water street, Premier, and Edmund Gram Music House, 414-416 Milwaukee street, Aeolian-Vocalion, likewise have shown

what real service is like in these times of stress.

Probably the largest single retail shipment of phonographs ever received by any local dealer are the six carloads of Sonora machines delivered to Charles J. Orth, 504 Grand avenue, during the last week of August. Mr. Orth is one of the largest Sonora retailers in the United States and has been selling machines so fast that it has been extremely difficult to keep stocks in shape. The higher-priced Sonoras are favored.

Paul Seeger, manager of the Aeolian-Vocalion and Columbia departments of the Edmund Gram Music House, 414-416 Milwaukee street, continues to make scores of new friends for these machines every week. Mr. Seeger has built up an enormous business in the short time that the Vocalion has been on the market.

The Magnola was introduced to a large clientele in the lake shore district of eastern Wisconsin recently, when the Steussy-Schulz Piano Co., 525 Grand avenue, made a special demonstration at the Manitowoc county fair in Manitowoc. J. F. Herzog, manager of the Steussy company's Manitowoc branch, was assisted during the fair by Henry M. Steussy.

Gifts of talking machines and records to units of the military forces of Wisconsin have been numerous in recent weeks. From many points come reports that not only have dealers presented machines and records to home companies now in camps, but they have been doing a large business in machines and records purchased by subscription. Sales of records for this purpose have been a prominent feature of record business throughout the summer. Hundreds of old records, too, are being sent to the mobilization camps by private owners, who then replenish their libraries with new records.

A large phonograph manufacturing industry will be established in Manitowoc, Wis., according to reports from that city. The Republic Phonograph Co. has been incorporated with a capital stock of \$100,000, and will engage in the manufacture of a full line of machines, featuring an all-steel instrument designed by a local inventor. The Republic machine already is being manufactured in Chicago, but the facilities there are inadequate. The new company, it is said, will absorb the Invincible Metal Furniture Co., of Manitowoc, and enlarge the plant about 100 per cent. The manufacture of metal furniture and fixtures is to be continued along with the production of talking machines.

Miss Hilda Babler, sister-in-law of Henry M. Steussy, manager of the Steussy-Schulz Piano Co., the local Magnola distributor, was killed in an unfortunate automobile accident near Milwaukee on August 27. Edwin Steussy, New Glarus, Wis., manager of the Levitan-Steussy Co., piano and talking machine dealers, brought Miss Babler and his fiancée, Miss Helen Freitag, to Milwaukee to visit Henry Steussy and family, and on the return trip in Mr. Steussy's Hudson touring car, an unavoidable collision occurred when a car ahead shot into a lateral road as Mr. Steussy was attempting to pass. Mr. Steussy was slightly injured and Miss Freitag sustained serious wounds.



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

Music on Both
Sides—Play on
All Phonographs



Dealer Opportunity Coupon
Big Profit—Quick Turnover

EMERSON PHONOGRAPH CO., Inc.
3 W 35th Street, New York City

I want to take immediate advantage of the great demand for Emerson Records. Send me at once Complete Emerson Catalog

Name

City State

Big Sales Certain!

The instant and continued satisfaction given by Emerson Records—backed up by National Advertising in the Saturday Evening Post—assures big sales for YOU. It's a real opportunity for sure, all-the-year-round profits with quick turn-overs.

EMERSON RECORDS are fine, big discs of the highest quality—real, live records

—with music on both sides—popular selections by famous stars, and by orchestras and bands not excelled by any.

Thousands of dealers now selling them. Play a long time for the price. Music edge to edge. Sell *without* demonstration. If you don't handle Emerson Records it's worth money to you to mail the above coupon now.

25c each. 35c in Canada.

EMERSON PHONOGRAPH COMPANY, Inc.
3 West 35th Street NEW YORK CITY

Emerson Records

ANNA CASE PRESENTS EDISON MACHINE TO SOLDIERS

New Army and Navy Model Presented to Men of Third New Jersey Infantry by Popular Edison Star—Col. Landon Makes Speech of Acceptance—Governor Edge an Interested Participant

SEA GIRT, N. J., September 5.—One of the greatest occasions in the life of Anna Case, the noted opera artist, occurred recently when she presented an Edison Army and Navy phonograph to the men of the Third New Jersey Infantry now in camp here. Miss Case was accorded a great reception, and Governor Edge, of New Jersey, presented her to the regiment as an American girl who typifies Americanism of the best kind. Col. Thos. B. Landon, a grizzled veteran of thirty-two years' military service, referred to her as: "One who came to Sea Girt eight years ago as a private and returned as a Major-General among the world's noted singers." It was a happy day both for Miss Case and the soldier boys who received her gift. The Colonel's re-

It's businesslike in appearance, compact, made to stand the rough wear and tear of military outdoor life, and it will fill our musical requirements so well that we shall never forget the gracious little American girl who gave it to us.

"Miss Case, in behalf of the soldiers here assembled, I cannot find adequate words to express appreciation of the thoughtfulness you have so graciously shown in making this gift to us. Many lonely nights will be enlivened by the music from this instrument and the memory of the girl who gave it will remain with us no matter where we go. Your singing of the 'Star Spangled Banner' and 'Our America,' the song of your own composition, will remain as a

The next afternoon Miss Case was the guest of Governor Edge, General Barber and his staff, with Colonel Landon and his staff also being present. She again sang the "Star Spangled Banner." Anna Case was very happy when she started for Asbury Park in time to sing that night at Ocean Grove. Two notable receptions have been accorded Anna Case within a few months. Singing for the French Commission and Marshal Joffre at the Fifth avenue mansion of Henry C. Frick, and the wonderful ovation there received, together with the demonstration Wednesday, are events that Miss Case should never forget.

SAUL BIRNS TO HANDLE PIANOS

Well-Known Talking Machine Dealer to Expand His Business on Second Avenue

Saul Birns, who has built up a most successful retail Victor business at 111 Second avenue, New York, has arranged to add a line of pianos and is at present having the building adjoining his present talking machine warerooms remodeled to house the piano department, which will be opened about September 15. The quarters will be attractively decorated and a large electric sign will mark the two buildings occupied by Mr. Birns. Mr. Birns came from Germany 13 years ago as a poor immigrant and a few years later became a Victor dealer with a capital that might be termed a shoestring. He now owns the building occupied by his Victor store, as well as the one adjoining it, which he will use for displaying pianos.

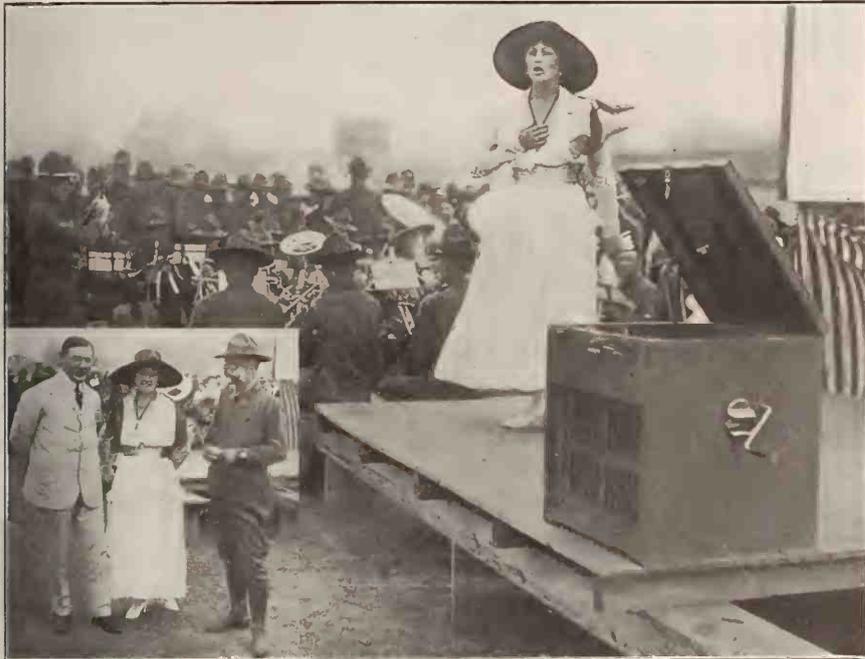
HANDSOME QUARTERS IN FRESNO

Nishkian's Phonographic Shop Now Settled in New Home in That City

FRESNO, CAL., September 3.—Nishkian's Phonographic Shop is now located in an elaborate new home at 1046 Eye street, this city, where it is attracting the attention of almost everyone interested in music. The store has two large display windows that serve to catch the eye in every direction. On the mezzanine floor of the shop there has been installed a well equipped concert hall for talking machine recitals, and the use of which is granted free to musical societies and clubs. Mr. Nishkian handles both the Victor and Edison lines, and reports an excellent trade in both machines and records.

MICHIGAN LAW AGAINST FAKE ADS

DETROIT, MICH., September 4.—Laws designed to prevent fraudulent advertising in this State and which were passed by the last legislature are now in effect. They are aimed particularly against State bankruptcy and insolvency cases and also prohibit a wilful misstatement of facts in advertisements.



Miss Anna Case Singing "Star Spangled Banner" at Military Camp at Sea Girt, New Jersey—(Insert) Governor Edge, Miss Case and Col. Landon

marks grew out of the fact that eight years ago Miss Case, then a struggling young church singer at Ocean Grove, was introduced to Governor Stokes, who was then at Sea Girt during military maneuvers.

The impressive moment of the day came when Miss Case, in presenting the phonograph, sang "The Star Spangled Banner," and followed it as an encore with "Our America," a song which she herself composed. In accepting the phonograph Col. Landon said:

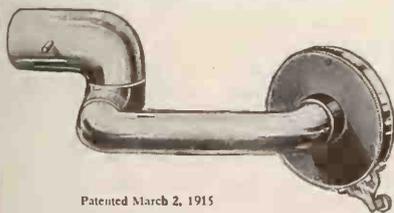
"Boys, that instrument is just the thing for us.

memory often revived when we hear a record of your voice on this war phonograph singing the national anthem. Now, boys, just to show Miss Case what we all think of her let's give three rousing cheers for the American girl who has been so kind to the Third New Jersey Infantry." The hearty cheers which came in answer brought the tears to the eyes of Miss Case. It was Governor Edge who led the cheering.

As the big automobile with Miss Case came down the main company street, shortly before the presentation exercises were scheduled to begin, Colonel Landon quickly formed his men into company squads, and after going through some military maneuvers they formed a big hollow square about Miss Case, Governor Edge and the wives of the officers who had been invited. Motion picture cameras clicked, there was a ripple of applause from the civilians present, and the soldiers at attention had hard work controlling the impulse to applaud as the pretty Metropolitan opera artist made her way to the platform. When the Edison Army and Navy phonograph came into view, two soldiers carrying it, the band struck up the "Star Spangled Banner," and Miss Case began to sing.

FACTS ABOUT THE KENT ATTACHMENT NO. 1

To Play Lateral Cut Records on the Edison Diamond Disc Phonograph



Patented March 2, 1915

It has been recognized by experts the most perfect device of its kind on the market. It has been on the market ever since the Edison Diamond Disc made its appearance. It can be had with or without reproducer and is made in two lengths. It is guaranteed by the Manufacturer in every way.

F. C. KENT & CO.
Manufacturer of Phonograph Accessories
24 Scott Street Newark, N. J.

"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

WALL-KANE STEEL NEEDLES

Are the original genuine ten-in-one Steel Needles
Each needle is guaranteed to play ten records

BEWARE OF IMITATIONS



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.

PROGRESSIVE PHONO. SUPPLY CO.
145 WEST 45th STREET, NEW YORK CITY

LYRAPHONE CO.

of AMERICA

MANUFACTURERS OF
LYRIC RECORDS

NOW DELIVERING ORDERS FOR 10"
AND 12" DOUBLE-FACED RECORDS

STANDARD AMERICAN CATALOGUE

also

RECORDS IN THE FOLLOWING
FOREIGN LANGUAGES

NEAPOLITAN	HUNGARIAN
ITALIAN	JEWISH
FRENCH	HEBREW
POLISH	BOHEMIAN
RUSSIAN	SLOVAK
RUTHENIAN	CROATIAN
LITHUANIAN	SERVIAN
GERMAN	ROUMANIAN
SCHWABISH	ETC., ETC.

Address All Communications
GENERAL OFFICES
12-14 WEST 37th STREET
NEW YORK, N. Y.

FACTORY
BROOKLYN, N. Y.

MANY EVIDENCES OF PROSPERITY FOUND IN BUFFALO

Great Manufacturing Activity in That City Keeps Inhabitants Well Supplied With Money—Neal, Clark & Neal Plan Big Opening—General Trade News

BUFFALO, N. Y., September 7.—Superlatives would be appropriate to express the big business which the Buffalo talking machine dealers expect during the last four months of 1917. The public's sentimental nature, which craves for talking machine music and other pleasures of old-fashioned home life, has been developed to the highest pitch by the fast-recurring events bearing on this country's present crisis. Buffalonians have money too—plenty of it. The enterprising dealers see plainly this prospective business and the many evidences of prosperity. Trade conditions, which were somewhat upset during the summer on account of the selective draft, food control agitation, etc., are now improved. No wonder the dealers claim good grounds for their optimism.

Neal, Clark & Neal's new store at 473 Main street will have its grand opening some time between September 15 and October 1. Complete details will be given in the next issue of The World. W. J. Bruhl, retail manager of this firm, attended the Victor educational convention.

Laurens Wilgus, manager of the New Edison department of Bricka & Enos, has returned from a business and pleasure trip to New York City. He will conduct several New Edison recitals this fall. The opening of a "children's section" near the Edison department is stimulating the talking machine trade at this store.

Some of the talking machine dealers will attend the American Musical Convention in Lockport, N. Y., September 30 to October 6.

The National League of Woman's Service is planning to open a club in Buffalo for soldiers, sailors, aeroplane men and others in military service. It is expected that the promoters will regard a talking machine and a piano as among the requisites of the place.

L. M. Cole, manager of John G. Schuler's Sonora department, has returned from a visit to the Sonora headquarters in New York. He also visited C. W. Snow & Co., of Syracuse, Sonora jobbers.

C. M. Logan and A. W. Fiscus, salesmen for W. D. & C. N. Andrews, recently attended the Victor educational convention at the Victor factory. This firm reports that it has not been affected as yet by railroad embargoes.

C. M. Wall, of the local branch of the Columbia Graphophone Co., has returned from his vacation in New York City. He was included in the Government's selective draft.

"The Columbia business last month proved to be the largest for August in the history of this store," said Mr. Wall. "The outlook for fall trade is very promising, as we have booked many large orders for future shipments."

R. L. Hollinshead, sales manager of the Verbeck Musical Sales Co., Inc., which handles the Delphon and Operolla phonographs, has returned from a trade trip to Detroit.

Fifty collection experts from various parts of the country recently held a convention at the Hotel Statler, Buffalo. Modern methods of running down "dead beats" in the talking machine trade and many other lines were discussed.

The Buffalo Chamber of Commerce, of which some of the talking machine dealers are members, has adopted a resolution against "tag days" conducted in the streets for charitable purposes. The taggers often become a pest and in some cases the money collected is not used for the purposes advertised.

Buy your talking machines and other merchandise at the stores during only one hour a day. This is the newest suggestion of a Buffalonian, who believes that his plan would release an army of young men, who could be trained for the trenches.

William E. Mocssinger, treasurer of the Kurtzmann Piano Co., Victor dealers, has received his commission as first lieutenant, field artillery section, officers' reserve corps. He was one of the guests of honor at a military luncheon of the Gyro Club, Buffalo, of which he is a member. Alexander J. Cordes, son of Mrs. F. Cordes, president of C. Kurtzmann & Co., is a prominent member of the aviation corps at Ithaca.

The William Hengerer Co. is using considerable newspaper space to advertise "the big hits from the September Victor list."

Carl and Alvin Kaeppl, of the Kaeppl Piano Co., Victor dealers, have returned from a motor trip to Philadelphia.

J. N. Adam & Co. are using these two window signs: "Paderewski Plays Chopin's Famous Polonaise Militaire, Victor Department," and "The Wonderful La Marseillaise by Frances Aida—a Truly Great Record. Victrola Department." Manager Gardner of the Victrola section of this store has already begun plans for his holiday business. During the past month this company has found the country trade profitable.

L. B. Adams, of the Adams-Koenig Piano Co., recently visited his son, Robert Adams, a corporal in Troop I, New York Cavalry, located in Brooklyn. Mr. Adams, Sr., also visited Washington. His other son, John M. Adams, has entered the Ithaca aviation corps training school.

William H. Daniels, of Denton, Cottier & Daniels, has returned from a delightful vacation "somewhere along the Atlantic Coast." C. H. Heinike, manager of the Victrola department of this store, was recently visited by O. K. Houck, of the Houck Piano Co., Memphis. F. M. Farrar, Victrola salesman for this firm, has returned from his vacation.

The Buffalo talking machine stores in the downtown district were decorated during the Eagles' national convention, which attracted several thousand visitors.

Howard G. Shartle and S. H. Rous, connected with the Victor factory, recently called a meet-



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

ing of local Victor dealers at Denton, Cottier & Daniels, to get their views in regard to records and record catalogs. The session was well attended. Valuable suggestions were offered by those present.

Eugene Schultz has joined the staff of the Jones Piano Co. C. A. Gifford, sales manager, spent his vacation in Toronto.

The Hoffman Piano Co. is planning a vigorous Sonora campaign. Members of the Hoffman staff sought these vacation places: S. D. Klinginsmith, salesman, Conneaut Lake, Pa.; H. Conger, salesman, Angola; Miss Anna Gortzig, bookkeeper, Varysburg, N. Y.; Frank Thomas, tuncr, Cattaraugus, N. Y.

Alfred O. Bald, a Columbia dealer at West Ferry and Grant streets, attended the jewelers' national convention in St. Louis the last week in August. Lawrence H. Montague, another Columbia dealer, spent his vacation with his family on the Canadian side of Lake Eric.

Among the admirers of the attractive window displays of Winegar, Lindsay & Seales are hundreds of patrons of the Teck Theatre, which has opened for the season. This firm is located in the Teck Building.

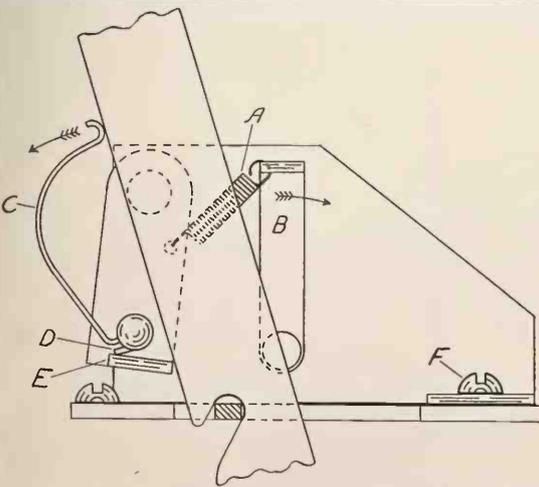
Albert Schuler, an Edison dealer, has returned from a month's vacation.

SONORA AGENCY IN BEMIDJI, MINN.

The George T. Baker Co., of Bemidji, Minn., well-known jewelry house, has recently arranged to open a department devoted exclusively to the products of the Sonora Phonograph Corp., and a complete line of Sonora phonographs will be handled. Mr. Baker is one of the most progressive merchants in Bemidji, and has recently added several lines of musical instruments to his business.

George Leonard, jeweler, Darlington, Wis., has established a talking machine department and will feature the Brunswick. Wisconsin jewelers have taken kindly to the talking machine to make up a high class business, and especially in the smaller cities of the State there is hardly a leading jewelry store where a talking machine cannot be purchased.

I. J. Parks, Rice Lake, Wis., has forsaken the life insurance business and will open a talking machine and piano store.



Here Is What Everyone Wants

An Automatic Top-Release

For Victrola XI and all larger types. Eliminates touching brace holding up cover. Simple in construction and easily attached. Guaranteed to work perfectly. Order sample now.

Price, Nickel Plated \$1.25, Gold Plated \$1.75

Liberal discount to dealers and jobbers
Sold only through Victor Distributors

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

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., September 4.—The dealers of Philadelphia are complaining because the talking machine business in August did not run as much further ahead of last year as they had expected, but they attribute it not to a lack of desire on the part of the public to buy, but because they were able to receive but few machines from the factories.

But the bulk of the business in August was on records. The dealers have been ordering early this year, and the jobbers have been able to fill orders almost 100 per cent. This was fortunate in that it brought the business up to a good substantial basis, and left the trade to start the first fall month of the year in excellent financial shape.

Record Business Very Active

Louis Buehn, of the Louis Buehn Co., says regarding August: "The machine business dropped off rather perceptibly. The record business, however, kept up remarkably well. The promise from the Victor Co. is that we will get substantial shipments of machines for the fall months. The outlook is good, and I do not see any reason why we should not have a phenomenal business."

Mr. Buehn expects to close his cottage at Ocean City at the end of this week and bring his family back to his city home. F. B. Reineck has just returned from a delightful vacation spent at Wildwood.

Looks for Very Busy Fall

The Penn Phonograph Co. have practically the same report to make as the Buehn firm. They have felt keenly the shortage of Victor machines, but had a phenomenal business in records and were able to supply completely all the orders received. T. W. Barnhill returned on Monday of this week from a quiet but enjoyable two weeks' vacation. He says that he believes the talking machine trade is in line for the biggest fall it has ever enjoyed, and with the recent complete rebuilding of the Penn quarters, they are now in a position to handle the trade much better than ever before.

Edison Dictating Machine in Demand

The Edison Dictating Machine enjoyed a phenomenal business in August and it was the largest August they have ever had by considerable per cent. They recently added to their force two new salesmen, Messrs. Cheeseman

The most accessible jobbing stock of

**VICTOR RECORDS
VICTROLAS
VICTOR SUPPLIES**

to be found in the EAST assures complete shipments.

WEYMANN

Victor Distributors

EVERYTHING MUSICAL

1108 Chestnut Street

Philadelphia, Pa.

and Lund, and they report that business looks very promising for the fall.

Anticipate Heavy Fall Business

H. A. Weymann came up from the shore, where he has a cottage, on Tuesday morning, after spending several days there with his family. He says that all the men are back to work, and they anticipate a very heavy business from this on. He says: "It promises to be the biggest fall in our wholesale line that we have ever enjoyed. From now on Victrolas will be coming in from the factory in sufficient numbers to enable us to make practically complete shipments to our various dealers, and as to our record business in August, it has simply been phenomenal, showing an increase of 50

per cent. over the same period of last year, due, no doubt, to a great extent to our superior and increased facilities for handling such orders. All our dealers seem to be stocking up with records, anticipating a bigger demand than ever before.

Victors for Training Camps

The Delaware County Automobile Club recently purchased five complete talking machine outfits, including that number of Victor 8s, with albums containing 102 records, and have presented them to five of the training camps containing Philadelphia soldiers.

Excellent Showing for August

The Pennsylvania Talking Machine Co. report that their August business was many per cent. ahead of their business in 1916, and that the fall orders have been coming in heavier than they had anticipated. Manager Walter L. Eckhardt has brought his family to their city home in Overbrook, after spending the summer at the Marlborough-Blenheim Hotel, Atlantic City. This week Mr. Eckhardt is spending several days in Baltimore. Among the recent visitors at the Pennsylvania offices was F. K. Pennington, assistant general sales manager for the Columbia. The Columbia machines have been coming through in very good shape, and there is no complaint whatever with the record shipments. Several new dealers have been established in August by the Pennsylvania Co., including the Prince Furniture and Carpet Co., of Hazleton, Pa., and Stern & Co., the biggest furniture house in this city.

Enlarge Dictaphone Force

The Dictaphone section of the Pennsylvania Co. also report a big August, the office winning its quota as well as all of its men. R. T. Taylor, a new man recently added to the force, also made his quota the first month. Manager C. J. Welford is highly pleased with the showing all around. Among his visitors recently was N. T. Milnor, the general sales manager of the Dictaphone.

Enlarging Sonora Representation

Manager F. D. W. Connelly, of the Sonora Co., has just returned from his vacation spent at Galesville, Conn. He spent several days at the New York offices on his way home. The

(Continued on page 38)

Andrew Carnegie

Attributed his success as an iron master largely to having selected as his assistants men specially qualified to do specific work in the manufacture of iron and steel.

Few, if any of us, can qualify in dollars and cents with the same degree as Carnegie, but

YOU, Mr. Victor Dealer, can make good in the selling of Victrolas and Victor records by selecting as your distributor one who is experienced and places at your disposal the latest and best methods of merchandising the Victor product.

With nineteen years' experience behind us, we feel qualified to act as your lieutenant. Give us a trial.

PENN PHONOGRAPH CO.

17 South 9th Street

PHILADELPHIA, PA.

Established 1898

BUEHN SERVICE on VICTOR RECORDS



REMINDS us of the merchant who said: "I made many sales *that I never made before*, after Buehn Service on Victor Records started to work for me."

So many opportunities appear for making profits when you have the Victor Records to sell that your enthusiasm will exceed that of the Greenboro Banner Editor when reporting an opinion of your own business.

YOU CAN DOUBLE YOUR RECORD PROFITS!

No question about it. But you must know the musical tastes of your customers; you must tell them about these records, and you must have the records in stock for "take home with me" delivery. These three factors are necessary to "make more money than you ever made before."

September starts THE BEST season of the year for doing business; Buehn Service on Victor Records is eager to help you, so with the season and the co-operation RIGHT, your FALL PROFITS should be large.

The Louis Buehn Company

VICTOR DISTRIBUTORS

PHILADELPHIA

THE TRADE IN PHILADELPHIA (Continued from page 36)

business, especially for the latter half of August, was very gratifying, and plans are being made for an extensive Sonora campaign in this city. Smith, Kline & French Co. are the jobbers for the Sonora in this territory, and they have established recently quite a number of firms to handle the talking machine, including the Penn Furniture Co., and the Keystone Talking Machine Co.

COMPLAINTS A VALUABLE ASSET

Most Direct Method of Correcting Faults, Increasing Efficiency and Therefore the Profits of Business, Says "Voice of the Victor"

Do you feel pleased, or otherwise, when you receive complaints from your customers? What is more important still, how do you act in the face of complaint?

They are an asset in any business!

No doubt, it seems to any conscientious merchant that in point of service his store compares favorably with other stores of the same type. Whenever he detects an error he corrects it—but how about errors that he does not detect?

Do you like to think that there may be unconscious errors operating under your very nose? Those are things that spoil the reputation of a store, and, of course, these destructive influences, being unconscious, are, naturally, unknown to the proprietor. How is he going to find out about them? Through complaints!

The man who complains is actually doing you a favor, and the very fact that he complains proves that, unconsciously, he has your interest, as well as his own, at heart. Wouldn't you prefer that he complained rather than that he should quit you cold?

The man who complains wants to do business with you, provided you will meet him half way. The man who doesn't complain stays away from you, and, without any deliberate intention of being mean, he simply relates his experiences to his friends.

The man who comes to you with an honest complaint—if he got what was really coming to him should have a cigar or a dinner or a new hat for his pains, rather than the cold shoulder, because he is really helping you to make your business more efficient and, consequently, more profitable.

We have all found from experience that every time a Victrola goes into a new home the instrument itself brings about a demand for Victrolas in four or five other houses, and exactly the same thing is true of customers.

That is the way in which practically all business is built up. If I find that I get satisfaction at your store it is practically impossible for me to keep that fact to myself, and four or five of my friends will shortly be coming to you because they know my experience has proven you to be a satisfactory person to deal with.

Reputation! Reputation! It is built up by the verdict of your customers because everybody knows that will be unbiased. When you talk about yourself, either verbally or in printer's ink, people know very well that you are doing it for the sake of getting business. Consequently, they know that you will put up the best possible "front." But your customers? That is another matter. All they know or care about is that you do or do not afford them the kind of satisfaction they want. When you do satisfy them—they tell their friends. They also tell their friends when you do not.

BUEHN CO. TRANSFER AGENCY

JOHNSTOWN, PA., August 31.—The Buehn Phonograph Co. has transferred its Edison agency in this city to J. H. Williamson, who plans to give the line an aggressive representation. R. W. Green, formerly manager for the Buehn Co., has resigned to take charge of the talking machine departments of the Wright-Metzler Co., of Uniontown and Connellsville, Pa.

BALL PLAYERS BUY MANOPHONES

Six Members of the Red Sox Call at Cleveland Parlors and Each Purchases a Machine—Progress Being Made by Manophone Corp.

The popularity of the Manophone, manufactured by the Manophone Corp., Adrian, Mich., was manifested recently when six members of the Boston American baseball team called at the Manophone parlors in Cleveland and each purchased a Manophone.

The Manophone Corp., manufacturing this machine, is the outgrowth of the Clough & Warren Co., who have an international reputation as piano manufacturers, having been building pianos for the last sixty-seven years. During the last year a large variety of styles and sizes of the Manophone have been produced, so that at the present time they meet the requirements of all classes of retail trade.

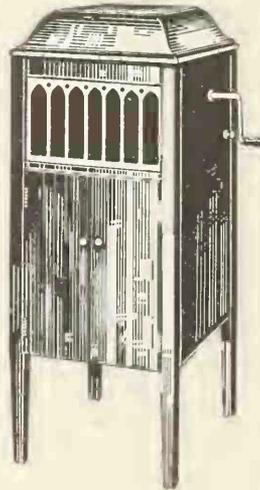
The extensiveness of the Manophone plant and its adequate equipment puts the Manophone Corp. in a position where it can manufacture all parts of the Manophone, including the in-

terior mechanism as well as the cabinet work. This, added to their long experience and perfect understanding of acoustics, has specially qualified them to create a talking machine of superior merit. The Manophone has been so manufactured that it will play any make of disc record, and the secret principles which have been built into the Manophone "throat" and "music hall" have given the dealers who handle this machine several new legitimate talking points which are backed up by the superior quality, strength and clearness of tone which are produced by the machine.

During the past six months several agencies for the Manophone have been established, with the result that the factory is now busy with a large volume of business, which has come from every part of the country. Every possible manner of sales co-operation has been offered the Manophone agents by the Manophone Corp., with the result that the machine has now become a universally known product throughout the country.

Are you an order taker or an order maker?

The Artophone ^A New ^{\$}55 ^{RETAIL} Model



MODEL IX

Height 44 inches
Width 18 inches
Depth 20 inches

WE offer our dealers a new model that will undoubtedly be one of the biggest sellers in the talking machine industry.

It is the best value ever presented, and every progressive dealer can use it as a "leader."

We list below some of its features.

1. Large, beautiful cabinet that will ornament any home. Finished in Mahogany, Fumed or Golden Oak.
2. Plays all makes of records perfectly, without the use of extra attachments. Adjustment of the Sound Box all that is necessary.
3. Motor contains 2 springs and is capable of running 3 10-inch records with one winding. Powerful and absolutely silent in winding and running.
4. Tone is rich, clear and full. Equal to phonographs far above its price.
5. RECORD COMPARTMENT, contains three shelves, with ample space to accommodate record albums.
6. TONE MODIFIER, is constructed along scientific principles, and tone may be regulated as desired, without injuring tone quality. Is located conveniently on right side of cabinet.
7. Equipped with wooden horn, automatic lid support, continuous hinge, and four needle cups.
8. ACCESSIBILITY to MECHANISM. It is only necessary to remove four screws to get at motor.
9. THREE-YEAR GUARANTEE on metal parts against defective material and workmanship. Springs excepted.

This is only one of our popular models. Write today for catalog, free trial offer and proposition.

The Artophone Company
1113 Olive Street ST. LOUIS, MO.

Happenings in the Dominion of Canada

INCREASING ACTIVITY GENERAL IN CANADIAN TRADE

Various Concerns in Toronto District Have Already Started Fall Campaigns—Planning Exhibits at Toronto Fair—Travelers Getting Good Results—Other Trade News

TORONTO, ONT., September 5.—The Campbell Flour Mills Co., Ltd., West Toronto, are offering five Pathé cabinet machines, together with twelve records, as first district prizes in their Bread Making Contests at rural school fairs in the Province of Ontario.

The John Raper Piano Co., Ottawa, known as the "Home of the Victrola," have twelve ventilated soundproof demonstrating parlors and carry one of the largest and most complete stocks of Victrolas and Victor records in Eastern Ontario.

The following popular Victor artists have already been booked for engagements in Toronto early in the season: Ysaye, Mischa Elman, Alma Gluck and Zimbalist.

The Musical Merchandise Sales Co., 80 York street, this city, are handling the Brunswick phonographs. A large part of the enormous Brunswick-Balke-Collender Co. of Canada, Ltd., factory in Toronto has been set aside for the manufacture of Brunswick Phonographs, and no expense has been spared in the equipment to enable the very highest class of work to be done at a minimum cost.

E. C. Scythes, vice-president of the Nordheimer Piano and Music Co., Ltd., has just returned from a three weeks' visit to the territory east of Quebec City, including Prince Edward Island. Referring to the talking machine trade, Mr. Scythes, when interviewed, remarked that every place he went one heard of the visit of a representative of a new line. Talking machine travelers seem to grow on every bush, he remarked, and the competition is keen.

The George McLagan Furniture Co., Ltd., Stratford, Ont., wholesale furniture manufacturers, are entering the phonograph manufacturing field with a high-grade instrument which will play every make of disc record. A complete line is coming through the factory and will be offered the trade shortly.

Russell Teeple, for the last three years on the selling staff of Wm. Long, the well-known piano dealer of Toronto, and latterly connected with Canadian Symphonola Co., Ltd., of which Mr. Long is the head, has severed his connection with Mr. Long's interests and has joined the organization of the George McLagan Furniture Co.

R. J. Mitchell, for several years on the selling staff of the Nordheimer Piano and Music Co., Ltd., piano department, has been transferred to the Aeolian-Vocalion department. He will represent the firm on the road.

Ralph Cabanas, manager Columbia Graphophone Co., has returned to Toronto from a well-earned and thoroughly enjoyable vacation.

L. E. Hotchkiss, of the Playerphone Talking Machine Co., Chicago, was among recent talking machine trade visitors to Toronto.

One of the most interesting announcements made by the House of Nordheimer in connection with Aeolian-Vocalion representation is that which pertains to the arrangement made with R. G. Cordingley, of Brockville, who, as distributor, will look after the development of Eastern Ontario and a portion of Quebec Province, including Montreal. Mr. Cordingley is particularly qualified for the undertaking, as his entire career has been devoted to the music trade. In fact, he is a piano salesman of the first rank, while his father, D. F. Cordingley, of the Aeolian Co., New York, was for years one of the best-known men in the Canadian piano trade, and, indeed, he still retains many warm friends on this side of the border. Arrangements have been made for carrying a wholesale stock in Brockville, where Mr. Cordingley will make his headquarters.

James P. Bradt, general manager for Canada of Columbia Graphophone Co., is absent on a trip to the Pacific Coast. While this is a purely business trip, it includes a great deal of pleasure for Mr. Bradt, as it brings him in contact with warm personal friends. Just before leaving Mr. Bradt visited New York and inspected the new period designs just brought out by the Columbia Co., and over which he is very enthusiastic. With reference to Columbia conditions in Canada, Mr. Bradt spoke with evident satisfaction of Columbia lines being featured in the stores of C. W. Lindsay, Ltd., Montreal, which firm has a number of branches in leading Ontario and Quebec centers.

C. J. Pott, sales manager for Canada of the Otto Heineman Phonograph Supply Co., has returned to his office from a successful business trip to Montreal.

A Pathephone No. 250 (Sheraton Inlaid) and a good assortment of Pathé records will be placed in the observation car of the special train carrying the Ontario delegation to the convention of Life Underwriters in Winnipeg, Man.

Starr phonographs and Starr records will be exhibited at the Toronto Fair by the Canadian Phonograph Supply Co., London. This year it has not been possible to give the talking machine industry accommodation in any of the buildings, but space near the Arts Building has been allotted on which the various firms may exhibit in tents.

Ample stock to take care of all orders is the way I. Montagnes & Co. describe their state of preparedness to meet the fall demand for Sonora phonographs, for which line they are exclusive Canadian distributors. Messrs. Montagnes have decided not to display their line at the fair, but will show a complete array at their own salesrooms.

H. S. Berliner, vice-president, Berliner Gramophone Co., Ltd., Montreal, on a recent visit to Toronto expressed his satisfaction with His Master's Voice products and with the increased supply of Victrolas.

Mr. Berliner advocates stronger efforts in pushing record trade, and in his firm's own retail stores in Montreal has found that with a little extra interest record sales were increased to an extent that any shortage of Victrolas did not affect the natural increase in total sales. He insists that a salesman who can develop record business in addition to selling machines is more profitable to the employer than the machine salesman who lets the record business go to a competitor.

E. M. Kearsing, who has been with the Pathé Co. since they started a year ago, has resigned and returned to the United States and has been succeeded by J. J. Tottle. Mr. Tottle, who comes from one of the old seafaring families of England, was born in Cardiff, Wales, and went to the States eleven years ago. He joined the staff of the American Graphophone Co. in

Bridgeport, Conn., three years ago as assistant plant engineer. When the opportunity of coming to Canada to join the Pathé was presented to Mr. Tottle, he readily accepted.

The great increase in talking machine business has revealed a weakness that has been a real obstacle to Canadian manufacturers, viz., a shortage of cabinets. Enlistments and munitions plants have made heavy drafts on organizations in piano and cabinet plants. The men taken are replaced with the greatest difficulty, and at much higher wages, or not at all. The problem of output has become acute. Canadian Symphonola Co., Ltd., early in their career faced this cabinet problem and decided to make their own. Consequently a factory and plant were purchased.

John A. Sabine, one of the proprietors of Music Supply Co., Toronto, wholesalers of Columbia products, just recently visited a number of Ontario dealers with pleasing results. Mr. Sabine contrasted his visit with the calls made a few years ago, when it was only by the greatest persuasion that even small orders could be secured, and to convince the dealer that he should order then for fall was impossible. On this occasion fall orders were readily placed when the dealer was shown the advantage of anticipating instead of waiting until the goods would be required, when disappointment in deliveries are inevitable.

During the severe storm that swept over Kitchener, Ont., recently, lightning struck the factory of the Pollock Mfg. Co., Ltd., manufacturers of the Phonola, and demolished a chimney. The electric lighting and telephones were burned out, a couple of men knocked over. One girl was sent to the hospital suffering from shock.

O. Wagner, manager of the R. S. Williams & Sons Co., Ltd., Winnipeg, Man., branch, has returned West after spending a couple of weeks in the East and at New York, where he attended the Edison dealers' convention. Concerning the trade in the part of Canada looked after by his branch, Mr. Wagner said it was not a question of selling the goods, but of making deliveries.

W. D. Stevenson, of the Canadian Phonograph Co., Ltd., Starr distributors for Canada, was recently elected vice-president of the newly formed Piano Merchants' Association of London, Ont.

IN THE MARITIME PROVINCES

Large New Department Opened in Halifax—Featuring the Pathephone—New Line of Machines Being Manufactured by Amherst, Ltd.

HALIFAX, N. S., September 4.—The Nova Scotia Furnishings, Ltd., 72-76 Barrington street, this city, have just opened a new talking machine department in connection with their furniture business and have selected the Pathephone as their leader. They will carry a complete assortment of Pathé records.

The Johnson Piano Co., 168 Hollis street, (Continued on page 42)

Talking Machine Supplies and Repair Parts

SPECIALTIES:—SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
HILLSDALE, NEW JERSEY

THE UNICO SYSTEM

ORDER YOUR UNICO EQUIPMENT NOW



Unico Design Number One, \$122.85 Upwards



Unico Design Number Two, \$149.85 Upwards



Unico Design Number Three, \$202.50 Upwards

WIRE ORDERS ARE RECEIVED by us daily at this season from dealers in all sections who realize that Unico Service will quickly and at Moderate Cost bring their departments to highest efficiency. Refer to our Diagram Chart and Price Schedules—then send a Collect Message.

TELEPHONE ORDERS CAN be placed with entire satisfaction. We will assume Long Distance charges within a radius of 500 miles. Simply refer to our Diagram Chart and Price Schedules—then "Use the Bell."

MAIL ORDERS RECEIVE immediate personal attention. Unico mail service means individual service on any requirement. Simply refer to our Diagram Chart—then fill in order blank and mail.

PERSONAL ORDERS MAY be placed either by calling at our Display Rooms or one of our representatives will call on you by appointment made by wire, phone or mail.

UNICO SERVICE delivers the best

UNICO PLANNING Service promptly submits Plans for Departments of Maximum Efficiency at Moderate Cost. Simply specify available space, number of Rooms and Record capacity desired.

THE UNIT CONSTR

121-131 South Thirty-first Street

LITERATURE UPON REQUEST

UNI

THE SALES BUILDER

DOUBLE YOUR FALL AND HOLIDAY SALES

U NICO DEMONSTRATING Rooms, Patented Elastic Sectional Units, Cabinet Construction, Superbly Finished and Appointed, Promptly shipped from stock in Design and Finish to suit your Requirement. Prices start at \$90.00, *including delivery* East of Mississippi River.



Unico Design Number Four, \$90.00 Upwards

U NICO RECORD RACK System most practical yet devised. Maximum Capacity in Minimum Space. Costs but 3 cents per Record for any capacity, *delivered*.

U NICO RECORD COUNTER (Pat. applied for) Eliminates Cashier and Wrapping Departments, Speeds the Service, Increases the Sales. Price \$100.00, *delivered*.



Unico Design Number Five, \$144.45 Upwards

U NICO EQUIPMENT AND Decorations are executed both in Standard Unico Designs and also in Period Styles such as Adam, Louis XVI, Empire, Colonial, etc.



Unico Design Number Seven, \$149.85 Upwards

ods, at the right price, right away

Y OUR REQUIREMENT, whether a single room, record rack or counter, or the complete Equipment of a chain of stores, can be immediately covered through Unico Service.

CTION COMPANY

PHILADELPHIA, U. S. A.

WIRE, WRITE, PHONE, OR CALL TODAY

O

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

Halifax, N. S., have been appointed sole distributors for the Province of Nova Scotia for Gerhard Heintzman phonographs.

The new talking machine brought out by Amherst Pianos, Ltd., Amherst, N. S., has been christened the "Cremonaphone." This firm is now planning on a regular production of about 200 machines a month.

EMILE BERLINER VISITS MONTREAL

President of the Berliner Gramophone Co. Much Pleased With the Progress Made by His House—New Manufacturers Enter Field—Vocalion Agency for Culross—Other News

MONTREAL, CAN., September 5.—Emile Berliner, of Washington, D. C., president of the Berliner Gramophone Co., Ltd., visited this city for a few days recently. Mr. Berliner was much pleased with the development of Montreal and with the growth of "His Master's Voice" business in Canada which he started some years ago when the talking machine was thought by so many to be a mere passing fad.

J. A. Hurteau & Co., Ltd., the past month disposed of a large number of second-hand machines taken in exchange for new Pathephones. Miss Lapierre, manageress of the talking machine department, states that August business to date constitutes a record one.

J. Donat Langelier, 358 St. Catherine street East (with L. R. Beaudry as manager), who is well and favorably known to the local phonograph trade through his long connection with the Canadian Graphophone Co., is handling the Columbia line with excellent success.

Gingras Freres, piano manufacturers, 2679 St. Hubert street, have started manufacturing phonographs and have three models already on the floor and expect shortly to increase their range very considerably.

A prominent local dealer complains very bitterly that some American talking machine accessory manufacturers are very lax when it comes to filling Canadian orders. They are most plausible and exceptionally prompt in their shipment of samples when requested, losing no time, but once they receive the order it is the case of a horse of another color.

Charles Culross has arranged for the Vocalion agency in the West End, where he will carry the complete line of Vocalion phonographs as well as the new Vocalion records that are expected in the very near future.

It seems fitting that Charles Culross should be again so closely identified with the house of Nordheimer and the Aeolian Co. For many years he was connected with the Nordheimer firm both in Toronto and Montreal. More recently he has centered his energies in the phonograph business in Montreal, handling the Sonora and Columbia lines and now adds to these lines the Vocalion.

A correspondent in a small provincial town reporting the doings of his town to a daily newspaper, among other items sent in, reports a surprise party, concluding with the following: "A very enjoyable evening was spent, the young people skipping to the music of the Victrola."

NEW CONCERNS IN WINNIPEG FIELD

Several Recent Additions to the List of Talking Machine Manufacturers and Dealers—Eastern Travelers Making Their Rounds

WINNIPEG, MAN., September 3.—Pearson's Book Shop, 216 Eighth avenue, East, Calgary, Alta., who handle Edison phonographs and records, recently ran in large advertising space a list of big selling song hits of the day at special prices. In the announcement was mentioned the fact that the same titles could be had in Edison records.

The Victoria Talking Machine Co., Ltd., 315 Portage avenue, this city, have incorporated for \$22,000, with J. Horn, J. T. Maloney and May C. Smith as incorporators. They will handle the Imperial machine.

O. Wagner, manager of the R. S. Williams & Sons Co., Ltd., Western branch, has just returned from a three weeks' business trip. While away Mr. Wagner attended the Edison dealers' convention in New York. The R. S. Williams Co. have no complaints to register as regards business for the month of August.

H. L. Conlin, representing His Master's Voice, Ltd., through Ontario for some years, and latterly with the Berliner Gramophone Co., Ltd., Montreal, has come to Winnipeg in the capacity of manager of the firm's Winnipeg distributing house, the Western Gramophone Co.

Harold W. Des Brisay, who has traveled the Western provinces for some years, is now representing the Western Gramophone Co. and calling on the Western trade with good results.

Mr. Srafield, latterly with the local branch of His Master's Voice, has left to join the staff of their Toronto house.

The Melotone Talking Machine Co., 235 Fort street, is now a distributor of Par-O-Ket records. Mr. Laurie, who has just returned off the road, reports very good business.

Orders are coming along very satisfactorily all through the West and the needle situation is considerably easier, is the report of the Columbia Graphophone Co.'s local branch.

W. S. McClelland, Melville, Sask., Mr. McNaughton, of Mountain Park, and L. Erk, Gretna, Man., dealers in His Master's Voice products, were recent callers at the Western Gramophone Co.'s parlors.

John A. Croden, of Canadian Phonograph Supply Co., London, Canadian distributors of Starr phonographs and records, spent several days here demonstrating samples that he brought with him. Mr. Croden purposes going through to the Coast.

Cross, Goulding & Skinner have recently added three very spacious record selling rooms to their department. This gives this concern one of the largest talking machine departments in Western Canada. They are still handling the Victrola line and state that they pin their faith to the superior excellence of this talking machine.

Roland C. Willis, well known to the Winnipeg trade, and who has been with the Doherty Piano Co. for some years, is leaving to take charge of the piano and phonograph departments of the Percival Piano Co., Ottawa, Ont.

C. B. Moore, of R. J. Whitla & Co., wholesale representatives for the Pathé goods in Western Canada, reports the continual opening of new agencies. He is quite gratified with the new period designs brought out by the Pathé firm.

Babson Bros., dealers in Edison phonographs, have redecorated their premises at 355 Portage avenue. Decorations are in a two-tone gray.

VICTROLA AS PRIZE IN VANCOUVER

Victrola XVI Offered in Circulation Contest by Newspaper—Edison Business on the Increase—Hudson Bay Co. Secures the Pathé Agency

VANCOUVER, B. C., September 3.—The Vancouver, B. C., World, in a circulation contest they are now conducting, include in their list of awards as one of the leading prizes a style 16 Victrola which was purchased from the Walter F. Evans Piano Co.

The Kent Piano Co. report a steady improvement in their phonograph department. Regarding the Edison they state: "The sales for August were practically up to last year, and our total year's business in this department shows a gain over last year, which year was one of the largest we have had for some five years. Our firm has already got considerable stock ahead against our fall orders, and, not having enough room on our premises to store this Christmas stock, have had to use a bonded warehouse."

The Hudson Bay Co. has secured the Pathé rights for this city and will give that line exclusive representation. This is one more big house to be added to the ever lengthening list of first class firms handling the Pathé.

R. V. Gould, of Fletcher Bros., recently enlisted with the artillery and has gone overseas. Mr. Gould is the fifth member of this firm's staff who has left for active service in France. Mr. Gould recently made a trip through the Caribou district of British Columbia with a motor car and took along a Columbia Grafonola with a view to picking up orders. The results of Mr. Gould's two and a half months were so satisfactory that even the strenuous exercise of pushing a wheelbarrow containing a Grafonola, a supply of records, etc., was well justified. In one instance Mr. Gould carried a Grafonola, etc., for three miles through the woods in order to demonstrate it to a crippled lady, with the happy result of securing her order. In keeping with the season, Fletcher Bros. recently turned their show windows into a miniature camping ground, a small tent with a fully furnished interior in which a Columbia Grafonola held a prominent place being the principal feature.

A QUICK SELLER

Big Profits

AND

Repeat Orders



From
\$45 to \$225

STRADIVARA

"KNOWN FOR TONE"

Most Liberal Discount Proposition Ever Offered

SEND FOR IT TO-DAY

Stradivara is made complete in ONE FACTORY.
Not assembled in furniture factories.

The tone of this NEW 20th CENTURY MUSIC MASTER 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. Plays all makes of records. Catalog on request.

SCHILLING PIANO CO., Inc.

Wholesale Distributors
112 West 23d Street, New York

Surface, tone, recording, reproduction—big names, new orders, quantity, variety—you have plenty of things to talk about in the October list of Columbia Records, the "Greatest List of Great Records Ever Issued."

Columbia Graphophone Co.
Woolworth Building, New York



NEW COLUMBIA REPRESENTATIVES

Several Experienced Men Added to Sales Staff by Manager Friedl, of the New York Branch, to Work With Dealers in This Territory

Lambert Friedl, manager of the New York branch of the Columbia Graphophone Co., announced this week the addition to his sales staff of a number of experienced men who will work in close co-operation with the company's dealers in this territory, and enhance the efficiency of the company's service along practical lines.

J. L. Matthews, well-known in local talking machine circles, will cover New Jersey territory, succeeding J. A. Johnson, who resigned to enlist in the United States Navy.

W. I. Brunner, connected with the Columbia Co. for the past fourteen years, and one of the real "veterans" of the local Columbia business, has been appointed a member of the local sales staff to cover the northern part of New York State.

John I. Biro has joined the Columbia wholesale staff as an expert on foreign records, and will render service to Columbia dealers and the other members of the sales force in this important division of the business.

The other members of the Columbia sales staff, all of whom are thoroughly experienced talking machine men and esteemed by the dealers in their respective territories for their sincere efforts to co-operate with and assist them in the solution of their problems, are the following: O. P. Graffen, C. M. Dalley, L. C. Ziegler, J. L. Williams and R. R. Wilson.

Mr. Friedl was the host at a dinner given the members of his sales force last week as a "get-together" affair. George W. Hopkins, general sales manager of the Columbia Co., was the guest of honor at this dinner, and delivered one of the effective sales talks which have made him one of the most sought-after speakers in the country. He spoke at length on general conditions, and more particularly of conditions in New York territory. Other invited guests were Frank K. Pennington, assistant general sales manager; J. C. Button, local Dictaphone manager, and George A. Baker, assistant manager of the local branch. R. F. Bolton, New York district manager, was away on an automobile trip, which prevented his attendance.

NEW MANAGER IN EAU CLAIRE, WIS.

J. A. Combs, until recently a traveling representative of the educational department of the Columbia Graphophone Co., has joined the Sallstad-Payson Co., Eau Claire, Wis., as manager of its Columbia department. Mr. Combs is a musician of note and his acquisition is considered a signal stroke of business for the Eau Claire company.

The builder of credit is and has been the greatest single factor in the business world.

INCREASING DEMAND FOR STOPS

Both the Trade and the Consumers Showing a Lively Interest in the Re-Pla-Stop—Manufacturers Carrying on Live Campaign

CINCINNATI, O., September 4.—The Re-Pla-Stop Co., of this city, are having remarkable success in the introduction of their Re-Pla-Stop, which automatically repeats all records as many times as the operator elects. Not only are dealers placing orders liberally, but the campaign in the Saturday Evening Post is bringing excellent results in the way of inquiries from consumers, which, of course, are referred to the dealers. The company is building the consumer demand of the trade.

There is no reason why any dealers should not make themselves familiar with the Re-Pla-Stop, as they are invited to demonstrate it for ten days at the company's risk. Furthermore, each stop is sold with an absolute guarantee to refund the money if it does not fulfil every promise made for it. The company's campaign certainly shows their absolute confidence in their product. There is every evidence that the Re-Pla-Stop is going to be not only a remarkably stable seller but a big holiday feature. The attention of the trade is called to the company's page advertisement elsewhere in this issue.

The Western Phonograph Co. has leased a loft in the Eastern Building, 985 Market street, San Francisco, Cal.

OPENS NEW CRESCENT AGENCIES

Dr. R. E. Faldl, General Sales Manager of the Crescent Co., Meets With Much Success on Trip Through Middle and Central West

Dr. R. E. Faldl, general sales manager of the Crescent Talking Machine Co., Inc., has recently returned from his trip which covered a large portion of the Central and Middle Western States, and despite the unforeseen handicaps which hindered his trip reports new agencies opened for the Crescent line and a large amount of business transacted.

At the outset of this trip, Dr. Faldl was the victim of an accident which delayed him considerably, and when in Detroit, after having stopped at Buffalo, Chicago and St. Louis, was taken with a severe attack of pleurisy which necessitated him returning at once. His many friends in the trade will be pleased to hear that he has rapidly recovered and is once more at his desk at the headquarters of the Crescent Talking Machine Co., at 109 Reade street, New York.

On this trip the new 1918 styles of the Crescent talking machine were shown. Styles 35, 55, 80, 100 were the most popular and orders have been coming in regularly for these numbers. They are all equipped with the improved tone moderator and automatic cover support and are finished in oak and mahogany. Of them all it would seem that Style No. 80 promises to be the favorite.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

THE present outlook shows that we shall have record-breaking Sonora sales this fall. By prompt action you can get the machines you want—but you will have to order at once!

Twelve Superb Sonora Models

\$50 \$55 \$60 \$75 \$100 \$135 \$150
\$175 \$200 \$250 \$375 \$1000



C. W. SNOW & CO.
New York State Sonora Distributors
SYRACUSE, N. Y.

Going Big!

Yes the boom is on! Every mail is bringing orders not only for samples but for dozen lots. The live members of the trade are snatching the opportunity to get in first with the RE-PLA-STOP. Tested everywhere by dealers and consumers it has proved a big success—the PERFECT device for repeating talking machine records.

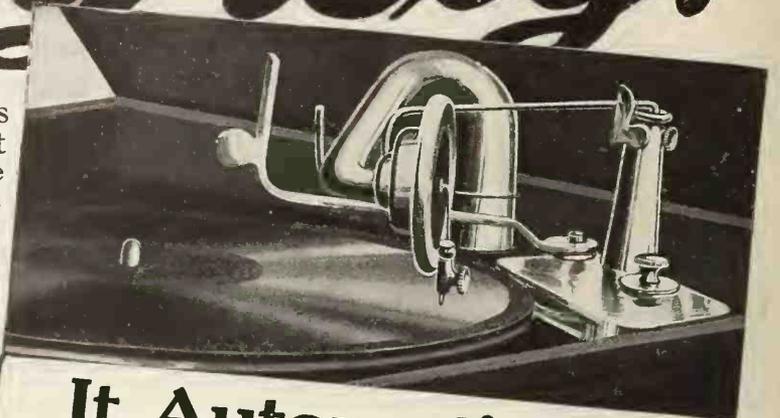
Have you placed your order yet? If not, write today. This is the latest big thing in the talking machine business—NOW READY.

**Here's Another Ad in
SATURDAY
EVENING POST**

Sept. 15th

We are building the consumer demand. You saw the Ad for the September 1st issue of the Saturday Evening Post. Now here comes another. We are starting the consumer demand for you. Fall is going to bring big business when people begin to stay at home evenings and play their phonographs. Then there is the *Christmas Trade*. The RE-PLA-STOP will give you something extra to offer. You can sell one with every phonograph and it will be a great gift proposition to advertise.

**Send for Your Sample
Or A Stock Of The**



It Automatically Repeats Records

Wonderful invention. Plays any record over and over as often as you wish. Furnishes continuous music for dances, dinners, card parties, kindergartens and entertainments of all kinds. Go to any dealer in phonographs and ask him to demonstrate the

Re-Pla-Stop
TRADE MARK

and see how it adds to the value of your phonograph. A handsome nickel plated or gold plated device which you attach without interfering in any way with any part of the phonograph. Insert the record in usual way and the Re-Pla-Stop will repeat the selection from one to five times or continuously as you determine in advance.

Stops automatically with needle lifted clear from record. Only perfect stop yet devised. Cannot injure record or needle. No adjustment of tone arm, and no attention to machine required while Re-Pla-Stop is in operation. Try it for ten days on the maker's guarantee. See for yourself what a wonderful device the Re-Pla-Stop is.

\$5.00 is all you pay for the Re-Pla-Stop and your money will be refunded if it is not satisfactory after ten days' trial. Almost any dealer in phonographs will gladly demonstrate this wonderful device. Ask your dealer. If he cannot furnish it, write to us for the name of a dealer who can. Write to us today on your letterhead asking for demonstrating sample Re-Pla-Stop, stating what phonographs you handle. We will send it to you for free trial, with discounts and terms to the trade. Show your customers what this remarkable device will do.

Re-Pla-Stop Company, Cincinnati, Ohio

Re-Pla-Stop

TRADE MARK

Here at last is the one repeating device that you can recommend to your customers and know that it will make good. The RE-PLA-STOP was not put on the market until we knew that it was right. And we would not be spending thousands of dollars for an advertising campaign on an article that would not stand up. We know not only from our own tests but from the letters that are coming from dealers and consumers that the RE-PLA-STOP is absolutely a proved success. No matter what other devices of this kind you have tried and found wanting, send for the RE-PLA-STOP and try it at our risk.

POSITIVE GUARANTEE BACKS YOU UP

Every RE-PLA-STOP is sold with our positive written guarantee to refund the money if it does not fulfill every promise we make for it. You simply cannot lose—you take no chances whatever. Your money is ready for you any time you want to return a RE-PLA-STOP which does not satisfy. Sell to your trade on this guarantee—we will back it up.

Quantity Orders Should Be Placed Early

While we can supply individual demonstrations at once, we advise dealers to get in their orders for dozen lots or more without delay. The demand since we first made our announcement has been surprising and is increasing daily. So place your order now. Remember there is nothing to lose. Here is your opportunity to live up your business with something new—something interesting—something every phonograph owner will want.

Wholesalers and Manufacturers

Your trade will want to be supplied with the RE-PLA-STOP promptly. If you have not already sent for samples and discounts, better act at once. The advertising is going out—the demand is being created. Cash in on it.

Please write on your letterhead and state what make of talking machines you carry.

RE-PLA-STOP COMPANY, CINCINNATI, OHIO

Featuring the Musical Possibilities of the Talking Machine :: :: :: :: By William Braid White

[Note.—This is the seventh in a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

ANALYZING PUBLIC DEMAND

Since the day, now many moons ago, that I first put to my ears two rubber tips, which led to an equal number of tubes and ran finally into a mysterious box of machinery with a revolving cylinder, whence traveled to my auditory apparatus various squeaks more or less articulate, which the owner of the mystery kindly denominated a record of somebody singing "Home, Sweet Home"—since, I say, those early, even prehistoric, days of the talking machine industry, I have been devoting more or less time to thinking about the future day when the difficulties shall all have retired permanently into the background, and only perfection be heard. That this day is approaching no one, I take it, will deny. But it will as easily be admitted also, I think, that there is a great deal yet to be done in various directions.

At the same time, at the risk of being accused of getting up a scare and then failing to produce the cause thereof, I must announce that the present article contains no single word about the elimination of mechanical foreign sounds from the record, and just as little about improvements in recording. For in truth, the inventors and experimenters have their time filled with these matters, and there are some schemes of great promise that some day will see the light. If one could tell some of the wonders one has seen and heard under seal of secrecy there would be an interesting tale. But, alas, it cannot be.

Still, there are other things which, while they may not be quite so exciting, are considerably more to the point at the present moment. The talking machine business, when you come to think of it, has a record of expansion and development that probably can only be paralleled by that of the automobile, but in all of the wonderful progress of the past, we must not forget that, as time goes on, conditions change altogether; and the progress of to-morrow takes place along different lines and in different directions from that of to-day.

The biggest problem that any observer of the business can propose to himself just now is this:

Along what lines is the future of the business to develop; and how can the dealer best find out the probabilities thereof?

The Policy of To-morrow

It is evident that if we can see at all clearly the main lines of talking machine development, as these are likely to be laid down during the next few years, we can do much, if not everything, towards gaining a clear idea of the retail policy that is to carry us through the period of the great war and afterwards. Concerning these matters, I am venturing to have some rather well-defined opinions; and to put them before those who read these articles in the hope that they may do some good by stimulating thought.

"Evolution—"

The advertising manager of a great talking machine manufacturer recently remarked that the publicity policy of his house must, from now on, be a policy of evolution rather than of revolution. This means simply that the talking machine is now an established part of the national economy. It is a staple, just as the automobile is a staple. It is a fact of national life, so firmly established that its name comes spontaneously to the lips whenever the names of certain great singers or certain inventors are mentioned. Edison is thought of in connection with the phonograph much more than with the electric light, or multiplex telegraphy. Caruso is more often remembered in connection with his record of "Celeste Aida" than with the Metropolitan Opera House. Yes, the talking machine is an institution, and for the reason that it has arrived at that state, the necessity is the greater for guiding wisely our retail and publicity policies. For the institution that has just become an institution, and which is not yet so firmly founded in the cement of public estimation that it cannot be uprooted therefrom, needs more careful building than any other. The talking machine business is in this condition.

—Not Revolution"

Three or four years ago there existed in the retail field conditions vastly different from such as obtain to-day. At the present moment we have the spectacle before us of the trade rapidly dividing into two branches, in respect of the machine itself, as distinguished from the records. On the one hand, we have the old-established, nationally advertised and nationally known machines, few in number indeed, but strongly entrenched behind their prestige and

conceded efficiency. On the other hand, we have a host of other machines, later rivals of the first containing often features of adaptability and convenience that give them excellent selling value. The retailers must obviously, therefore, divide themselves into two classes. Those who have the agencies for the established machines, which have been nationally advertised till the present generation knows their names far better than it knows the names of the Presidents from Lincoln to Roosevelt, must, plainly, base their selling talks, as well as their printed advertising, on prestige mainly. Here they are strong indeed. Their competitors for the most part have only price to fall back on, in the ultimate; for no matter if a new machine were really superior to all others of older date, it would be absurd to suppose that the public would realize this.

The Record Is Prime!

Well, now, the situation with regard to machines being what it is, one is irresistibly driven to perceive that the record really holds the future of the industry in its sound grooves, as it were. The talking machine record is, after all, the soul of the entire business, and if you were to destroy, or could in some way manage to get rid of, the enormous array of artistic interpretations which has been deposited in the recording laboratories of the various record manufacturers, you would, at the same moment, be preaching the funeral sermon over the talking machine business. There would be nothing left to weep over, indeed. For the talking machine is not like the piano or the fiddle. You cannot play it without its record, which is to it far more than sheet music is to the aforementioned instruments. Take away the printed music, and some musician would begin at once the task of composing anew for the piano. Take away all the records and the talking machine business ceases to exist.

Therefore, you have got to push your talking machine business more and more in the future by appealing to the musical instincts of the people; not indirectly, feebly and indefinitely, but directly, strongly and as definitely as possible.

The Fault in the Ads

In looking over a great array of talking machine advertising intended for the dealer I have been able to find virtually nothing contained therein that would show me, if I were a new.

(Continued on page 46)

MOBILIZATION!

Victor Dealers are now mobilizing their resources for the 1917 Fall season. There will undoubtedly be a shortage of Victrolas and Victor records this year, and "mobilization" is therefore both timely and opportune.

Williams Company
Victor Service

Is at the disposal of Victor Dealers who require a service that is prompt and efficient.

Let us serve you this Fall

G. T. WILLIAMS CO., Inc., *Victor Wholesale Exclusively* 217 Duffield St., Brooklyn, N. Y.

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 45)

and uninstructed aspirant for the honors of the retail trade, how I should tie up to any one line with a view to getting the finest lot of salable records.

Of course, each one of the monthly record lists shows a variety of interesting and splendid achievements in recording. But they are all so much alike; and apart from the fact that I might desire to link up with one edition because of a certain artist's name, I cannot see any adequate reason anywhere expressed which might lead me decisively to place my reliance upon any one concern, with the feeling that "these people sense the future and see the right direction in which their manufacturing and selling policy must go."

I say this all subject to correction. I may be wholly wrong. But you do not want me to amuse you. You want me to tell you the truth if by chance I have any of it. So, when I say that I look in vain for any perception of the need for a new vision in respect of the musical side of the talking machine business, I am perfectly sincere, and only ask that you allow me to develop the idea to its logical conclusion.

The Lack of System

When you look over a list of records issued by any of the great manufacturers you cannot but be struck with the apparent lack of system. There are, of course, the popular numbers that tradition compels the dealers, apparently, to ask for, and the manufacturers to supply; but seeing that the profit, the prestige and the future of the talking machine business demonstrably reside in the development of what has been called "the record-buying habit" among the people, it seems plain that the most pressing immediate need is to begin something like a campaign of education to this end; and this without doubt must begin at its logical beginning. This beginning is, of course, found in the recording laboratory itself.

Investigating the Demand

In short, it seems to me that the manufacturers might be willing to consult with some of those who have made a study of music appreciation, with a view to discovering along what lines the upbuilding of the national demand for high-class records most readily runs. If, likewise, the demand for every kind of high-class record were to be carefully examined from the sales records, then tabulated and, lastly, graphically plotted, a curve of demand might be found both in respect of time-progress and class-prog-

ress. To put it concretely, suppose that a period of, say, ten years be taken, from the beginning of the great boom in talking machines down to to-day. Suppose that all the kinds of music denominated "high-class" be then investigated and the demand for instrumental and vocal be compared. Then suppose the instrumental be divided into band and orchestra and again compared. Let then the vocal be divided two ways, one by voice ranges, as sopranos, tenors, baritones and basses, the other by types, as operatic Italian, operatic French, operatic German, sacred oratorio, sacred solo, ballad, etc. Then again, let solos be divided from duos, trios, quartets and choruses. Let the demand for each kind be compared and plotted on the same scale. The result will be a series of curves which can be superimposed on and viewed all together or separately.

The Curve of Public Taste

The result undoubtedly will be to show that certain lines of direction and certain cleavages across those lines are particularly insistent. The special value of this suggested line of investigation is, of course, to be found in the fact that it gets away from the hitherto accepted classification by the name of the artist and gives us a new basis, on which we can form an idea as to whether the public taste is really guided by any other considerations than the one just mentioned. Personally, I am convinced that it is governed by many other considerations, but only a statistical inquiry can determine them, even roughly.

For all I know these ideas may already have occurred to inventive minds among the great manufacturers and such tabulations may already be in existence. I claim no originality; but if anybody has yet put into train such an investigation as I suggest, there is nothing to show it.

"A New Standpoint"

I am sure that all retailers will welcome any sound plan for increasing sales, and I am equally sure that what an eminent advertising manager in this field called recently the "record-buying habit," is a quality we wish to see perpetuated very strongly among our buying public. What I am trying to impress on the minds of those who read these words is the desirability of attacking the problem from a new standpoint. It seems plain that the first duty before us for the immediate future is the duty of promoting a steady taste for new records, but I cannot believe that such a taste can be

RECORD ENVELOPES

STOCK RECORD POCKETS

J. L. GILLESPIE COMPANY

PAPER PRODUCTS

PITTSBURGH, PA.

permanently founded on music which in its essence is vulgar and stupid. I think it is plain that those who rush after every new musical craze of the moment are not the kind that develop into steady record-buyers. The cultivation of a taste must proceed along different lines; in effect along high-class lines. But it is not possible to drive the public, though it is quite possible, nay, quite simple, to lead them. There is little sense in telling them to like good music; they must be persuaded to like it. But can this be done? I believe it can.

Checking the Results

This is no place for extended analysis of the possibilities; but one suggestion can be made that perchance will stimulate experiment. Suppose that on the basis of the investigations assumed above, the public liking for a certain type of instrumental and for a corresponding type of vocal music of high-class be made apparent. Suppose that, without regard to names of artists, a selection of first one and then the other be pushed hard through the monthly bulletins for three months. If the public response is below the average, after allowing for all external circumstances, then the result is negative and for the investigator discouraging. If the response be average, the result is still negative, but not discouraging. If it be improved the result is positive and encouraging.

The object of such experiments is to gather data and then check the correctness thereof. Once establish some rules regarding public taste and obviously it is not very difficult to set about the cultivation of that taste along definite lines.

Let it not be supposed for a moment that there is anything at all abstruse or unpractical (sweet word) in this. Other industries are carrying out similar and more exact investigations every day for the most practical reasons; and are obtaining results of the highest importance. If it is not good business to be scientific, then I do not know what good business is; for certainly the idea of systematizing the knowledge we think we possess regarding the facts of the merchandise we are trying to sell, is the most practical of ideas. Science is organized and systematized knowledge. It is not bad smells and explosions and a lot of stuff that you learn in college and immediately forget. There is a science of business; but there are not many scientific business men—yet.

Lastly, why should the public taste be stimulated in the direction of the high-class records? I sum up the reasons, reminding the reader that the arguments in support of some of them have been set forth in previous articles. They are:

1. Because no permanent taste can be founded on that which is essentially bad.
2. Because the permanent profits and prestige are found only in the high-class records.
3. Because the public at the present time are just ripe for the better things in music and in all the arts.
4. Because all investigation shows the above statements to be founded in truth.

ARMY AND NAVY MODEL IN DEMAND

It is announced that the Edison laboratories will not be able to make deliveries on Army and Navy phonographs for the next few days, owing to the fact that the limited number of these machines first made up have been sold out. So many orders have been received during the past week from organizations who have purchased through local dealers that it will take some weeks to catch up. Shipments are also delayed somewhat through investigation made by the Edison laboratories to prevent these phonographs, which are made without profit, going into the hands of persons not attached to some military or naval unit.

ATTENTION OF TALKING MACHINE MANUFACTURERS

We are ready for your orders on our new model Veeco Electric Phonograph Motor.

Send for sample motor including Vitraloid turntable, cord, switch and plug, all ready to mount on such board as you are now using in your product.

Our motor runs on either alternating or direct current from 100-125 volts, without extra resistance or any adjustment, and can be supplied for any voltage from 6 to 250.

It is strong, true and quiet and the longer it runs the better it is.

We are sure a trial will lead to our obtaining your future business.

We also supply Veeco Motors mounted on suitable boards for machines already in use.

THE VEECO COMPANY
248 Boylston St. Boston, Mass.

*The Original Producers of a Complete Electric Drive
for the Talking Machine Manufacturer's Use*

TWIN CITY DEALERS BANKING ON TRADE OF FARMERS

Liberal Prices for Wheat Will Mean General Prosperity in Northwest—Visitors From the Victor Factory—Dealers Ordering in Carload Lots—State Fair Attracts

MINNEAPOLIS and ST. PAUL, MINN., September 8.—All previous records for talking machine sales—and there have been some good ones—will be shattered by the marks of the fall of 1917. There can now be no question but that the Northwest will be liberally supplied with money after the grain begins its big movement. The farmers believe that the federal wheat price fixing committee should have allowed \$2.50 a bushel at Minnesota terminals instead of \$2.20 at Chicago, but with excellent crops and more than double the average prices for their grain the farmers will have a great deal of ready money in spite of the higher cost of labor and farm machinery.

The talking machine is a household necessity on the lonely farm and the dealers are planning to supply every farmhouse with one. Jobbers to-day are beaming with optimism and they but reflect the united sentiment of the retail dealers.

Howard J. Shartle, credit manager, and S. H. Rous, assistant laboratory director for the Victor Co., spent some days early in September in the Twin Cities. They visited each one of the Victor dealers in Minneapolis and St. Paul for friendly conferences on the Victor business with special reference to the production and distribution of records.

Victor business is to exceed all former proportions in the opinion of the Beckwith-O'Neill Co. and W. J. Dyer & Co., the jobbers in this locality. Either house could greatly increase its prospective sales if an adequate supply of machines could be assured.

Foster & Waldo already are doing a holiday business and will be satisfied to have their sales run along at the present gait until after the New Year.

The New England Furniture & Carpet Co. with three lines of machines is crowding the sales to the limits of the force. Mr. and Mrs. Archie Matheis, back from their motor car trip

to the Yellowstone and Idaho, are busily engaged in their fall campaign.

"We are shipping Edison machines by the carload where they formerly went by express," declared President Laurence H. Lucker, of the Minnesota Phonograph Co. to your correspondent. "This week we sent a carload of Edison goods to Mankato, Minn., and another carload to La Crosse, Wis. We could open new accounts galore if we could but get the goods. As it is, we have difficulty in supplying our patrons with what they want. Machines in oak finish are difficult to get. The retail trade already is lively while the St. Paul and Minneapolis stores are doing big business right now.

Manager Ware of the Pathé department of G. Sommers & Co. was in the East early in September to speed up shipments. The company thought that it was well stocked, but needs supplemental shipments right along. Numerous new accounts have been opened throughout the entire Pathé territory and the Pathé instruments appear to be entering on a great vogue in the Northwest.

W. C. Hubbard, Dictaphone manager for the Columbia Graphophone Co., reports that all monthly records for his department were exceeded by the August sales. S. J. Pellegrini, Twin City representative for the company, who returned last week from Kansas City and New Orleans, said that while both towns were favorable to the talking machine trade, yet St. Paul and Minneapolis would show better results. W. L. Sprague, manager in the Northwestern territory, authorized the establishment of Columbia departments with A. J. Weisman, M. J. Swedlund, Rainville Furniture Co., Rubel Furniture Co., J. F. Dvoracek, and the American Record Co., of Minneapolis, and the South St. Paul Furniture Co. The foregoing with one exception are substantial furniture houses.

F. M. Hoyt, of the Beckwith-O'Neill Co., has been visiting friends in Buffalo, N. Y., but is due to be on the job by the middle of the month.

The talking machine dealers of Minneapolis had a "Dutch feed," Friday, August 24, at the Elks Club. They talked "shop" most of the time, which was perfectly proper and everything was found to be "just lovely."

The big event for the dealers this month was the Minnesota State fair where many of them exhibited. Frank Gunyo, of the New England Furniture Co. and the Cable Piano Co., had full lines of Victor machines with demonstrators. The Minnesota Phonograph Co., with a space 100x50 feet and nine demonstrators and salesmen under the direction of Mr. Lowy, boomed and boosted the Edison machines to the limit. The Pathé goods were displayed in an attractive manner by G. Sommers & Co. There was talking machine music in the air at the big exposition during the week of September 3 to 8, and everybody present seemed to enjoy it.

ROSENSTEIN WITH INDEPENDENT CO.

S. N. Rosenstein Joins Staff of Independent Talking Machine Co., New York, as General Sales Representative of That Company

S. N. Rosenstein, well known in trade circles, has joined the forces of the Independent Talking Machine Co., New York, jobbers of talking machine parts. Mr. Rosenstein will act as general sales representative for this concern, with headquarters at their executive offices, 54 Bleecker street, New York, and will also visit the manufacturers in different sections of the country in order to render them every possible co-operation.

The Independent Talking Machine Co. handles a line of well-known products, including the Heineman and Meisselbach motors, tone arms, sound boxes, etc. It also manufactures a line of parts which have been very successful, and it has an extensive following with the talking machine manufacturers.

The Rush Season

—which includes the period from Sept. 1st to Dec. 31st, is the season when the character of your

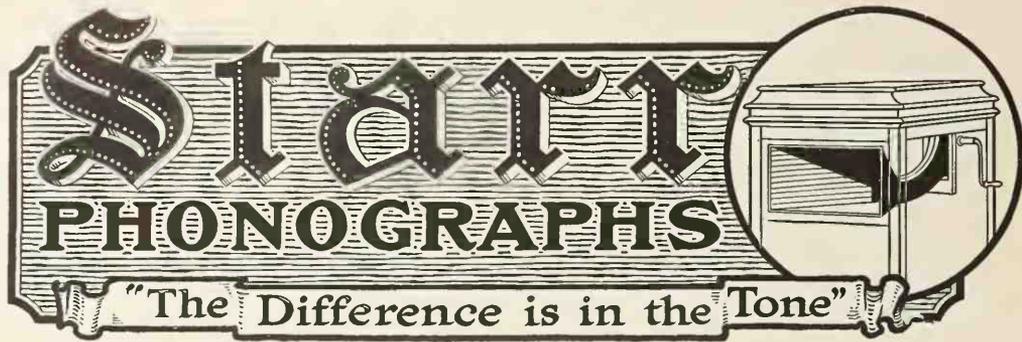
Victor Distributing Service

counts heaviest in your cash receipts. It is during this time that we, as Victor Distributors, earn many new accounts and bind closer to us the connections already established.

Schmelzer Arms Co.

The Oldest Victor Distributors in the Southwest

KANSAS CITY, MISSOURI



The Starr Dealer Receives the Benefit of a Half-Century's Experience in Marketing High-Class Musical Instruments

As Starr Phonographs and Starr Records are the heritage of a long, successful manufacturing experience—

So is the selling experience which assists the Starr dealer in developing his business.

Everything possible is done to aid him:

National advertising—in many of the leading publications, such as *Cosmopolitan*, *Literary Digest*, *World's Work*, *Scribner's*, *Harper's*, *National Geographic Magazine*, in which a beautiful Fall and Christmas series is appearing.

Regular weekly schedule of large advertisements in over a score of the metropolitan newspapers whose circulation reaches nearly everywhere.

The new dealer receives a series of most attractive announcement ads, announcement folders, picture slides, window cards, etc., without cost.

Thereafter he is each month supplied with ten or a dozen illustrated timely ad-suggestions with copy which he can easily adapt. Cuts are free. New picture-slides, cards, booklets, etc., are frequently offered.

It is easy for the Starr dealer to keep his sales coming steadily.

Starr Phonographs play ALL records. Starr Records play on ALL phonographs.

There are 11 beautiful Starr Styles, \$50 to \$300, including four charming period designs.

The Starr Record Library now offers a comprehensive repertoire of the world's best music. The records are double-sided. Each side plays nearly five minutes. The retail prices are 65c, 75c, \$1 and upward.

The Starr Piano Company

Starr, Richmond, Trayser, Remington Grand, Upright and Player-Pianos
The Starr Phonograph—Starr Phonograph Records

Established 1872—Richmond, Indiana

MAY FORM INDIANAPOLIS TALKING MACHINE ASSOCIATION

C. P. Herdman, the Baldwin Manager, Receiving Much Encouragement From the Trade—Many Important Matters to Be Considered—May Establish "Talking Machine Week"

INDIANAPOLIS, IND., September 3.—The prospects of the Indianapolis talking machine dealers forming an association look bright. The desire has often been expressed by the various dealers that such an organization be formed, but no definite action was taken until C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. store, sent letters to the various dealers asking whether they would co-operate with such an association.

The answers received by Mr. Herdman are very gratifying, as nearly all the dealers express the opinion that they believe such an association would be very beneficial to the trade generally.

Mr. Herdman, who is an experienced talking machine man, has seen the workings of such associations in other cities, and he believes if the dealers here will get together they will be glad that they gave their needed co-operation.

A meeting of the dealers will probably be called some time this month to discuss the details of the formation of the association. The matter will be put squarely up to the dealers, and if they declare themselves in favor of supporting the association, it will be formed.

It is not intended by those pushing for the organization that any rules or regulations concerning business as done by the individual dealers shall be fastened on the members of the proposed association. The main purpose of the association will be to foster a spirit of good fellowship among talking machine men, and to meet to discuss local problems and conditions.

One of the proposed ideas that will be brought before the association, if it is formed, will be the establishing of a talking machine week. With all the dealers advertising and plugging along this line, together with the publicity they can get from the newspapers, such a plan should prove a sales booster.

The letter Mr. Herdman sent to about twenty dealers, including wholesale men and managers of retail departments, is as follows:

"Have you noticed that each issue of The Talking Machine World contains the account of the organizing of a talking machine dealers' association in some city where such an organization has never existed before, and also the account of things accomplished and good done by like associations already organized?"

"The idea of co-operation for the common good of merchants engaged in the same line of business seems to be reaching out into many lines of merchandising. Business men of all kinds are learning that their competitors are right nice fellows to meet and know rather than beings to be avoided.

"The writer is strongly of the impression that the organization of a talking machine dealers' association in Indianapolis will be of mutual benefit to dealers in all lines and will work for the general good of the business here.

"Surely Indianapolis is not very different from other cities where like associations are proving so successful. We would like very much to have your opinion. Would you be willing to co-operate with such an association, provided, of course, that all dealers of importance could be interested? We will appreciate your ideas very much."

H. E. Whitman, manager of the talking machine department of the Pearson Piano Co. says that his salesmen have had exceptionally good results on the \$15 and \$25 machines during the summer months. It is planned to line up these summer buyers for larger machines in the fall. This plan proved successful last year. Mr. Whitman is planning a fall drive on the Edison machines.

The E. L. Lennox Piano Co. recently took on a large contract for Columbia machines and has installed new record shelves. E. L. Lennox, who reports that the business has been fair for the summer, is going on a vacation of several weeks, via an automobile trip through the Rocky Mountains.

Ben Brown, manager of the Columbia store, reports that the business in August showed an increase of 25 per cent. over the same month last year. George L. Schutz, a Columbia wholesale man working out of Indianapolis, is the proud possessor of the silver loving cup given to the winner of the Columbia July salesmen's contest in the Pittsburgh district. S. H. Nichols, the district manager, visited the store recently, and Mr. Brown said he was enthusiastic over the outlook.

Bertram Straus, vice-president of Herman Straus & Sons Co., of Louisville, Ky., visited Mr. Brown last week. He told Mr. Brown that he had bought a new auto truck which was detailed especially to the talking machine department and that he had found this plan worked fine. Mr. Brown said that large stores would find this plan of benefit, as there are many instances when a machine is delivered that the prospective buyer expresses the wish he had taken a larger machine. The man delivering the machine—as he is working out of the talking machine department exclusively—can easily tell the buyer that he will take the machine back and bring out the larger model. He also is a good man to watch for tips for prospective buyers which are lost by the regular store delivery men in their rush and hurry.

At the Stewart Talking Machine Shop a novel method was used for advertising the September Victor records. Advertisements were run in the papers announcing that in connection with the window display on the records, a kodak concealed in the window would take a flashlight between 9 and 10 o'clock.

The kodak snapped the crowd looking in the window and this photograph was used in a second series of ads.

A. M. Stewart, president of the Stewart Talking Machine Co., jobbers of the Victor machines, has returned from a vacation in Wisconsin. W. S. Barringer visited Grinnell Bros. in Detroit while on his vacation.

H. A. W. Smith, manager of the local store of H. N. Ness Co., reports that business in August was exceptionally good. The store handles Pathé machines exclusively. The Pathé Phonograph Co., Inc., has sold its jobbing rights for Indiana and Kentucky to the Mooney-Mueller-Ward Co., of Indianapolis, and has closed its retail shop. M. P. Tobin, of the Pathé Phonograph Co., is at the Ness store winding up his business. The Ness store has taken the name of the Pathephone Shop.

Mooney-Mueller-Ward Co. is wholesale house devoted largely to the distribution of drugs and sundries. Edgar Eskew, who was with Mr. Tobin in business, will have charge of the Pathé wholesale business for the Mooney-Mueller-Ward Co.

Walter Kipp, of the Kipp Phonograph Co., is working hard on plans for one of his annual dealers' conventions, to be held here October 4. Mr. Kipp was the host of all the Edison dealers in his zone last year, and the convention was highly successful.

The Carlin Music Co. is rushing the work of repairing the damage done to its sales and demonstrating rooms by the recent fire. Two additional demonstrating rooms will be added and it is expected the rooms will be ready for business some time during the month.

The Starr Piano Co. has been featuring its patriotic records in newspaper advertising.

The Edison Shop continues to display clever window ads. A recent one was a well-planned display, showing a small airplane flying in the window with a suitable painting in the back ground.

Work is being pushed on the storeroom of the All Records Phonograph Co., and the room which will contain several demonstrating booths will soon be ready for occupancy. George F. Standke, the manager, is supervising the work of installing the fixtures. The store will handle the Brunswick machines.

A SUCCESSFUL COLUMBIA MAN

BOSTON, MASS., September 8.—One of the most enthusiastic Columbia dealers in this city is Henry Schulz, who conducts a successful store at 435 Broadway, South Boston. Mr. Schulz is one of the oldest Columbia men in the city, having started as a retail salesman in the local branch about fourteen years ago. When the company decided to open a small retail store in South Boston, Mr. Schulz was selected to manage it, and was so successful that he decided to purchase the store.

Mr. Schulz is more enthusiastic over the Columbia proposition than ever before and predicts great things for himself and other Columbia dealers in this vicinity during the coming season.

New Dustoff Deluxe Record Cleaner

A Necessity for all Owners of Records

Made of the highest quality Nap Plush (not Velour). They thoroughly remove the dust from the minute grooves of the record, without wearing or scratching it in the least. Keeps the tone of the record pure and clear.

BEAUTIFULLY MADE AND FINISHED.

A MONEY AND TRADE MAKER FOR EVERY TALKING MACHINE DEALER

Write for Sample

Name Your Jobber

WILLIAM I. SCHWAB
 Manufacturer of Minute Shine Products
 128 North Main Street
 PROVIDENCE RHODE ISLAND



MODEL A For the Highest Class Trade



A Minute Shine Product

Regular Model Dustoff made of Wilton Fabric. Your Advertisement can be printed on Holder.

Retail Price, 15c. Write for Quantity Price



Lucy Gates, Riccardo Stracciari, Francis MacMillen and the Philharmonic Orchestra of New York, all in one list—that's what Columbia dealers can promise their customers for September 20th when the October Columbia list goes on sale.

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

EXPANSION THE RULE WITH THE TRADE IN ST. LOUIS

Silverstone Music Co. to Occupy New Building—Famous & Barr Co. Department Greatly Improved—Stocks in Pleasing Shape—Patriotic Records Selling Well—Interesting News Budget

St. Louis, Mo., September 8.—Local talking machine merchants are preparing for the greatest fall business they ever had, according to jobbers and retailers. The best of it is that they have the stock of machines in sight and the record supply has been ample, and they have reason to believe that it will continue so. The Columbia Co., Aeolian Hall and the Silverstone Music Co., Edison jobbers, and the Koerber-Brenner Co., Victor distributors, report excellent reserve stock for early fall business. The Victor machines are not in this city in such great quantities, but they have been coming through in good numbers. One reason for such large stocks is that the factories have been shipping fall stocks early in an endeavor to head off the expected car shortage.

This city recently has seen the Koerber-Brenner Music Co., Victor jobbers, and the

wholesale department of the Columbia Co. installed in new quarters; next will come the Silverstone Music Co., Edison jobber. Mr. Silverstone announces that he has leased 1114 Olive street, a five-story and basement building, and will remove to that location from 1124 Olive street as soon as the interior changes can be made, which he anticipates will be about November 1. He promises some surprises in the arrangement of the new store, especially in the manner of construction of the concert hall, which will be on the first floor. Also he expects to introduce a novelty in wood finish in his interior work, if present experiments work out well.

Mr. Silverstone's new location is only five doors east of his present location, and on the face of things does not present much advantage, but each of the floors has some more

space than his present quarters, and he will have a basement that can be used for any purpose. His greatest advantage will be in a better store front, an additional elevator and the general interior arrangement.

Speaking of space economy, Manager Ditzell, of the Famous & Barr Drygoods Co., is working some miracles on that score. Just at this writing he is carrying on an increased business in quarters that are more or less in the possession of carpenters, who are bringing the total of demonstration rooms up to twenty, which will be the largest number for any one store west of the Mississippi, according to Mr. Ditzell. A year ago the Victrola department in this store had three demonstration rooms. Since then the Edison line has been discontinued and those rooms taken over for Victrolas, and in the present move the player-piano demonstration rooms go to the talking machines. The rest of the new rooms are gained by making several record demonstration rooms out of the large rooms previously used for machines.

Manager Guttenberger, of the Vocalion department at Aeolian Hall, is back on the job after a vacation, and is preparing for an unprecedented fall business, both in records and machines. This company has recently changed the tone of the advertising and now is inviting comparisons of the Vocalion with other machines. Street car advertising to a considerable extent is being carried along this line and, strange to say, all of the signs are printed in black only, with very plain type, and, because of this plainness, they are well set out among the colored and illustrated cards.

Charles Byars, manager of the Vocalion department at Aeolian Hall in Cincinnati, visited Aeolian Hall here the other day. Mr. Byars and Mr. M. Guttenberger both began their talking machine salesmanship lessons with the Columbia Co. in St. Louis. Mr. Byars remained there and eventually became retail manager before he was transferred to Chicago, and later left the Columbia service. They had not met for twelve years. Mr. Byars introduced himself to Manager Kriesler, of Aeolian Hall, who, in turn, introduced him to Mr. Guttenberger as "Mr. Austin, who is a prospective purchaser of a Vocalion." Mr. Guttenberger took "Mr. Austin" upstairs and put in half an hour demonstrating a machine and answering some very pointed questions. Perhaps these questions served to arouse him, but finally "Mr. Austin" turned his back and then Mr. Guttenberger recognized him. Then they went downstairs and let the others in on the joke.

Manager Magoon, of the Victor department at the Kieselhorst Co., was off on a vacation trip covering the first of the month.

The Home Phonograph Co., 1825 South Broadway, Columbia retailers, lost about \$2,000 worth of machines in a fire August 26. No records were damaged. The Columbia Co. wholesale department was able to supply new stock for the damaged machines over Sunday and the firm lost little business time.

Ben Phillips, who presides at the Columbia

The Most Direct Service

FOR

Victor Dealers in New England

From the Factory

To Us

To the Dealer

*The Service Without A Hitch
Try It NOW*

DITSON

BOSTON

NEW YORK

retail store, says that the demand for patriotic records is increasing, and that the most interesting feature of this trade to him is the number of persons who had no idea, until the war began, what really were national songs. He says that chance conversations reveal that many persons thought that "Marching Through Georgia" and similar airs were the thing and that the "Star Spangled Banner" was not generally known. As a rule, he says, the customers seek more or less to conceal these ideas, but now that they are buying the French, British and Italian national airs, they frankly state that they do not know them and ask to hear them. A notable victory in Europe, he says, always brings a demand for the national air of the army's country.

Miss Dorothea Winters, formerly in the Columbia service, rejoined Mr. Phillips' staff a few days ago and celebrated her return by selling the last grand machine on the floor.

Mr. Phillips says that collections were never better and that the number of people who own small and cheap machines who are coming in to exchange them is simply amazing. A few days ago Mr. Phillips traded in a large horn machine that he has taken in four times.

J. J. Bennett, who has been traveling in Kentucky and Tennessee for the Columbia Co., has retired to his home at Pontiac, Mich., where he will go into another business. Before coming to the Columbia Co. four years ago, Mr. Bennett was with the United States Co. in Cleveland as a traveler. He was a talking machine enthusiast and an excellent pioneer salesman, who left his dealers in good working spirits.

Recently advertising men here have been taking more notice of the talking machine displays. For a long time the ads were more or less formal, except for the Silverstone Music Co. ads, which always were, unusual and worth while. The others followed office copy to a large extent, and there was much of sameness, especially when the monthly record ads were

printed by several firms in the same newspaper. But during this summer these ads have had an amazing variety, both as to display and subject matter. In fact, by following these ads a reader can easily learn the tendency of the customers of a house, for few of the firms now print all of the airs listed. They select those which are in keeping with their major trade, display these well and write copy to suit.

E. C. Rauth, of the Koerber-Brenner Music Co., says that the country trade is all that could be asked even with \$2.20 wheat and excellent crops. "We have been more than pleased at recent orders," he says, "and our dealers are looking forward to excellent trade this fall and winter."

R. H. Cone, Jr., manager of the Artophone Co., has recently added the Starr line of pianos

REPORT BRISK WHOLESALE BUSINESS

New York Offices of Brunswick-Balke-Collender Co. Declare That Demand for Brunswick Phonographs From Dealers Has Been Very Brisk—New Model Now on Exhibition

The New York offices of the Brunswick-Balke-Collender Co., 29 West Thirty-second street, report that wholesale business in The Brunswick has been exceptionally brisk and that indications from the present retail sales would show that a big fall and holiday season is ahead. A new model of The Brunswick is on display at the showrooms at the above address. This model, now shown in the natural wood, will be finished in the red or antique brown mahogany. All visible parts are gold plated and the elaborate carvings are by hand. A new departure is noted in the horn, which is of oval shape. The instrument is equipped with all the latest attachments, as sound modifier, automatic stop, cover support, etc. This model is receiving much favorable attention and will be shortly added to the Brunswick line and will retail for \$350.

to the goods handled in the Olive street store. He also has gotten behind the Emerson records, which he took on a few months ago for the local store, and is distributing them with the Artophone machines. "Our new model is taking on well and the fall orders are coming through our jobbers much more freely than a year ago. In fact, the orders we now are receiving make us think that we can claim to be established. Our jobbers and our retailers constantly compliment us on our line."

A. W. Scott, superintendent of the Amberola department at the Edison factory, was a recent caller here. He spent a few days at the Silverstone Music Co. salesrooms and called upon some dealers. He came west to attend sub-dealers conventions at Memphis, Little Rock, St. Louis and Springfield, Ill.

RECENT DEATH OF F. M. BETZ

Sales Manager of Thomas Mfg. Co., Dayton, O., Passes Away in Hamilton on August 20

DAYTON, O., September 5.—F. M. Betz, sales manager of the phonograph parts division of the Thomas Mfg. Co., of this city, died on August 20 at Hamilton, O. Mr. Betz had been associated with the Thomas organization over a period of many years and his passing, in addition to being a business loss to the firm, is a deep personal loss to his fellow associates in the executive end of the Thomas Co., all of whom had learned to esteem him for his many fine qualities of heart and mind.

The funeral was held on Thursday, August 23, and was conducted in a most impressive manner under the auspices of the Knights Templar, in which society Mr. Betz had played a prominent part for many years.

The Jesse French & Sons Piano Co. store in Montgomery, Ala., is now handling the Columbia Grafonola and the Aeolian-Vocalion, which are admirably displayed.



Delpheon



ANNOUNCEMENT

Eastern dealers will be pleased to learn that they may see THE DELPHEON in the display rooms of

THE DELPHEON SALES COMPANY
31 CHURCH STREET
NEW YORK CITY

This firm has been organized to further the sale of THE DELPHEON in New York City and surrounding territory.

We advise that you inspect the complete line at the above address and make arrangements for the delivery of your fall requirements.

DELPHEON SERVICE will become a trade standard.

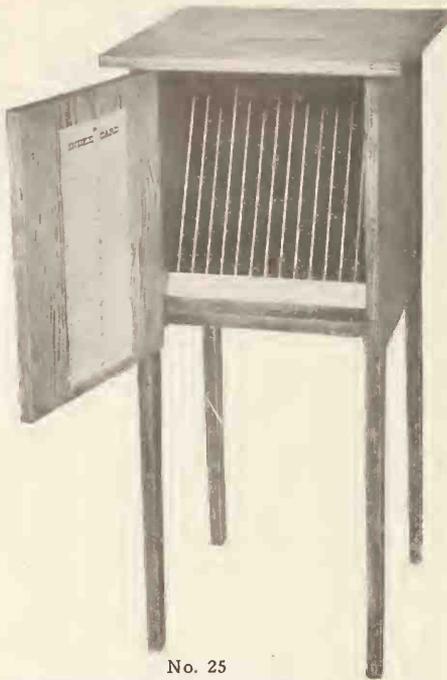
THE DELPHEON COMPANY
BAY CITY, MICHIGAN

Chicago Display—Sixth Floor, Republic Building



The Phonograph with an Individuality





No. 25
For Victor No. 4, Columbia No. 15
or other small machines
33" High. Top, 17"x17"

**BUY
NOW**

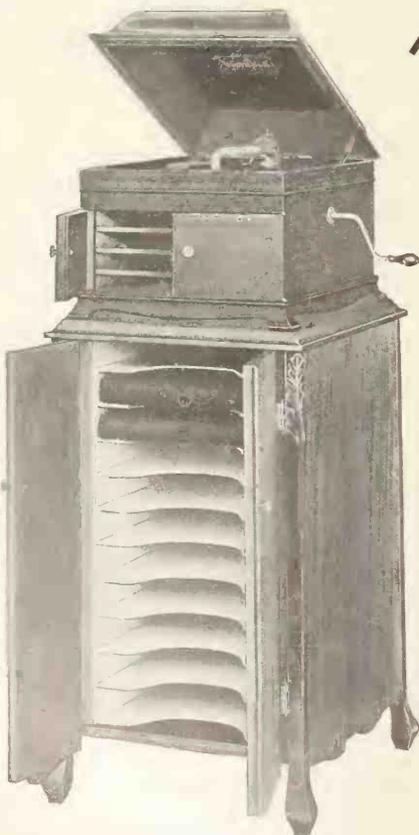
And Be Sure of

Selling Later



New Salter Cabinet, Model No. 27
For Victrola IX
33½" High. Top, 22¾"x19"

**SAL- FOUR
BIG
STYLES - TER**



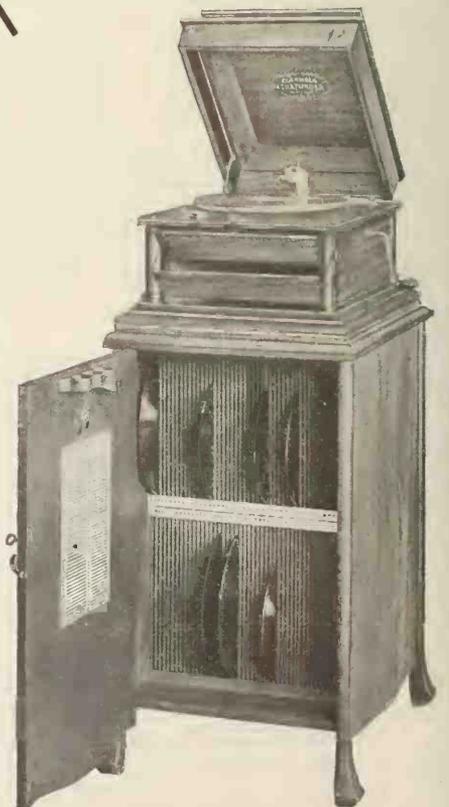
No. 20. Cabinet
For Victrola No. IX
33½" High. Top, 22¾" Deep and 19" Wide

The universal popularity and demand, each Fall and Winter, for such styles as these compels us to ask that dealers estimate their needs and place their orders for these models immediately.

It may be impossible for us to manufacture and ship cabinets fast enough to meet your needs later on in the year.

*Think it over and act now—
this very minute!*

SALTER MFG. CO.
337-49 N. Oakley Boulevard
CHICAGO, ILL.



No. 111. Cabinet (Opened)
For Columbia "Favorite" \$50.00 Machine
33½" High. Top, 23"x19½"

RECORD BUSINESS RECEIVES ATTENTION IN KANSAS CITY

New Schemes Put in Effect by Talking Machine Houses in That City to Develop Sales—The Phonograph Co. Plans for Edison Dealers' Convention—Other News of Trade Importance

KANSAS CITY, Mo., September 5.—Business conditions in this section of the country have improved materially in the past month. The corn crop in Kansas, which everyone thought would be a failure, has turned out to be a bumper crop, owing to the good rains that came just in time. With a good crop the farmer will have plenty of money, and it is the consensus of opinion among the talking machine dealers that this fall will be a record breaking season in their line. All the dealers are afraid of a shortage and are filling every available space in their departments with machines.

Mrs. Nellie Williams, the new manager of the Victrola department of the Jones Store Co., is laying particular stress on the record sales section of her department, and is trying, with the aid of her capable assistant, Mrs. Margaret Tower, to gather in the biggest proportion of the record sales in the city. One method that this department is using is proving very effective. When new records are received, customers of the department or personal friends are called on the telephone and given the names of the new records and a request is made to send them out to them for an approval. They are delivered and called for and are left for two days without any obligation on the part of the customer to buy them. In most every instance a sale is made. An efficient repair department, in charge of Lloyd Wood, is maintained.

O. D. Standke, manager of the Victrola department of the Geo. B. Peck Dry Goods Co., is spending a few days on the farm.

"Our August business in Victrolas shows a decided increase over last year," said B. J. Pierce, manager of the Victrola department of the J. W. Jenkins' Sons Music Co., "and the showing would have been a great deal larger if we had been able to get the machines. We are beginning to get ready for the holiday trade, having added three new girls in the wholesale record department."

In order to stimulate interest in hearing good music and also to arouse a desire for a Victrola, O. D. Standke, of the Peck store, has placed a machine in the rest room of the store in charge of a capable attendant, and every afternoon gives a concert from 2 o'clock until 4, playing an arranged selection of pieces requested by people in the rest room at the time of the concert. They are also featuring a new Billy Sunday Chorus record, and have sent out 10,000 circulars announcing that this record is on the market.

J. W. Ong, general manager of the Jones Store music department, says that his Victrola business is 33 1/2 per cent. ahead of what it was last year, and the fall outlook is most encouraging. He is taking all the machines he can get and using every available inch of floor space to make room for them.

F. E. Holmes, formerly office manager of the National Biscuit Co., here, has been appointed office manager for the Phonograph Co., and assistant to Mr. Blackman. J. D. Nigh, formerly office manager, has resigned, and is now in Chicago.

M. M. Blackman, general manager of The Phonograph Co., of Kansas City, is planning for an especially large and interesting meeting of dealers in Kansas City territory for September 24 and 25. Dealers from Northern Oklahoma, Western Missouri, Northern Arkansas and Kansas will be present, and a total attendance of more than 200, including wives and daughters, is expected. William Maxwell, second vice-president of Thomas A. Edison, Inc., will be the chief speaker, and among the guests and speakers will be J. F. Madison, of the Gundlach Advertising Agency, and James Lacy, of Peoria, Ill., who was a distinctive feature of the national convention in July. Mayor Edwards will welcome the visitors. The program will consist largely of the practical and

very valuable discussions of problems by dealers themselves, a plan which proved highly successful at the national convention. The occasion will receive added attraction from the fact that it occurs during "Old Glory" week, when the most elaborate fall entertainment provided for several years in Kansas City will be put on, including grand opera, a great pageant, many special features, and, on September 24, an address by Theodore Roosevelt.

Harry Horton, formerly of the Edison Shop, Kansas City, is now manager of the Edison department of the Newman Mercantile Co., Joplin, Mo.

A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., left here September 1 for a visit to the Victor factory in Camden, N. J.

E. A. McMurtry, manager of the Columbia Graphophone Co. here, is spending his vacation

in Estes Park, Colorado. He was accompanied by his family.

Geo. D. Standke is now with the Brunswick shop in Indianapolis, Ind. Mr. Standke was formerly manager of the retail department of the Columbia Graphophone Co. here and is well and favorably known in the trade.

NEW SONORA DISTRIBUTORS

Electrical Supply and Equipment Co., Hartford, Conn., to Handle Product of That Company

The Sonora Phonograph Corp., New York, N. Y., announced this week the appointment of the Electrical Supply & Equipment Co., of Hartford, Conn., as distributors for the products of the company. This company, which is well-known throughout New England, will distribute the Sonora line in Connecticut, Rhode Island and Boston, and plans are now under way whereby efficient service and co-operation will be extended Sonora dealers in this important territory.

Trade Notice

**Dealers
Phonograph Manufacturers**

Attention

Phonographs can have that blast rattle and muffle taken out of them by equipping with the Audion rattleproof Tone Arm and new scientific

AUDION REPRODUCERS

guaranteed superior to other present known designs, warranted to play any style record perfectly, Victor, Edison, Pathé, etc. Every part properly fits together, it is not made in a number of different plants, but under one roof and the personal supervision of Mr. Vitalis Himmer, Jr., the pioneer and Largest Manufacturer of Reproducers in the United States.

**AUDION
TONE ARM**

The Audion tone arm has curves properly and scientifically proportioned, has an insulated joint made of wood, it is rattleproof, connection between the arm and the pedestal is smooth. Reproducers slide into place and catch. All possible elbows removed, no muffled tone; most tone arms muffle tones as though singing into a hat. Audion brings the tone without choke or muffle direct to the Audience.

Mr. Himmer has been manufacturing mica reproducers and parts for most of the well-known manufacturers for many years, and has been morally expected to refrain from making these facts known to the public or the trade. He has developed and is now manufacturing and marketing Audion Products without recourse to secrecy.

**AUDION
QUALITY**

Audion quality will be maintained to a degree which will cause Public Demand.

**PUBLIC
EDUCATED**

The Public also will be educated to Audion Science and Achievement.

What causes a blast?

ANSWER: A vibration transmitted from the record to the vibrating diaphragm, which is so strong or rapid that the stiff-strong diaphragm cannot respond, this causes a vibration of the stylus arm, a false vibration of the diaphragm, a scratch and blast. If the mica diaphragm were thin or flexible this blast could be avoided but the tone volume and true reproduction would be lost. The happy medium has been developed by Mr. Himmer and incorporated in the new

AUDION REPRODUCER

which is far more sensitive than the standard mica reproducers. It saves the records to such a marked degree that their life will be increased many times. Note the deposit on point of stylus when playing others, then compare Audion. It is different and works on an entirely new principle although the logic and science thereof has long been established.

**AUDION
TONE**

It is the only reproducer that produces a tone wave longer than the diameter of the diaphragm. It has the most flexible and only diaphragm of its kind in the world. It has the only diaphragm that focuses the tone into the arm channel. Its tone is smooth, clear, perfect, mellow, pleasant, has remarkable volume. It has no nasal, glassy tin can tone. Try it; if you do not like it return it. Everybody claims their product the best. We claim nothing. We give you scientific facts. We are ready to Show You Proof. Do you want to be shown? Are you progressive?

Investigate now. Ask for proof. Get your name on our mailing list and be enlightened

AUDION PHONOGRAPH CO.
Office, 77 Reade St., New York City

Factories: 95 Chambers St., City
101-105 W. Broadway, City

NEEDLES

TALKING MACHINE FIBRE OR BAMBOO NEEDLES

WE offer 50 millions,
packed in cardboard boxes of
200 each box, at 38 cents per
1,000 c. i. f. New York, including War
Risk ex. Duty. Shipments September,
October, November and December.
Terms confirmed letter of credit.

Also finest grade Steel
Gramophone Needles in shipment be-
fore end of December at 36 cents c. i. f.
New York, including War Risk ex.
Duty. Not less than 5 million lots.

LEVETUS & COMPANY

194 BISHOPSGATE
LONDON, E. C. 2

Bankers
MESSRS. BARCLAY & CO.
HEAD OFFICE, LONDON

The dealer who carries Columbia product knows that he has one grade of quality all the time, and also he has a comforting knowledge that he has something to match up pretty well with every pocket that is brought into his store.

Columbia Graphophone Co.
Woolworth Building, New York



CLEVELAND DEALERS COMPLAIN OF MACHINE SHORTAGE

Shipments Are Irregular Owing to Freight Delays—Talking Machine Dealers' Association of Northern Ohio to Meet December 19—Renovations Made in Many Stores—News of Month

CLEVELAND, O., September 1.—The first autumn meeting of the Talking Machine Dealers' Association of Northern Ohio will be held Wednesday evening, September 19, at 6.30 o'clock, in the Colonial Hotel. Dinner will be served following the meeting. This will inaugurate the fall season of activities among members of the talking machine dealers' body of this district. This is a new organization comparatively, and this winter it is hoped the association will get in full swing and carry out many projects contemplated for many months.

On the evening of August 21 the Victor jobbers of this section of the State invited the Victor retail dealers to an informal gathering at the Colonial Hotel. The speakers were H. J. Shartle and Mr. Rous, both of the Victor factory, who spoke on what can be done to improve Victor records. It was a meeting full of suggestions and help for the talking machine dealers of this district.

Dealers have complained lately of a shortage of talking machines, because they were not able to get shipments through from the Eastern factories. Some orders have been seven and eight weeks getting to Cleveland, due to the tied up freight conditions between New York and the Middle West. This is the result of the war orders to give Government business precedence over private transportation.

Members of the Talking Machine Dealers' Association of Northern Ohio enjoyed their first outing on August 10. They went out in

autos to Willough Beach. About 150 members, their wives and sweethearts were there. The day's program of events included a tug-of-war, baseball, sprints of all kinds, contests and bathing. Wade Poling was chairman of the committee of arrangements for the day. It was pronounced a huge success.

H. W. Alfring, manager of the Vocalion phonograph department of the Aeolian Co., of New York, was a visitor at the B. Dreher's Sons Co. recently. This house handles the Aeolian-Vocalion for the Cleveland territory.

G. W. Savage, retail store manager for the Eclipse Musical Co., of this city, has returned from his vacation spent on the lake shore coast.

The Starr Piano Co., on Huron road, plan extensive store renovations this fall that expand greatly their talking machine business. The alterations will begin in October. The entire first floor of the store will be given over to talking machines and records. There will be eight new booths installed and a girl will devote all her time to playing new records on the phonographs for store visitors. Offices will be removed to the second floor and pianos to the third floor. Concerts will be given daily in the phonograph department. There will be an elevator put in the building.

J. F. Isham, for many years a well-known piano merchant of Cleveland, died on August 15. For a number of years he was connected with the Brainard Piano Co., and was a tenor in the Arion quartet. He was otherwise prom-

inently identified with the musical life of the city for a decade.

E. F. Buescher, Victor dealer here, spent his vacation in Northern Canada. He has just returned from his outing.

Extensive renovations are planned for this autumn at the phonograph department of the William Taylor, Son & Co.'s store on Euclid avenue. So fast has the talking machine business increased at this store the past year that nine more booths are required to try out new and old records for their patrons. These will be installed next month. Additional clerical force will be required also to meet the demands of the increasing new business at this store. A wider variety of talking machines will be adopted by the management and larger latitude will be given the public on testing new records before acceptance.

McMillin's, on East Ninth street, is being renovated also to do a bigger business in talking machine records. Six new booths are being built on the first floor of the building and larger shelf room is provided for records. This store recently sold out all its piano stock and now deals exclusively in talking machines, records and small musical instruments.

A phonograph exchange has been opened in Taylor Arcade. The company swaps new machines and records for old ones, and is pioneering the way here in this line of trade.

The New York Recording Laboratories, Inc., Wisconsin, phonographs and phonograph records, have been authorized to do business in New York. The local representative is F. W. Matthews, 1140 Broadway.

Eclipse Victor Service—The Height of Efficiency

ECLIPSE

Never was the message of good Victrola music more urgently needed throughout our land than right now.

Never was efficient Victor Service of more value to Victor dealers than right now.

Our policy, Mr. Dealer, is to work for you from the time we first receive your order, until you have sold the stock to the consumer public.

Try us for co-operation, and watch your business grow.

ECLIPSE MUSICAL COMPANY
Victor Distributors
CLEVELAND, OHIO



THE PLAYERS SHOWN IN THE PICTURE ARE AS FOLLOWS:
 At the left, seated and reading toward the right: Pennock, Pitcher; Agnew, Catcher; Walsh, Outfielder. Standing at the left: McNally, Infielder. Standing beside the instrument and operating it: Walker, Infielder. Seated at extreme right: Wagner, Assistant Manager. Seated beside him: Scott, Shortstop. Standing behind Scott at end: Graves, Secretary of Team.

Boston-American Baseball Players Buy Six Manophones

A strong endorsement of the merits of the Manophone—and one that conclusively proves its superiority—centers in this incident. While playing ball in Cleveland recently, a number of the team members went into the sales parlors of the Manophone, and while there six of them bought machines.

Ball Players Buy Only the Best

of everything. They are keen judges of quality and know a good thing when they see it. The rich, round tones of the Manophone with their velvety softness and the perfect enunciation instantly appealed to these boys the same as they do to every person who

hears this superb instrument play.

The above proof should clinch in your mind our claims that the Manophone stands today as the crowning achievement of the Phonograph World.

There's A Big Opportunity For You in Selling Manophones

There is a rapidly-spreading demand for this better instrument. We are flooded with orders from every quarter. It's a phonograph that you can sell to your most select trade. High-class in every particular. Beautiful in design and finish. Plays every disc record perfectly. Has all the latest improvements. We have

a large variety of styles and sizes. *We help you sell.* Our co-operation is thorough and detailed. And we furnish records from which you get repeat business. Write today for our co-operative Dealers' proposition, and prove to yourself that it's the best offer in the phonograph field today.

MANOPHONE CORPORATION, ADRIAN, MICHIGAN

EXECUTIVE OFFICES

Detroit Display Parlor: 84 Broadway New York Distributor: G. Gennert, 24 East 13th St., New York Chicago Office: 36 S. State St

The Manophone

"COLUMBIA." A name that has meant more and more with every year that has gone by. And it has been some time since it began to stand for "most"—most in tone, most in value, most in popularity. And most in profits, too—don't forget that!



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

STREET CAR STRIKE HURTS BUSINESS IN SAN FRANCISCO

Talking Machine Men Overcome Handicap Through Use of Automobiles—Local Association Enjoys Annual Picnic—Columbia Co. Managers Meet—Some New Appointments

SAN FRANCISCO, CAL., September 3.—Talking machine departments, as well as other business establishments in the downtown district, have been more or less inconvenienced by the street-car strike, but this is considered only a temporary interruption. In fact the managers are very well pleased with the returns for August, considering the inadequate car service from most of the outlying sections and the reluctance of a great many people in riding on the cars during the disturbance either on account of sympathy with the strikers or natural inclination to avoid trouble. From present indications the local dealers will be in splendid shape for handling a banner holiday business as shipments are being rushed from the factories, and most firms are confident, with the amount of stock already on hand, that their requirements for the remainder of the year will be well cared for.

crease in business, has been won twice by the Pacific Coast district, under the management of F. A. Denison. In the district both times the Los Angeles branch has held the honors, so the cup now decorates the desk of W. F. Stidham, the Los Angeles manager. It was sent to Mr. Denison early in the month and kept here for a few days before being forwarded to Mr. Stidham.

Herbert L. Hively's New Post

Herbert L. Hively, formerly connected with the San Francisco branch of the Columbia Graphophone Co., has accepted a position with the Eastern Outfitting Co., as manager of the record section of the talking machine department, which is under the management of his father, George T. Hively. The latter has no complaints to make about business, as sales

both of machines and records have shown a nice increase since the department was removed to the ground floor a few months ago. Columbia products are handled exclusively at this large furniture establishment.

Orders Double Amount of Stock

Edward Humphreys, manager of the Victrola department at Hale Bros.' department store, says business has picked up wonderfully during the past month, which strengthens his earlier predictions that the coming holiday season will surpass all previous years. In anticipation of a banner December business he has ordered nearly double the amount of stock he had a year ago.

Byron Mauzy Reorganizes Staff

The force of Byron Mauzy's store on Stockton street has been reorganized this summer with a view to securing greater efficiency in all departments, preparatory to an aggressive fall and winter campaign. A. F. Rogers, formerly

(Continued on page 58)

A. C. Farquaharson With Columbia Co.
A. C. Farquaharson has accepted a position with the Columbia Graphophone Co. to travel out of San Francisco. He is thoroughly familiar with Columbia products and is well known in the trade, having traveled out of Los Angeles for the company for several years, and more recently was manager of the Canadian branch.

Sherman, Clay & Co. Alterations

The alterations on the fourth and fifth floors of the Sherman, Clay & Co. store, which will provide greatly increased facilities for the retail talking machine departments, are nearing completion. The work included the installation of several additional demonstration rooms so the company will be in better position to handle the coming holiday rush than ever before. Andrew G. McCarthy, who devotes particular attention to the Victrola part of the Sherman, Clay business, reports heavy receipts of stock and much activity in business, both wholesale and retail.

Columbia Managers Hold Conference

The Pacific Coast branch managers of the Columbia Graphophone Co. held a conference in San Francisco on August 20, 21 and 22, with F. A. Denison, district manager for the company. The three-day session was enthusiastically attended by W. F. Stidham from Los Angeles, Cal., L. D. Heater from Portland, Ore., G. H. Williams from Seattle, Wash., and C. V. H. Jones, the San Francisco manager. The visitors brought optimistic reports from their respective territories and all seemed jubilant over the prospects for a big fall and winter business. In order that the trip should not be all work and no play, Mr. Denison took the party on an automobile drive down the highway one afternoon and to the theatre one evening.

Have Two Legs on Whitten Cup

The President Whitten cup offered by the Columbia Graphophone Co. to the district winning it three times by showing the greatest in-

**KANE INSTRUMENT STANDS
NOTE REDUCED PRICES**



Praise
Any Home

They Sell
as
Easily as
Phonograph
Needles



Rubbed Finishes— MAHOGANY; GOLDEN, FUMED, OR WEATHERED OAK.

No. 594—Top 13 1/4" x 14 1/4" each—\$2.00 No. 596—Top 20 1/4" x 24 1/2"—each \$2.75
No. 595—Top 17 " x 17 " each— 2.25 No. 597—Top 17 1/4" x 20 3/8"—each 2.35

ALL 30" HIGH

NET—F. O. B. KANE, PA., IN LOTS OF SIX OR MORE.
CONSTRUCTED SUBSTANTIALLY—FINISHED ELEGANTLY.

The slide under the top is a "third hand" for changing records. The shelf is convenient for record files. Immediate shipments.

KANE MANUFACTURING COMPANY, Kane, Pa.

TRADE NEWS FROM SAN FRANCISCO
(Continued from page 57)

with Kohler & Chase, is the latest acquisition to the talking machine department. He has been appointed assistant manager of that part of the business. Chas. Mauzy says August has been a very good month, compared with the same period of previous years, both in machine and record sales.

Local Dealers' Association Enjoys Picnic
Members of the San Francisco and Oakland



The Jazz Band at Paradise Grove

Talking Machine Dealers' Association, their families and friends, to the number of about a hundred, enjoyed a delightful outing the first Sunday in August. At 9 o'clock in the morning the party boarded a Crowley launch at the



Billy Morton Making Clam Chowder

Ferry Building and then cruised around on the bay until nearly noon, when the boat put in at Paradise Cove, Marin County, for a picnic lunch.

The usual picnic menu was supplemented, however, by clam chowder, made on the grounds under the personal supervision of Wm. F. Morton, of Sherman, Clay & Co., who headed the expedition. Mr. Morton was ably assisted as chef by E. P. Corcoran, of the Wiley B. Allen Co. The making of the chowder furnished great amusement, and the eating of it even more enjoyment for it was pronounced a splendid success. A twelve-piece Jazz band furnished music for dancing, and entertainment was provided on the boat both going and coming. Remaining at the Cove for several hours, the party did not get back to the city until about 7 o'clock in the evening.

Secures Columbia Agency

C. D. Young has secured the agency in Escondido, Cal., for the products of the Columbia Graphophone Co., formerly handled by John C. Marikle, who in future will devote his entire attention to the Victor line. Mr. Young has rearranged his book and stationery store to accommodate a comprehensive stock of Columbia machines and records.

A Visitor from Portland

James Louder, manager of the talking machine department of the Wiley B. Allen Co.'s store in Portland, Ore., spent a few days in San Francisco during August, in conference with James J. Black and other officials of the firm regarding preparations for the coming holiday season. Mr. Black is very well satisfied with business and future prospects. He is supplying a big demand for language records. Very good returns are being received from Oakland and the other branch houses of the company, according to Mr. Black. Clarence Anrys, manager of the Oakland talking machine department, is being congratulated upon the arrival of a son and heir.

The Wiley B. Allen Co. has secured the services of Joel R. Scott at their Oakland store. Mr. Scott is a well known talking machine man, having been in business for himself for several years in this city under the style of the Scott Talking Machine Co.

Paul Levy, formerly secretary of the California Phonograph Co., has received a commission as lieutenant and left for the American Lake cantonment in the Northwest.

A NATURAL VICTOR TRADE-MARK

ROCHESTER, MINN., September 5.—Mrs. C. R. Clark, an employe of the J. H. Wagoner Music Co., Victor dealers of this city, is a genuine Victor enthusiast, and did not even lose her in-



"His Master's Voice" in the Camp

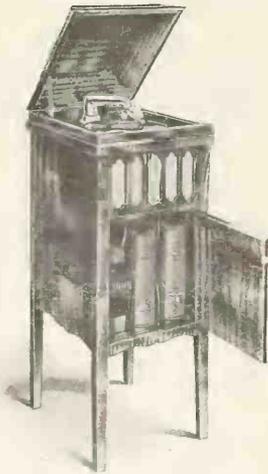
terest in the business and in the Victor trademark while a member of a party recently on a camping trip. Mrs. Clark carried a Victor machine for entertainment and a bulldog for protection. That they both together made a pleasing and familiar combination is proven by the accompanying photograph.

The Cheney Sales Co., organized in Cleveland, O., recently, to act as local distributors for the Cheney phonograph, have opened temporary offices at 4400 Euclid avenue. The officers of the company are: E. M. Buel, president; T. R. Buel, secretary; G. R. Madson, sales manager.

Three Money-Making Phonographs

Moderate priced machines will bring a world of business to a "live" dealer in every town. Our three models cover 90% of the entire demand—they go to every home

The Perfect Tone
OPEROLLO
For Every Home



MODEL F
40 inches high, 18 inches deep, 15 inches wide

Retail Price \$40
(Real Value, \$60)

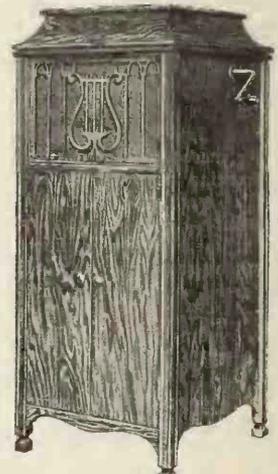
Big Selling Chances

Ten low-priced Operollos for every one high-priced machine.
Prices are talking.
Write for our special discounts.
Rush your orders at once so you can get started with our line.



MODEL A
41 inches high, 18 inches wide, 20 inches deep

Retail Price \$50
Looks like a \$100 Machine



MODEL MASTER
50 inches high, 20 inches wide, 20 inches deep

Retail Price \$75
Looks like a \$200 Machine

Three Outstanding Features

- Perfect Tone—**
Reproduction full, rich, natural
- First-class Motor—**
That gives satisfaction
- High-Grade Finished Cabinets**

OPEROLLO PHONOGRAPH CO., Inc.

Lightner Building, DETROIT, MICH.

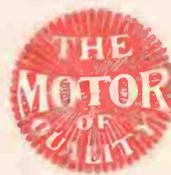


Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.—PUTNAM, CONN.



CHICAGO

ATLANTA

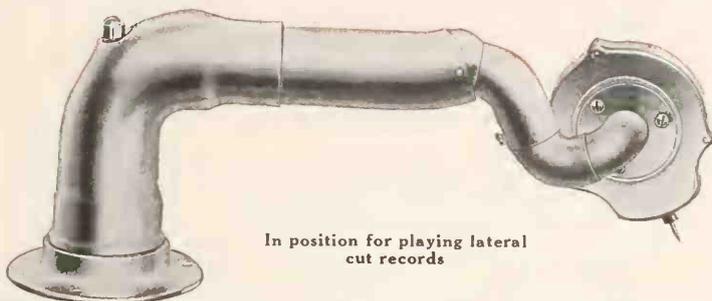
SEATTLE

CINCINNATI

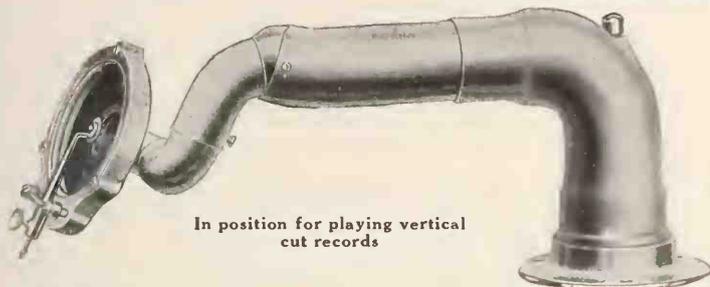
TORONTO

The Last Word in Tone Arm Perfection

Meisselbach Tone Arm No. 95



In position for playing lateral cut records



In position for playing vertical cut records

A universal tone arm that is guaranteed in every detail. This tone arm is being used by leading manufacturers, and is giving splendid service.

Order Now For Fall

The Most Popular Tone Arm on the Market

Heineman Tone Arm No. 2



Tone Arm and Sound Box in neutral position, ready for the insertion of the needle.

During the past two years this universal tone arm has been adopted for use by manufacturers who demand tone quality and artistic appearance. It has "made good" and is recognized as a leader in the "tone arm" field.



In position to play lateral cut records.



In position to play vertical cut records.



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES



Iowa Victor Dealers' Association Holds Convention

Second Annual Meeting of Organization Proves Unqualified Success—Factory Representatives and Others Address Delegates—P. G. Spitz Elected President

DES MOINES, IA., September 1.—On Tuesday last the Iowa Victor Dealers' Association held its second annual convention in the Mickel Bros. building in this city.

H. H. Schwenker, mechanical expert of the Victor Talking Machine Co., who had come all the way from Camden, N. J., started the ball rolling with an illuminating discussion on the Victor motor, with particular emphasis on how it should be cared for and how it should be repaired in case of trouble. In order to be as practical as possible, Mr. Schwenker invited all the dealers to ask him whatever they wished to know relative to the mechanical side of Victrolas, and he had several motors on hand with which to demonstrate the various points he wished to make.

Following this, Prince Lei Lani (E. K. Rose), the sensational Hawaiian tenor, gave a tone demonstration test, in which he sang in direct comparison with his own Victrola records. The first record was a tenor solo and the second number was the famous "Aloha Oe," during the first part of which the Prince gave a baritone tone test, but near the end of which he ascended to the high tenor range. At the completion of the several numbers, the Prince gave a most interesting talk on and demonstration of the possibilities of the Oscar Saenger vocal course. He explained in detail just how through this course he had been able to materially improve certain of his own tones and how by hearing such prominent artists on the Victrola as Schumann-Heink and Caruso it is possible for the student of singing to learn much of the art of phrasing, tone placement, breath control, etc.

The business session of the association in the afternoon was devoted at first to the reports of the officers. The president, P. G. Spitz, dwelt briefly upon the history of the Iowa association, its original conception and steady development until at the present time the membership totals over four times the original quota. The report of D. C. Phillips, the treasurer, showed the finances of the association to be in a healthy state. The secretary, W. P. Deal, included in his report the minutes of various

had been but one member of the executive committee elected at large.

2. Association bills can now be approved by either the president or secretary instead of by the president alone.

3. The president was given the power to appoint whatever standing committees may seem necessary to carry on the association work.

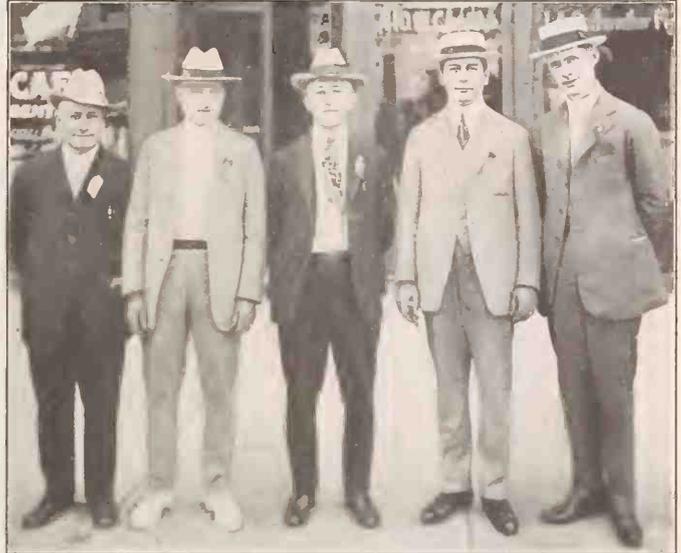
4. A new form of membership to be known as "associate membership" was created. The dues of said membership shall be \$1.50 and the rights and penalties of said membership shall be the same as those of a regular member with the exception that the right of ballot is foregone. Associate membership is open to all men and women engaged in selling of Victor goods in the State of Iowa, with the exception of proprietors and managers of branch stores.

After the adoption of the various amendments a resolution of thanks was extended to Mickel Bros. for offering their establishment to serve as association headquarters.

H. H. Schwenker, of the Victor Co., was then called upon to start the speeches for the afternoon. He explained that the real way he could be of particular benefit to the dealers was in the role of "consulting engineer" and accordingly invited those who had not had all their questions answered during the morning to consult him at any time during his two days' visit in Des Moines. He closed his talk with a vigor-

The next address was delivered by Geo. E. Mickel and pertained to the subject of contracts. The points which Mr. Mickel brought out will be found in another part of this issue of The World.

The Hiring of Retail Salesmen
J. J. Kunckl followed Mr. Mickel and brought



New Officers of the Iowa Association

Left to Right: D. C. Phillips, Treasurer, Indianola, Ia.; W. H. Stoaks, Vice-President, Grinnell, Ia.; P. G. Spitz, President, Waterloo, Ia.; Manager, Jas. Black Dry Goods Victrola Department; W. P. Deal, Secretary, Manager, Mickel Bros. Co., Des Moines, Ia.; E. E. Hobbs, Executive Member of Peacock & Trade, Atlantic, Ia.

out several interesting considerations that he had found in his experience the dealer encountered when hiring retail salesmen. He said in part: "It is quite impossible to pick experienced salesmen in the talking machine field for the obvious reason that the experienced men are already located in permanent positions. It is therefore necessary as a general practice to choose men from other fields and in this connection I might say that I have made a practice of overlooking specialty salesmen and



Those Who Attended Convention of the Iowa Victor Dealers' Association

executive committee meetings that had taken place. The vice-president, Walter H. Stoaks, combined his report with recommendations for amendments to the by-laws. This work had been entrusted to Mr. Stoaks as head of the committee on legislation. Among the important amendments adopted were:

1. The executive committee is to consist of all the association officers, together with two other members elected at large. Previously there

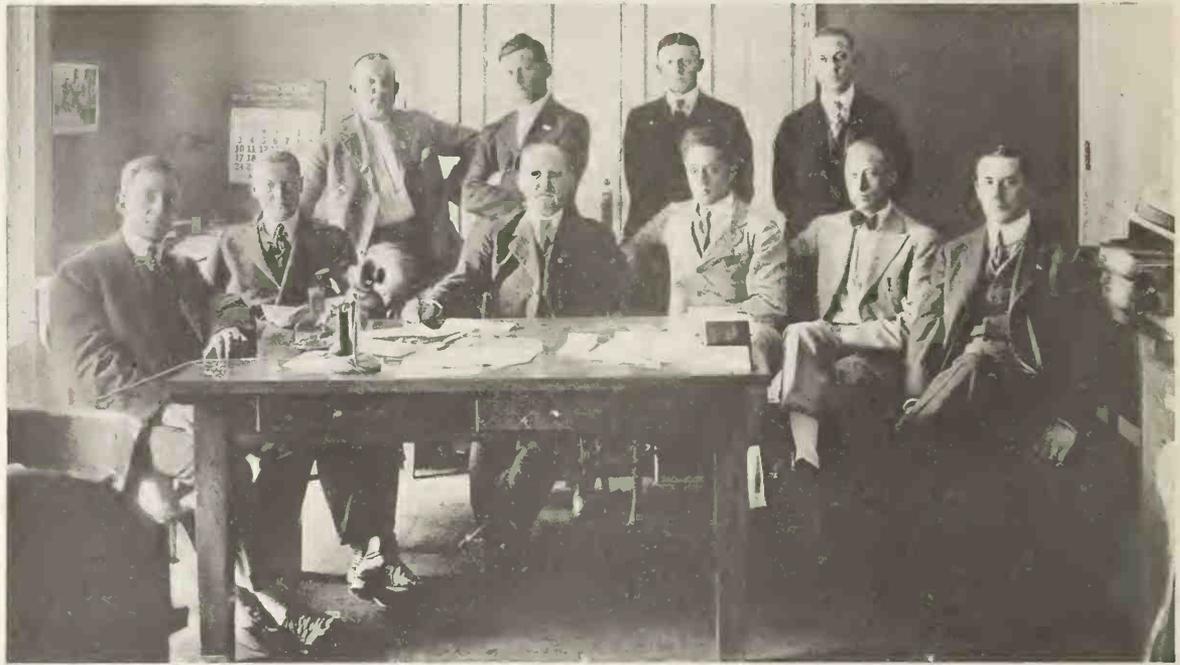
ous expression of the pleasure he felt in greeting the Victor dealers of Iowa.

J. Raymond Bill, associate editor of The Talking Machine World, was the next speaker. Mr. Bill extended congratulations on the remarkable association that has been established in Iowa and essayed the opinion that co-operation such as is secured in a State association is so worth while as to warrant every member being an energetic and active booster.

ented musicians. My experience has been that the best material is found in men who have a sincere appreciation of music but who are not themselves overly talented. Art and commerce do not seem to mix to the best advantage. Musicians tend to imagine they are temperamental while the man having simply a rounded appreciation for music is more likely to be all-around level-headed. I have found that very plastic ma-

(Continued on page 61)

MICKEL VICTOR SERVICE



We Cemented Relations with Hundreds of Victor Dealers at the Recent Iowa and Nebraska State "Victor" Conventions

Dealers proclaimed us "Live Wires"---said we were "Up to Snuff"---complimented our people, our establishments, our mode of doing business, etc., etc. Now that's worth working for, isn't it? Still, we are not yet "satisfied"---the "service" idea is still in the very air here. The "Mickel" forces still get together every once in a while---they offer new ideas and put plans into being. Isn't there some way we can serve you, too? Please write, or call on

Mickel's Nebraska Cycle Co.
Omaha, Nebraska

Mickel Brothers Co.
Des Moines, Iowa



IOWA VICTOR DEALERS' ASSOCIATION HOLDS CONVENTION—(Continued from page 59)

terial is secured from such as the furniture and dry goods stores, because such people have learned the elements of a good approach, a pleasant manner, and are in just the right stage to receive a specialized training at the hands of the dealer.

"In the work of training a new man I aim above all to impress him with the idea that 'hitting the ball square' is the thing that is bound to lead to success in the long run and that it is really short-sighted policy for a talking machine man to do things that will not show up clean in the wash.

"A regular salary with a bonus commission has proved, in my case, the most desirable plan for employing men. The satisfaction on both sides is more complete. The salary part 'puts a man under the dealer's control,' whereas an exclusively commission basis tends to create a spirit of independence which at times may prove decidedly embarrassing to the dealer. A bonus commission over and above a fair regular salary, however, increases the enthusiasm of the salesman and also serves as a real stimulator. The plan which I personally have used for establishing a commission basis is to fix a certain amount of net business that the house should do and to give each employe a certain definite percentage of all that is done over the determined amount. This method overcomes the diplomatic problems that arise where one man handles customers in the store and a different man closes the deal outside of the store. In such cases it is manifestly difficult to determine a just basis for granting direct commissions on individual sales, whereas in the plan I have adopted all sales are put in the general total and each man draws his own definite percentage on all sales over the set amount. I use six month periods as the length of time for establishing the amount that ought to be done and for paying commissions on all that is done over the specified amount.

"Modern business practice demands some way of letting employes share in the profits of business. To retail proprietors who think this is unnecessary I would suggest the metaphor



H. H. Schwenker

of the part that sacrifice 'flies' play in baseball games. The sacrifices in a ball game do not add to the individual percentage but they do improve the team work. Commission bonuses do not add to the retailer's individual profits, but they do improve the spirit and enthusiasm of the people in his organization. Since installing the salary plus bonus commissions system in our business, I have found a new spirit of co-operation and an added energy in the personnel of my business."

Ernest John's Remarks

The speakers' program concluded with an enlightening talk from Ernest John, editor of The Voice of the Victor, who had made a special trip from Camden in order to greet the Iowa dealers. His address was graphic throughout and treated on several important topics such as the importance of having large stocks, of teaching the public to appreciate the real value of the Oscar Saenger course, and of the value of making advertising copy form a contrast to the other ad on the same page, were subjects especially harped on. A complete digest of Mr. John's talk may be found elsewhere.

New Officers Elected

In conclusion of the business session, resolutions were passed in which the secretary was instructed to send a telegram of appreciation to the Victor Co. for having honored the convention by sending out Mr. Schwenker and Mr. John, and another telegram to the proper members of Congress endorsing the Stephens bill in the name of the Iowa Victor dealers. A resolution was also passed making the Talking Machine World the official publication of the Iowa Victor Dealers' Association. The meeting was then adjourned, after election of new officers as follows: P. G. Spitz, president; Walter H. Stoaks, vice-president; D. C. Phillips, treasurer; W. P. Deal, secretary, and H. O. Hobbs and L. A. Murray as members at large of the executive committee.

THE ELABORATE ANNUAL BANQUET

Shortly after 6 o'clock the dealers and their ladies sat down to an elaborate banquet staged by Mickel Bros. for all those attending the convention in the banquet room of the Harrison-Emery building. Decorations were of a combination patriotic and floral nature. The food was choice and of many courses, and throughout the meal an orchestra rendered music of a decidedly "peppy" sort. Special musical numbers were given by Prince Lei Lani, who sang several semi-classics in truly inspiring style. Hugo Heyn also contributed by playing some xylophone selections, and a trio of Mickel Bros. talent rendered several numbers. Near the close of the meal short speeches were made by several of the association dignitaries and R. L. Connelly was presented with a medal of honor for having secured the greatest number of new members for the association during the year just ended.

The after-dinner cigars were then lighted and the delegates proceeded to the Harrison-Emery auditorium, where Mr. John displayed the much heralded moving pictures of the Victor factory in operation. Before they started Mr. John delivered a few pertinent bits of advice on the matter of retail advertising, window display and service to customers.

At the conclusion of the pictures the seats were cleared away and everybody who professed to be sprightly joined in the pleasures of the

dance. It was well on into the morning before the affair came to its close.

Among those whose attendance at the convention as indicated by the register bulletin were Miss Fannie A. Nichol, Mt. Ayr; John Reynard, Mt. Ayr; Miss Allison, Grinnell; Miss Hayes, Grinnell; W. H. Stoaks, Grinnell; E. M.



Prince Lei Lani and Wife

Lilves, Grand Junction; Mark W. Duncan, Albia; P. G. Spitz, Waterloo; Mrs. P. G. Spitz, Waterloo; E. E. Hobbs, Atlantic; Miss Hobbs, Atlantic; L. H. Hockspeier, New Hampton; Miss Lillian Hockspeier, New Hampton; J. T. Meyers, Villisca; H. V. Lippert, Dyersville; L. A. Murray, Davenport; E. P. Cushman, Centerville; W. I. Nelson and Son, Cherokee; Walter Bussler, Waterloo; Harold Anderson, Omaha, Neb.; Harry Baish, Pluta; Geo. E. Mickel, Omaha, Neb.; C. E. Alexander, Marshalltown; J. M. Donahoe, Ft. Dodge; A. Woolway, Ft. Dodge; Mr. Tucker, Clinton; C. W. Britt, Boone; C. W. Tucker, Boone; Miss Anderson, Boone; L. R. Spencer, Iowa City; Edward Luckiesh, Maquoketa; Mrs. Luckiesh, Maquoketa, R. W. Anderson, Burlington; F. R. McCarville, Ft. Dodge; C. W. Hansen, Olivein; E. H. Haglund, Des Moines; H. H. Schwenker, Camden, N. J.; H. C. Nordby, Kimballtown; S. W. Richardson, Sigourney; Louis Bellaire, Le Mars; Harry Tidrick, Winterset; R. E. Croft, Winterset; Ernest John, Camden, N. J.; C. L. Baugh, Omaha, Neb.; Harry J. Fetters, Marshalltown; W. O. Welker, Des Moines; Harry Clarke, Cinamosa; Robert Connelly, Omaha; C. O. Neslund, Slater; H. Tedford, Des Moines; D. E. Luther, Adel; Donald Luther, Adel; Mrs. D. E. Luther, Adel; W. C. Garst, Coon Rapids; Norman Banta, Des Moines; D. E. Coombs, Clinton; Mr. Bristol, Muscatine; Ralph Lohr, Muscatine; Carl Dalin, Ottumwa; Harry Duncan, Keokuk; H. L. Schultz, Belmond; L. F. Newstrand, Dayton; Mr. Kunckel, Cedar Rapids; H. S. Jones, Spencer; J. Raymond Bill, New York City; F. S. Schlick, Charles City; Mrs. S. W. Richardson, Sigourney; L. H. Michels, Panora; C. W. Bollinger, Oskaloosa; Mrs. C. W. Bollinger, Oskaloosa; C. W. Dudgeon, Ames; D. C. Phillips, Indianola; Mrs. D. C. Phillips, Indianola; Miss Keeney, Indianola; A. C. Neal, Sac City; Mrs. Neal, Sac City; J. W. Landrum, Audubon; Mr. Watters, Cedar Falls; Mrs. Watters, Cedar Falls; Wm. Hersbergen, Mitchellville; Mr. Watters, Mitchellville; Mr. Strayer, Cedar Falls; Mrs. Strayer, Cedar Falls; E. W. Clark, Rockwell City; E. O. Osborn, Knoxville; Mrs. Osborn, Knoxville; F. H. Reid, Perry; Miss Reid, Perry; W. R. Temple, Sac City; Mr. Lundquist, Des Moines; Mr. McGregor, Creston; Mrs. McGregor, Creston; F. M. Cleland, What Cheer; Mrs. F. M. Cleland, What Cheer; J. C. Stickel, Hawarden; Otto Emberson, Olivein; and Miss V. Stahl, F. Wood, J. Bernstein, E. Donner, E. Banta, E. Haglund, D. Piers, L. E. Gilbert, R. L. Connelly, H. Heyn, Lee E. Gilbert, W. P. Deal, Mrs. Deal, Mrs. Earl Haglund, Geo. E. Mickel, Mrs. G. E. Mickel, Geo. E. Mickel, Jr., Miss De Arman, Miss Aerie, and Miss Rubenson, of Des Moines.

AN OPPORTUNITY for YOU

THE MILLIONS THAT ARE TO GO TO FRANCE must KNOW MILITARY FRENCH—AT LEAST

THE QUICKEST WAY IS THE



Also a Chance to Sell More Machines

The Language as it is Spoken

An authoritative Military Manual containing a foreword by Major-Gen. Leonard Wood

WITH TWENTY PHONOGRAPH RECORDS (10-12" double face discs). Send for full information. Advertising matter, military postea-changes free.

Also Spanish, Italian, German, and English and French for Spinaliards
CORTINA ACADEMY OF LANGUAGES
12 East 46th Street, New York

GEO. E. MICKEL'S ADDRESS ON "CONTRACTS"

[George E. Mickel, of the Nebraska Cycle Co., Omaha, and the Mickel Bros. Co., Des Moines, Ia., delivered the following interesting address on "Contracts" at the conventions of both the Nebraska and Iowa Victor Dealers' Associations held during the week beginning August 27, and full reports of which appear in this issue of The World.—EDITOR.]

"A thing that is equally as vital as the making of sales is the necessity of keeping and handling accounts in a simple, understandable way that will tell you at any given minute just how your

business stands. Perhaps the most important part of handling accounts right is in the making and enforcing of contracts. The suggestions which I make on the matter of handling contracts are the result of what I have noticed in going around among the dealers of Iowa and Nebraska.

"The first important thing is to see that con- (Continued on page 62)

IOWA VICTOR DEALERS' ASSOCIATION HOLDS CONVENTION—(Continued from page 61)

tracts are clearly legible. Erasures and crossed out words or figures should be carefully avoided as they are likely to lead to discussions before the contract has expired. It is naturally difficult to remember the exact details involved in



George E. Mickel, Father of Association the making of a contract and all disputed questions generally turn in favor of the customers. It is therefore a matter of good business for the dealer to demand that all contracts be written free from all possible entanglements and in an easily read handwriting.

"A number of dealers have found it a good plan to eliminate interest from their contracts when the payments do not extend over a period of ninety days. This is perhaps a good plan

because it gives the dealer rapid money turn-overs and considering the fact that the farmers in this section of the country are almost uniformly able to pay in large instalments, the dealer perhaps gains by offering a non-interest inducement to get payments in quickly.

"In cases where the contract extends over a period of ninety days, however, the dealer should by all means get interest as otherwise there may be a healthy debit on his books at the end of a few years. It may be well enough to treat time under ninety days as virtually cash payment, but on longer periods interest runs into real money. Six per cent. on a hundred thousand dollar stock for instance in a year means \$6,000 loss if the dealer fails to get interest.

"Another thing particularly worth the dealer's attention is to see that the second payment on an instalment sale is always paid in full and on time. The second instalment is the most vital one. If the purchaser took an instrument while he was flushed with enthusiasm his ardor may have cooled by the time his second payment has fallen due. But even if it is necessary to practically resell the machine, the second instalment should be secured. It is foolish to worry about offending customers—experience has shown a dealer loses money on all the instalment payments he lets "drift over." There is no use in trying to please clients when it is costing you real money to do it. The kind that stall on their payments for six months or more are not worth having on your books. The

second instalment is the real time to make the partial payment sale a success—you must educate your customer to expect to pay and to pay his instalments regularly on time. In the experience of Mickel Bros. we have found that by making a specialty of getting the second instalment we have reduced the bad accounts to almost nothing. Furthermore, we have found that after a man has paid two or three instalments he has enough money invested so that he wants to own the machine. Also when a customer comes in to make payments we find that he is oftentimes unintentionally led to buy records, which may be one advantage in the instalment plan of selling goods.

"Finally I would recommend that every dealer set aside a certain definite time to review the state of his collections. Nothing is more vital to him than the health of his business and the manner in which collections are coming in is often the very best way of measuring business health. Some sort of a card system should be put in operation so that just before each second instalment comes due the dealer may be personally advised and give personal attention to seeing that the proper results are secured by the collection department. As fast as any trouble occurs in the regular payment of any contract the dealer should have a memorandum placed on his desk by his accountants in order that the collector may be jacked up. If rigid and efficient principles of collection are adhered to the dealer will have but little trouble with contract business."

ERNEST JOHN OFFERS SOME LIVE SUGGESTIONS

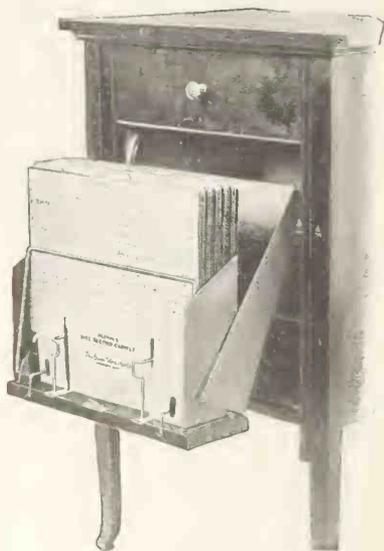
Ernest John, editor of "The Voice of the Victor," was a guest of honor at the conventions of both the Nebraska and the Iowa Victor Dealers' Associations and while, in neither instance, confining his remarks to any one particular subject, offered valuable suggestions to the dealers that were practically the same on

both occasions. A digest of Mr. John's talks at the conventions follows:

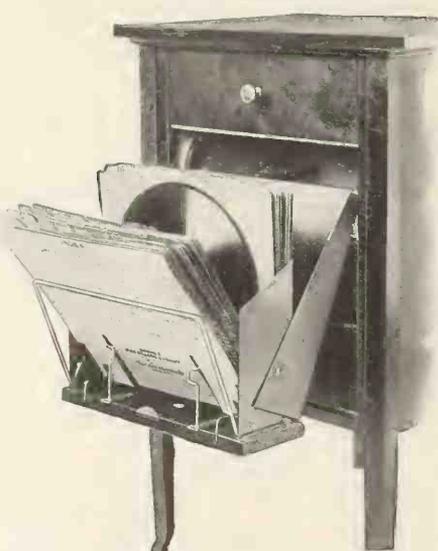
One particularly commendable idea which Mr. John brought out was that one of the benefits of an organized State association lies in the fact that the dealers are afforded a real opportunity to keep their business on a uniform plane of

The Globe-Wernicke Co.

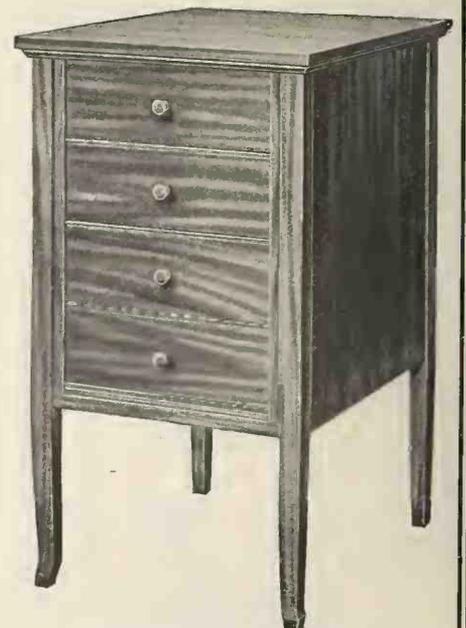
Offers an entirely different disc record cabinet



Position of drawer when pulled out



Position of drawer with spring pressure released and every record instantly accessible.



Brown Disc Record Cabinets Solve All Difficulties of Finding and Replacing Records

When not being played records lie flat, absolutely preventing any possibility of warping and to be easily accessible they are in vertical position.

So many advantages does this cabinet offer over others that it has proven to be a quick seller.

The new Globe-Wernicke Disc Record Cabinet Catalogue illustrates and describes four styles—a two-drawer, four-drawer, six-drawer and twelve-drawer. Ask for Catalogue No. 317 T.

The Globe-Wernicke Co. CINCINNATI

IOWA VICTOR DEALERS' ASS'N CONVENTION—(Continued from page 62)

fair dealing, and clean methods, and that the pleasure of working is directly increased thereby. He drew an interesting metaphoric picture to illustrate the fact that when one dealer adopted shady practices to take advantage of his competitors, it often meant that those competitors were forced to adopt the same practices with the ultimate result that the whole business system was besmirched without advantage to any particular individual.

The three elements of success in the retailing of talking machine merchandise Mr. John next announced are, in his opinion, first, stock, second, advertising, and third, service.

With regard to the importance of carrying



Ernest John

full stocks, the speaker called attention to the fact that it is human nature to want to deal with the house that can show you what you are interested in—not something almost like it, or something that can be secured in a few days. The public does not want to wait to be shown. Experience has proved the value of the talking machine dealer carrying a full stock in more than one case, and Mr. John outlined in detail just what stock a small-town merchant located near Philadelphia had found it profitable to carry.

With regard to advertising Mr. John emphasized a few of the most valuable considerations that the dealer should bear in mind. The conditions where the advertiser uses pages and double spreads are comparatively easy, but the user of small space is confronted with a really difficult problem. If the dealer must use small space he should try to make his advertisement stand out in vivid contrast to the others that may appear on the same newspaper page. If the common tendency is to use black heavy face type use small light face type. If the common practice is to crowd advertisements full of copy, say just a little. In this way the advertisement will be made to stand out like a sore thumb and, of course, attention value is the first principle of good advertising. Don't worry about what competitors may be doing, and remember that mudslinging does not get the confidence of the public.

Window advertising is quite analogous to advertising, and it is important that the interest is not scattered. The greatest, the most powerful, window displays are invariably the simplest ones. Display windows are well deserving of careful attention because through them many new customers may be brought into the store.

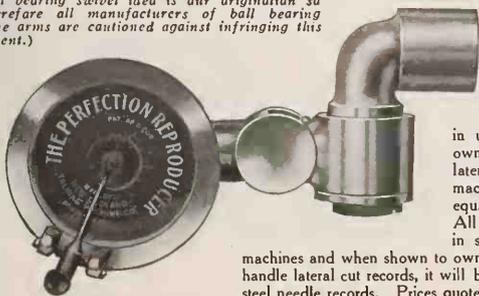
Referring to service, Mr. John urgently recommended that every dealer steadily increase the size of his mailing list, as the majority of customers do not know exactly what records they want and therefore will find the new Victor plan of recommending particular records for particular needs of great value. Another point brought out is the fact that records of the better class music are really the cheapest, in that the satisfaction derived from them knows no end, whereas so-called popular records have a ninety days' duration of interest at the very best. It is accordingly important to develop the interest of customers for the better grade music. Keeping customers constantly satisfied is a most important move, as it leads to permanent record business and a steady increase in machine sales. In this connection, every dealer will do well to make a regular practice of holding Children's Days and of giving special concerts for various types of people. Don't forget the old folks, they are well worth special attention and are often endowed with the finest type of musical appreciation, appreciation that prefers the real classics of music.

Mr. John spoke in a most optimistic vein as to the probable effect of war on American business. He confessed that he can see nothing ahead but the greatest period of commercial activity ever known to the United States. He based his forecast on the sound reasoning that Great Britain, Germany, France and the United States are the four great commercial nations of the world, and that owing to present war the other three great nations are reduced to almost nothing, while the United States will at best not involve more than 10 per cent. of her population in the immediate activities of war. This can mean just one thing, namely, that business in this country must thrive. We have got most of the world to take care of. We all are going to be busy, and that means there will be plenty of money on all sides.

ENDEAVORING TO FIND PHONOGRAPH

L. M. Cole, manager of the establishment of John G. Schuler, Buffalo, N. Y., which handles Sonora phonographs, was a visitor to New York this week, spending some time at the Sonora executive offices. While here he mentioned the fact that his concern was endeavoring to trace a Sonora phonograph, "Imperial," early English model, which had been purchased on the instalment plan some time ago. The purchaser had made one payment, and according to latest advices had disappeared with the machine, his destination being New York. The tone arm number is 530,688, and Mr. Cole will appreciate any information regarding this machine.

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



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

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



No. 403 (Vertical Interior) For New Victrola IX, only

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

BUSINESS WILL BE GOOD THIS FALL

The four great commercial countries of the world are England, Germany, France and the United States. Of these four the only one whose commercial production has not been cut to a minimum is the United States. We in this country have more to do than ever. Everybody will be kept intensely busy and that means money is going to flow freely.



The talking machine merchant who stocks up with the famous Udell record cabinets is certain to add a healthy chapter of profits to his regular machine and record business.



Udell cabinets have attained their reputation through superiority of quality and because of the fact that there is a special Udell cabinet for every special need.



Investigate now—a little later on railroad shipments may be difficult in many sections of the country.



THE UDELL WORKS
1205 WEST 28th STREET
INDIANAPOLIS, IND.

Nebraska Victor Dealers Hold a Rousing Convention

Over One Hundred Retailers and Associates Gather in Omaha and Discuss Important Trade Questions—Factory Representatives Make Addresses—Given Banquet by Jobbers

OMAHA, NEB., September 3.—The second annual convention of the Nebraska Victor Dealers' Association opened with a bang on Thursday morning in the banquet hall of the Hotel Rose. As fast as the dealers arrived they registered for themselves and whatever ladies accompanied them and then received one of the neat little convention badges, bearing a small Victor dog in white enamel.

The first part of the morning was given over to an informal talk by H. H. Schwenker, special representative of the Victor Co., who journeyed from Camden in order to inform the dealers about any problems that might come up in connection with Victor motors. In order to make his talk as practical as possible Mr. Schwenker had a tableful of motors in various stages of completion and every point he wished to bring out was illustrated by direct experiment on the motor proper. Several of the dealers took occasion to mention various questions which had come up in their minds as to how to care properly for the motors and how to repair certain troubles. These questions were all answered by Mr. Schwenker in a manner easily comprehended.

The second part of the morning was devoted to an interesting series of demonstration tone tests rendered by Prince Lei Lani (E. K. Rose), who first sang with a tenor record, and later with a baritone record of his own on the Victrola. He next demonstrated how it is pos-

sible for students of singing to learn how to sing properly through the use of the Oscar Saenger singing course and the Victor records made by the famous artists. In fact, he showed how he had learned to imitate the phrasing and vocal perfection of the great operatic stars.

Activities were renewed in the afternoon when the business meeting of the convention was called at 1.30 o'clock promptly. The roll call was followed by the reports of E. J. Walt, as president, Charles Gaston, as vice-president,



Retiring Officers, Nebraska Association

H. H. Thorpe, as treasurer, and William Mickel, as secretary. The other formal business proceedings were disposed of with dispatch.

The By-Laws Amended

The by-laws were amended to create an associate membership division, said associate members being anyone engaged in selling Victor

the advantages of co-operation, especially under the present trying business conditions, and on the great possibilities that are opened up through organized co-operation such as the Nebraska Victor Dealers' Association represents. H. H. Schwenker, of the Victor Co., also spoke and was followed by L. M. Bough, who gave some advice on how to promote the sale of records. The first point which Mr. Bough made was that the Victor dealers should capitalize the great advantage which they have in being able to sell records made by the great Victor factory and sung by the great artists of the world.

L. M. Bough's Valuable Suggestions

He suggested that dealers continually bring out this point as it will prove a great help in selling machines as well as records. He next advised that each dealer carry as large a record stock as possible and that it was particularly advisable to make the salesrooms and windows attractive. Mr. Bough said he considered the demonstration booth a vital necessity to the model merchandising of records and commended Unico booths in particular. In the matter of window displays Mr. Bough recommended that concentration on the records of a particular artist, on a particular kind of music, or on a particular group of records, be the aim of the dealer. He gave several interesting examples to bring out the fact that public attention is drawn more by concentration than by wholesale displaying of all kinds of styles of records. The next thing



Those Who Attended Annual Convention of Nebraska Victor Dealers' Association in Omaha

sible for students of singing to learn how to sing properly through the use of the Oscar Saenger singing course and the Victor records made by the famous artists. In fact, he showed how he had learned to imitate the phrasing and vocal perfection of the great operatic stars.

merchandise other than a retail proprietor or manager of a branch store.

Some Interesting Addresses

The first speaker of the afternoon was J. Raymond Bill, associate editor of *The Talking Machine World*, who delivered a brief talk on

advised was that in playing records for customers the dealers should see that good machines are used in every case—machines placed right in the room and adjusted to the finest degree. The bigger models of machines, he said, were particularly desirable. Another thing which Mr.

Bough called attention to was the value of keeping record racks in a well organized state in order that the salesman could quickly secure whatever record he needed or at least have quick access to the nearest possible substitute in case the particular record desired was not in stock.

A. Hospe spoke next and emphatically endorsed price maintenance. Among the weighty arguments which he employed were "price maintenance saves much time for both the dealer and the consignor as it eliminates much needless haggling over terms. Price maintenance makes the return value staple. Price maintenance is the lawful due of the man who invents." He then described graphically how many retailers had been injured by price cutting in other fields and how several manufacturers had actually been put out of business by indiscriminate lowering of prices upon the part of clients who subsequently deserted the manufacturer entirely. Mr. Hospe ably argued that the thing for salesmen to talk is qualifications—the qualifications of the Victrola—to supply pleasure and not to talk about price. Furthermore, he brought out the unique fact that the dealers do not need to mention price where price maintenance is the rule.

Following Mr. Hospe, William Mickel was called upon to discuss the topic of needles. In a very humorous way he suggested that inasmuch as the shortage of needles was so much in evidence it was probably policy for him to say very little about needles. Mr. Mickel, however, enlarged on why the dealers should push the Tungs-Tone Stylus on account of its real merit. He also recommended that dealers instruct each of their customers in the proper use and care of the Tungs-Tone in order that each customer might be able to play a maximum number of records.

Ross P. Curtice addressed the convention next and recommended that each dealer adopt the plan of having weekly conferences with his entire sales force. Mr. Curtice said that in his own concern a practice was made of holding a meeting Monday morning of each week at 8 o'clock sharp. An acting chairman was elected and for from a half an hour to an hour the entire sales force talked over everything of interest which had come up during the past week. As a result of this weekly getting together Mr. Curtice said that a steadily increasing amount of ginger and enthusiasm was pervading his organization and that as a further result the usual practice of selling "on time" had been changed over to where the salesmen were doing practically an all cash business with the farmers. He recommended that the other dealers get after the farmers because they have the money and are the logical field for intensive work at the present time.

George E. Mickel was then called to the floor in order that he might explain various things which experience had taught him to be of value in the matter of making contracts between the retailer and the public. His remarks on this subject were much to the point and appear in

Charles Gaston, of Hastings, Neb., during the course of the open discussion made some interesting remarks on how his concern makes a practice of letting records out on approval for a period of forty-eight hours only. In the case of out-of-town customers this is extended twice that length of time. If the records are not returned immediately a notice is sent out promptly calling the attention of the client to the fact that the dealer is glad to extend service privileges but cannot afford to do more than that and asking that the records be returned promptly.

Ernest John, who had made a trip from the

F. W. Rinckner, North Platte; H. S. Thorpe, Norfolk; J. O. McKee, Lexington; F. Kinney, Omaha; W. C. Garst, Omaha; C. L. Gaston, Hastings; E. L. Whitlaw, Kearney; J. W. Beard, Beatrice; R. Nichols, Creston; L. R. Sampson, Gothenburg; F. G. Kremer, Fullerton; Geo. Tout, York; Geo. Mickel, Omaha; Ed. A. Jones, Grand Island; H. H. Schwenker, Camden, N. J.; O. X. Atwood, Concordia, Kans.; R. L. Connelly, Omaha; Page Hilsabeck, Holdrege; H. H. Hilsabeck, Holdrege; E. L. Bough, Omaha; Wm. Zitzman, Omaha; N. W. Harrington, Newman Grove; W. W. Ahr, Minden; H. B. Rolland, Crete; J. E. Gaskiel, Nebraska City;



New Officers of Nebraska Victor Dealers' Association

Left to Right: William Mickel, Secretary; W. H. Zitzman, Executive Board; H. S. Thorpe, Treasurer; J. E. Gaskill, Vice-President; W. M. Robinson, Executive Board, and Chas. L. Gaston, President.

Victor factory at Camden, was the closing speaker of the afternoon and delivered a somewhat extended talk on the various topics which are of vital interest to the dealers at the present time. Details of Mr. John's speech will be found elsewhere in this issue.

A resolution was passed to the effect that a telegram be sent to the members of Congress in behalf of the Nebraska Victor dealers endorsing the Stephens bill.

The meeting then closed with the election of officers, the new officers being Charles Gaston, president; J. L. Gaskill, vice-president; H. S. Thorpe, treasurer; William Mickel, secretary; W. M. Robinson and W. Zitzman, members at large of the executive committee.

Tendered Banquet by Jobbers

At 6 o'clock in the afternoon the women had returned from their automobile trip through Omaha and joined the men in the banquet room of the Rose Hotel for a most sumptuous banquet which was provided to the dealers by the Victor jobbers of Nebraska. The dinner was characterized by lots of good food, lots of good orchestra music and a number of vocal selections by Prince Lei Lani. Hugo Heyn also rendered some excellent numbers on the xylophone

R. P. Beard, Nebraska City; A. J. Croft, Jr., Davenport, Ia.; Fred Dietz, Scribner; H. C. Baisch, Camden, N. J.; E. J. Walt, Lincoln; S. H. Avery, Auburn; P. J. Albright, David City; H. B. Curry, David City; R. A. Goodall, Ogallala; A. J. Reinhold, Manning, Ia.; A. E. Graybill, Neligh; J. N. Crabill, Plattsmouth; Henry West-



A Busy Trio

Hugo G. Heyn, Master of Ceremonies at the Convention; J. K. Bill, of The Talking Machine World; and Will E. Mickel, Secretary of the Association

fall, Lincoln; H. C. Palmquist, Oakland; W. M. Robinson, Omaha; E. F. Hughes, Omaha; Prince Lei Lani, Omaha; Rex A. Jeffords, Bridgeport; A. C. Simons, Shenandoah, Ia.; J. B. Skiff, Central City; Hugo Heyn, Omaha; A. Mickel, Council Bluffs; W. E. Kincaid, Lincoln; R. Curtice, Lincoln; W. Williams, Jr., Falls City; H. P. Knudsen, St. Edward; C. L. Dudley, Fremont; Ben McHenry, Fremont; B. A. Kelly, Kansas City, Kan.; J. F. Gereke, Seward; A. J. Johnson, Falls City; J. F. Beste, Hartington; E. F. Schwedhelm, Fairmont; T. A. Thompson, Albion; W. C. Pike, Omaha; J. R. Bill, New York City; K. H. Culp, Lincoln; G. R. Hunt, Lincoln; M. E. Case, Sioux City; J. T. Feingold, Sioux City; A. O. Gordon, Marne; Geo. Beaver, Omaha; A. Hospe, Omaha; O. Over, Omaha; Myrtle Over, Omaha; Tom Mickel, Omaha; W. Brewster, Lincoln; H. L. Heckert, Red Oak, Ia.; T. Vanous, Omaha; Fred Schamp, Sioux City, Ia.; P. W. Folsom, Ashland; A. H. Hastings, Arcadia; M. O. Daxon, Neligh; V. Lawrence, Omaha; J. P. Kepler, Omaha; N. C. Klein, Milford; John Haines, Hastings; J. H. Peacock, Atlantic, Ia.; W. Mickel, Omaha; H. Anderson, Omaha; C. P. French, Columbus; C. H. Hoff, Wisner; John Hoffman, Omaha; L. S. Robinson, Glenwood, Ia.; H. M. Huhne, St. Paul, Minn.



The Ladies Ready to Start on Automobile Trip

detail in another part of this issue of The World. For a period of about a half an hour the floor was open to whoever cared to ask any questions or make any comments. The subject of whether or not to charge interest occupied particular attention and a hand vote showed that at least 90 per cent. of the Nebraska dealers are charging interest. A plan is to be worked out whereby the towns in which interest at present is not secured may be converted over to the right basis.

and short speeches were made by the new officers of the association.

Immediately after the dinner preparations were made for the display of the moving pictures of the Victor factory, which proved to be of a decidedly interesting character. Ernest John enlightened the audience regarding various interesting details and upon the completion of the pictures dancing was indulged in.

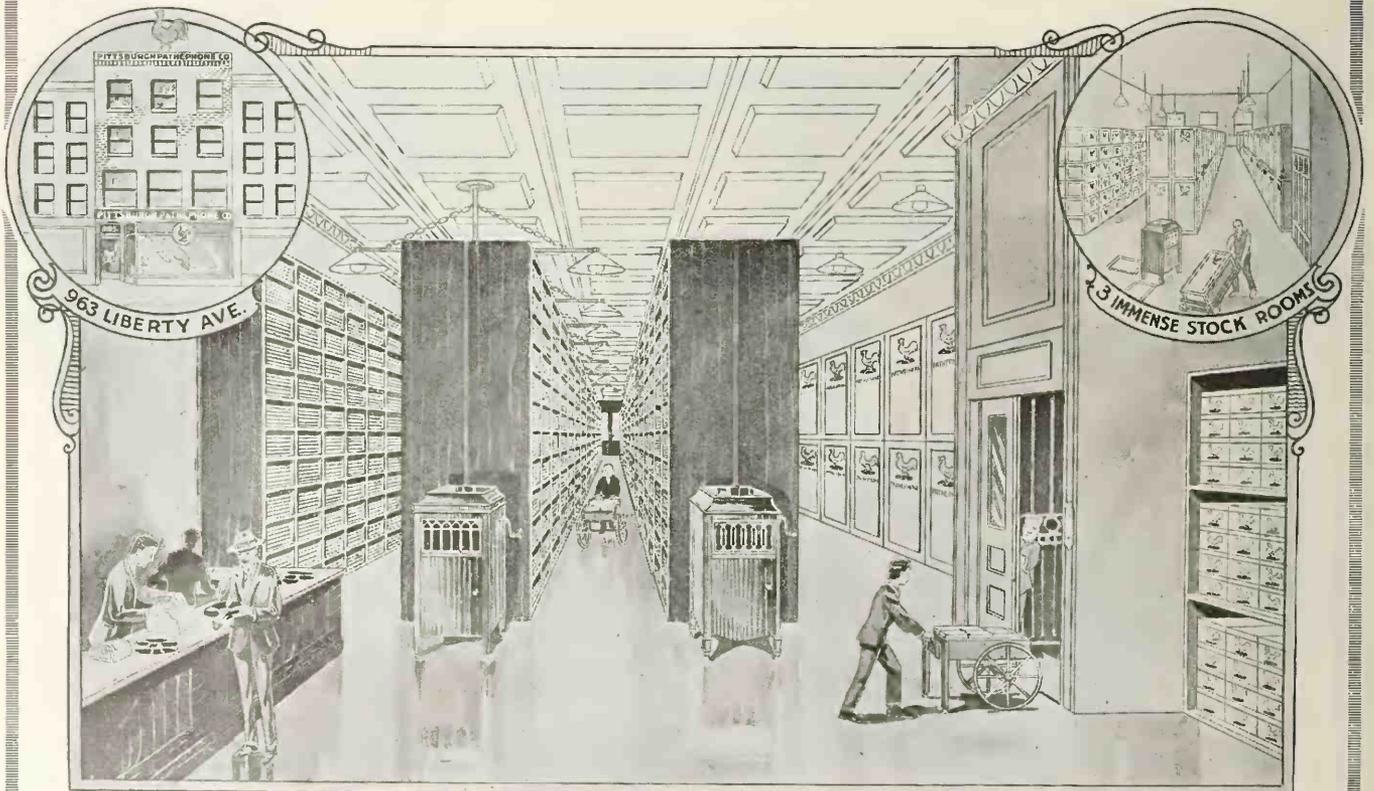
Among those present at the convention were

The Warning Has Been Sounded!

Stock Up *Now* With Enough PATHEPHONES To Carry You Over the Holidays!

Get Them While You Can, Before Transportation Facilities Become Head-Over-Heels in the Handling of War Traffic! Prepare to Reap the Greatest Profits in the History of the TALKING MACHINE BUSINESS!

Pathe



For Real Service, Write, Wire or See the

PITTSBURGH PATHEPHONE CO.

America's Best Equipped Pathe Distributors

963 Liberty Avenue

PITTSBURGH, PA.

The Effective Window Display Must Be Backed by an Idea : : : : : By Ellis Hansen

This is the seventh 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.

"Where do you get your ideas for show windows?" is a question that successful display men are asked again and again. There is a great deal of logic in the question, because no matter what you put into your window the most important thing to get is an idea. The Edison display shown in the photograph is to illustrate what a splendid time and entertainment people can enjoy on their own porch, right among themselves, by the aid of an Edison. The display pictures the third part of a carefully gotten up program. Two members of the party, dressed in fancy costumes to imitate cabaret entertainers—and evidently having the time of their young lives—are giving a fancy dance exhibition to the tune of "Do the Funny Fox Trot" (a late Edison dance record). Ten balloons, in all the colors of the rainbow, are attached by gaily colored ribbons to the dresses of the dancers. The ten letters on the balloons spell out the name of the store, "Adam Schaaf." To the right of the dancers on the improvised "stage" is standing the Edison, supplying the music. On the extreme left of the window, in a lattice frame corresponding to the rest of the display, is the program for the entertainment, reading as follows:

"The New Edison Lawn Party, given to-night on your own porch, or wherever the summer breezes blow."

PROGRAM

- America I Love You—March.....Gottler
Band Selection
- Barcarolle (from "Tales of Hoffmann").....Offenbach
Grand Opera Selection
- Do the Funny Fox-Trot.....Carroll-Carroll
Danced by Miss Evanston and Mr. Chicago
- Where Do We Go From Here?.....Percy Wenrich
Sung by Arthur Fields
- Waialae Medley Waltz.....Waikiki Hawaiian Orchestra
- Have a Heart Waltzes.....Jaudas' Society Orchestra
- That Funny Jazz Band (from "Dixieland").....Collins-Harland
- Oh Boy!—Fox-trot.....Jerome Kern
Jaudas' Society Orchestra
- I Wonder Why—Love O'Mike.....Gladys Rice
- Home Again—One-step—Her Soldier Boy.....Jaudas' Band

In front of Part III on the program was an exact illustration of the dancers appearing on the "stage," only the letters on the balloons spelled out "The New Edison" instead of Adam Schaaf. A light green ribbon was attached to the group on the stage to show the connection between the dancers and the program. On the floor in front of the display were arranged the ten

Edison records on as many record stands. Each record had a label with the title and also the number on which the selection appeared on the program.

The nature of the display offered a unique opportunity for the most dazzling color combination. The Japanese lanterns in reds, greens, blues and yellows, with velvet silhouettes in contrasting colors, dropping gracefully from large wistaria branches, added life and color to the uppermost corners of the large window. The

imagination (one of the most needed qualities of the modern business man), that is, the ability to see things before they are actually brought about, can get a wealth of suggestions for window displays from these modern and artistic journals. In this particular case I copied the figures exactly as they were, only instead of having the letters on the balloons spell Vanity Fair I used the name of the store. For ethical reasons I asked permission from the publication to use their title page for a display, which was



A Cover Page of "Vanity Fair" Gave the Idea for This Artistic Schaaf Window

trellis was built to conform with the shape of the large French window in the back, and painted apple green with maroon outlines. The flowers used on the trellis were large yellow poppies. The two flower baskets seen in the upper center of the window were a combination of lanterns and flower baskets. They were painted the same color as the trellis and lined with red silk. The electric lights concealed in the baskets brought out all the beauty of the design, and these, in connection with the Japanese lanterns, added to that something called atmosphere, without which the mental picture of a summer night's garden entertainment would have been incomplete. The two fine grand pianos did not in the least disturb the spirit of the display, but emphasized the fact that phonographs have their rightful place in nice homes side by side with the stately grand piano.

The idea for this effective display came to me through the title page of one of America's smart illustrated monthlies, Vanity Fair (issue October, 1915). No other country in the world can boast of so many high class illustrated magazines as the United States. Any one with

cheerfully given to me. The two many-colored paradise birds in the circles above the show cards are also adapted from a similar publication, Vogue, and prove again how splendidly these illustrations can be used for "cut outs."

Other pictures could have been found for the center group, but the youth and joy of the pair seems to me the very spirit of light music and dance. Their picturesque dresses, and especially the amusing novelty of the balloons attached to their costumes, made them particularly well adapted for the purpose. The letters in the balloons could also be used for the name of the instrument, whether Victor, Edison or Columbia, but most dealers, I should judge, would prefer their own name or the name of their business. The same idea could just as well be used for a private costume party or any other home festival that would suggest itself. The idea is so simple and self-evident that almost a glance at the display will convey the message, and create the desire to own an instrument that can bring so much joy and happiness into the very home and be a constant source of delightful surprises to every member therein.

JOHN M. DEAN DIVISION

Otto Heineman Phonograph Supply Co., Inc.

Executive Offices: 25 West 45th Street, New York

Factory: Putnam, Conn.

Manufacturers of

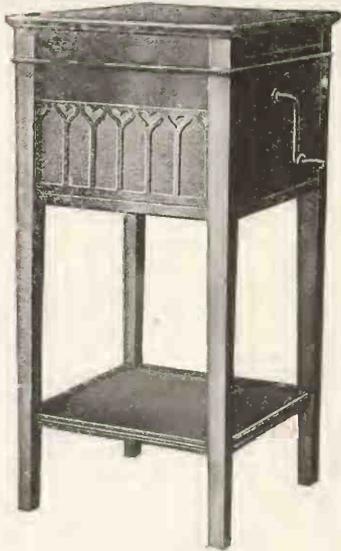
Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.



THE WESER PHONOGRAPH IS A BUSINESS BUILDER

THE Weser Phonograph will bring success to you for the same reasons that the Weser Piano has brought success to hundreds of piano merchants. The same artistic tonal qualities that we have developed during our 38 years' experience in making Weser Pianos, the same reliable construction that makes our pianos last a lifetime, and the same beautiful cabinet work are embodied in Weser Phonographs.



We experimented for years at great expense before we were ready to offer the Weser Phonograph to the trade, and we do so now because we are convinced that it embodies every worthwhile feature of the ideal phonograph, including several exclusive Weser improvements.



The Weser Phonograph will play any disc record. Made in satin finish mahogany. Other woods on special order. Electric motor will be furnished if desired. Write for catalogue and proposition.

WESER BROS., INC.



520-530 West 43rd St.

NEW YORK



APPOINTED SALES MANAGER

F. B. Guarnier Becomes Sales Manager of the Phonograph Division of Century Cabinet Co.

F. B. Guarnier, formerly general manager of the Melophone Co., New York, has been appointed sales manager of the phonograph division of the Century Cabinet Co.



F. B. Guarnier

He assumes his new duties this week and is making arrangements whereby the company's dealers will receive efficient service and cooperation.

Mr. Guarnier is well known in talking machine circles, as he was one of the organizers of the Melophone Co., which has achieved signal success with its products. He has won the esteem and friendship of the manufacturers and dealers and is thoroughly conversant with the most important phases of the talking machine industry.

As announced recently in The World, the Century Cabinet Co. has completed plans whereby it will merchandise the "Century" line of phonographs. This line is now complete, comprising models retailing from \$30 to \$200.

The Century Cabinet Co. has a large plant at Utica, N. Y., and during the past few years has completed cabinet contracts for some of the largest manufacturers. This experience is reflected in the attractive cabinet work that is a feature of the Century phonograph line.

Mr. Guarnier will visit the dealers throughout the country and a series of valuable dealer helps is now being prepared.

WAR PHONOGRAPH FOR SOLDIERS

Widow of Capt. Vogel Presents Instrument to Company H, Seventy-first Regiment

An Army and Navy phonograph was recently presented to the men of Company H, Seventy-First Regiment, by Mrs. Vogel, widow of the late Capt. F. W. Vogel, who was in command of that company until the time of his death recently. The gift was made out of respect for the wishes of Capt. Vogel, who had planned to make the presentation himself.

When word was received at the Edison laboratory that Mrs. Vogel intended presenting the war phonograph as a memorial to her husband, Wm. Maxwell, vice-president and general manager of the musical phonograph division, sent A. P. Burns to represent him at the exercises. Speaking for the Edison laboratories, Mr. Burns paid tribute to the memory of Capt. Vogel and then presented the instrument with a fitting address. Lieut. Conway received the instrument in behalf of the soldiers. At the conclusion of the ceremonies Capt. Vogel's favorite song, "Where Do We Go From Here Boys?" was played on the phonograph, while the soldiers sang the chorus.

Capt. Vogel was a member of the firm of Vogel & Briggs, Edison dealers, in Plainfield, N. J.

T. A. LAURIE RETURNS TO OLD POST

Again Becomes Assistant Auditor of the Columbia Graphophone Co.—Has Been Connected With Trade for Over Twenty Years

Marion Dorian, chief auditor of the Columbia Graphophone Co., New York, announced this week that T. Allen Laurie, who was formerly connected with the auditing staff, and who for some time past has been assistant to the United States manager, has been reassigned to duty in the auditing department as assistant auditor.

Mr. Laurie is one of the veterans of the talking machine business, having been associated with the Columbia Co. for more than twenty years. For a number of years he was European auditor of the company, and in that capacity visited nearly every country in Europe, at one time spending three weeks in conducting an audit of the St. Petersburg (Petrograd) branch. This was a severe test of Mr. Laurie's ability as an auditor, inasmuch as the books of that branch were kept in Russian. In making his audit, Mr. Laurie was obliged to make a conversion of Russian money values, first into English pounds, and then into Uncle Sam's dollars. Only an auditor of Mr. Laurie's ability and experience could handle a proposition of that kind in so short a space of time and so efficiently.

DEMAND FOR WALL-KANE NEEDLES

"The success of the Wall-Kane needle has far exceeded our expectations," said D. F. Tauber, president of the Progressive Phonographic Supply Co., New York, sole distributor of these needles. "This needle is now being handled by representative dealers throughout the country, who state that they have been very successful in establishing the Wall-Kane needles as the steel needle with a trade name. Our dealers tell us that the stand we furnish them has been an important factor in producing sales, and we have in preparation several other dealer helps that will be introduced in the near future."



Stewart
PHONOGRAPH

(New Model C)

\$7.75

New Proposition

Exclusive Territory for Dealers—Act Quick!

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. This demand will increase as the Holiday season draws near. Now is the time to prepare for this business.

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 heat you to it.



STEWART PHONOGRAPH CORP., 327 Wells Street, CHICAGO, ILLINOIS



The New Edison Diamond Amberola.
Model 75.

The New Edison Diamond Amberola and Edison Blue Amberol Records complete the most comprehensive line of sound-reproducing devices ever placed on the market. They bear the Edison hallmark, which means even more than "Sterling" on silver, because "Sterling," though it means solid silver in accordance with the highest standard set for that metal, does not mean absolutely *pure* silver. The reason we say the Edison hallmark stands for *more* than "Sterling" is because it stands for absolutely *pure music—one hundred per cent. pure.*

The New Edison Diamond Amberola has never been defeated in comparison tests with the best known makes of talking machines costing from three to five times as much. These tests have been held in many parts of the country.

"A Modern Jack the Giant Killer" gives testimony regarding these tests. May we send a copy?

THOMAS A. EDISON, Inc.

Amberola Department

ORANGE, N. J.

MACHINE SHORTAGE IS BEING FELT BY BALTIMORE TRADE

Dealers Look for Enormous Fall and Winter Business—Record Demand Continues Very Active—General Outlook Most Satisfactory in All Branches of the Industry

BALTIMORE, Md., September 8.—As the big drive for the fall talking machine business looms up dealers are already crying for more machines. Everywhere business has taken a big jump during the past week, and many of the dealers who believed that this would be a poor year for business have awakened to the fact that there is already more business than can be comfortably taken care of. In fact, dealers are already beginning to figure how much money they will be prevented from making if they fail to get more machines at an early date.

Many of the retail dealers with foresight have stocked up, and they are more than satisfied with the situation, but those dealers who were frightened for a time and hesitated to take advantage of the opportunity are already bewailing their fate. There is a bigger demand at this time for Victor machines at \$50, \$75 and \$100 than there seems any prospects of filling. One distributor alone would like to have several thousand of each model, for he believes he could place them readily.

The record business was never better than it is to-day. Persons coming into stores for records not alone take what they had already planned, but often buy other records if the dealer happens to be out of their first selection. This is a very different state of affairs as compared with several months ago, and the wide-awake salesman or saleswoman is in position to-day to show their worth by selling larger orders than usual to customers and prospects. Among the best selling of the popular records, and the popular records are in big demand, are: "Over There," "I May Be Gone for a Long, Long Time," "Good-bye Broadway, Hello France," and many other similar ones.

W. C. Roberts, manager for E. F. Droop & Sons Co., Victor distributors, who has just returned from a two-week motoring tour through New England, is in a happy frame of mind and declared: "Business has just undergone a remarkable change, especially in the last ten days. I have never seen such a stimulant to trading as the business has received. From both wholesale and retail sources the business has gone ahead by leaps and bounds. Our hope for a big business lies in our being able to get a big supply of Models No. 9, No. 10 and No. 11. We can handle hundreds, yes, thousands of these machines between now and December, but we must begin to get them at once. There should be big shipments of machines made into this territory at an early date to take care of the business demands, but whether we will be able to get sufficient machines is the question that I am unable to answer at this time."

With the Columbia Co., A. J. Heath, the manager of the Baltimore and Washington branches, just back from his vacation, spent with Mrs. Heath, found business in great shape. As soon as he returned Mr. Heath received the August report from S. C. Cooke, the assistant manager, which showed that the month had been another record one for business. "August," said Mr. Heath, "just like all the other months of the year, went right ahead and established a real mark, overcoming the big business done by us in August a year ago. I look for things to continue along the same line, and this fall will no doubt eclipse all of our previous high marks. I have felt all along that there would be big business, and it is going ahead of my expectations. Machines and records are both coming in good shape to us, and this is helping us along, for we are able to keep all of our dealers in a very happy frame of mind."

Jesse Rosenstein, for the National Piano Co., the Pathé representatives, says business is very good, and he believes it will continue to show up very well. He announces the opening of a new account—Gately-Fitzgerald Supply Co., 29 Second street, Harrisburg, Pa. Mr. Rosenstein is getting in both machines and records in fair quantities.

J. H. Chase, general sales manager for Cohen & Hughes, Victor distributors, reports wholesale business as excellent at both the Baltimore and Washington stores of the firm. The retail business is also showing up very well. Record business is excellent with the firm. I. Son Cohen, of the firm, left the early part of this week on a motoring trip.

Business with H. R. Eisenbrandt Sons Co., Victor distributors, was good in August and went way ahead of last August. C. Henry Eisenbrandt, in charge of the Victor end of the business for the firm, is away on a vacation at Atlantic City. William A. Eisenbrandt, his brother, who has charge of the small goods department for the musical instrument firm, is looking after that end just now. He reports business fine both in the Victor department and a wonderful increase in sales in small goods.

The department stores, furniture houses with

talking machine departments, as well as the exclusive talking machine houses, are all looking forward to a big fall and holiday business.

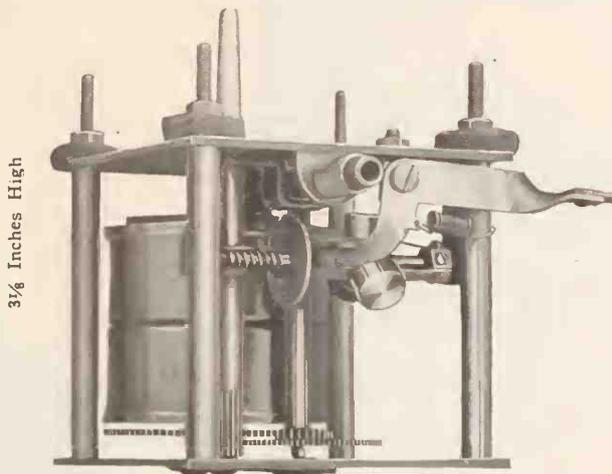
TO MAKE TALKING MACHINES

GRAND RAPIDS, MICH., September 6.—The latest Grand Rapids concern to enter the field of talking machine manufacture is the Widdicomb Furniture Co., one of the largest and best-known concerns in this city. They expect to have a line of machines ready in time for the holiday trade. E. C. Howard, well known in the talking machine trade, is in charge of this branch of the company's business.

DISSOLUTION OF PARTNERSHIP

The partnership existing between Samuel Katz, Mary Hoffman, administratrix of the estate of Morris Hoffman and Chas. Garb, trading as the Conclave Phonograph Co., was dissolved on August 31 by consent of all parties. All bills owed by the firm will be paid by Mary Hoffman and Samuel Katz, remaining partners.

OUR NEW DOUBLE SPRING MOTOR



6 inches wide, 5 inches deep

Double Spring worm driven motor, dial, speed regulator, 12-inch turntable. Plays four to five 10-inch records with one winding. At a very popular price. Ask for quantity prices. Sample price \$3.75. All orders must be accompanied by check or money order.



No. 50 (closed)
Per Hundred \$3.00
Per Thousand \$25.00



No. 50 (open)
Per Hundred \$2.00
Per Thousand \$17.50



Tone Arm Rests
\$25.00 a thousand
with green felt cushions

WE MANUFACTURE—

Hardware for Phonograph Cabinets—Universal Tone Arms, Lid Supports, Needle Cups, Hinges and Tone Arm Rests.

Experimental Work—Tools, Dies, etc.

Repair Parts for All Standard Motors—Main Springs in Different Sizes, Governor Springs for Victor and Columbia Motors, Governor Screws, Brakes, etc.

Agents wanted for special districts in America, Canada and South America. References required.

PHONOGRAPH SPECIALTIES MFG. CO.

118-126 WALKER STREET

NEW YORK

Canadian Agent, F. A. Schmidt, 31 Weber St., Kitchener, Can.

Pathé

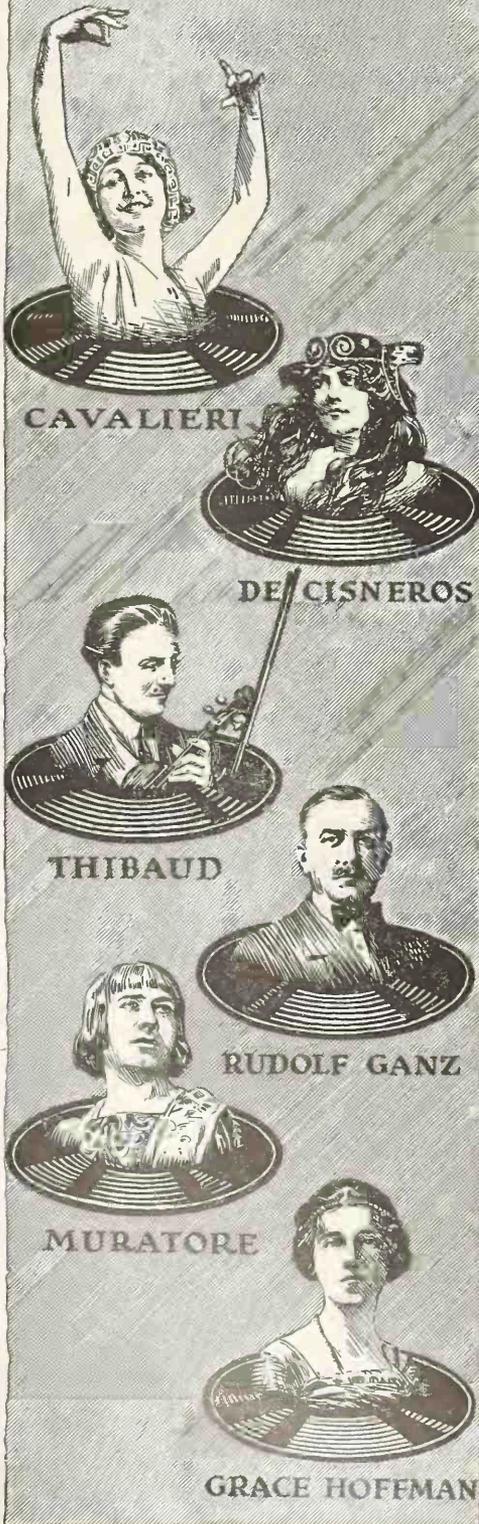


Reasons

THE PATHÉ GUARANTEE

WE guarantee every Pathé Record to play at least *one thousand times* with the Pathé Sapphire Ball without impairment to its unexcelled beauty and tone.

PATHÉ FRÈRES PHONOGRAPH COMPANY



The Pathé Sapphire Ball

Above is a representation of the Pathé Sapphire Ball greatly enlarged by means of a magnifying glass.

Why You Should Handle the Pathé Line

THERE is a positive, definite, unanswerable reason why you should be selling Pathephones and Pathé records.

This is the reason: Because your customers when they actually know the Pathé story will want and will buy the Pathé line.

What is the Pathé story?

1. A trade-mark of international prominence.
2. Pathé Sapphire Ball which means:
 - a. No needles to change.
 - b. Long life to the records. (See guarantee)
 - c. Better music.
3. World-wide repertoire of records.
4. Machines play all makes of disc records.
5. Complete line of machines—\$25 to \$225.
6. Ample margin of profit.

A Pathé franchise is an exceedingly valuable asset to any merchant and is rapidly becoming more so.

Write today for full particulars

PATHE FRÈRES Phonograph Company

17 Grand Avenue

Brooklyn, N. Y.

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



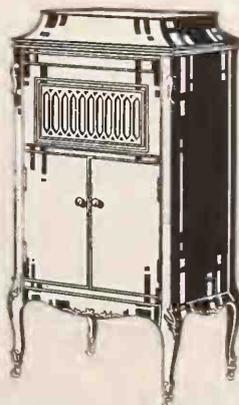
Pathephone No. 50
Price \$50



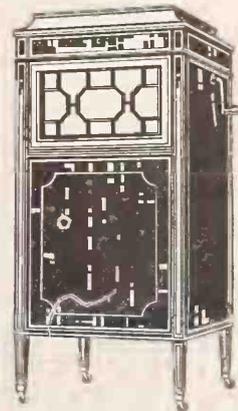
Pathephone No. 125
Price \$125



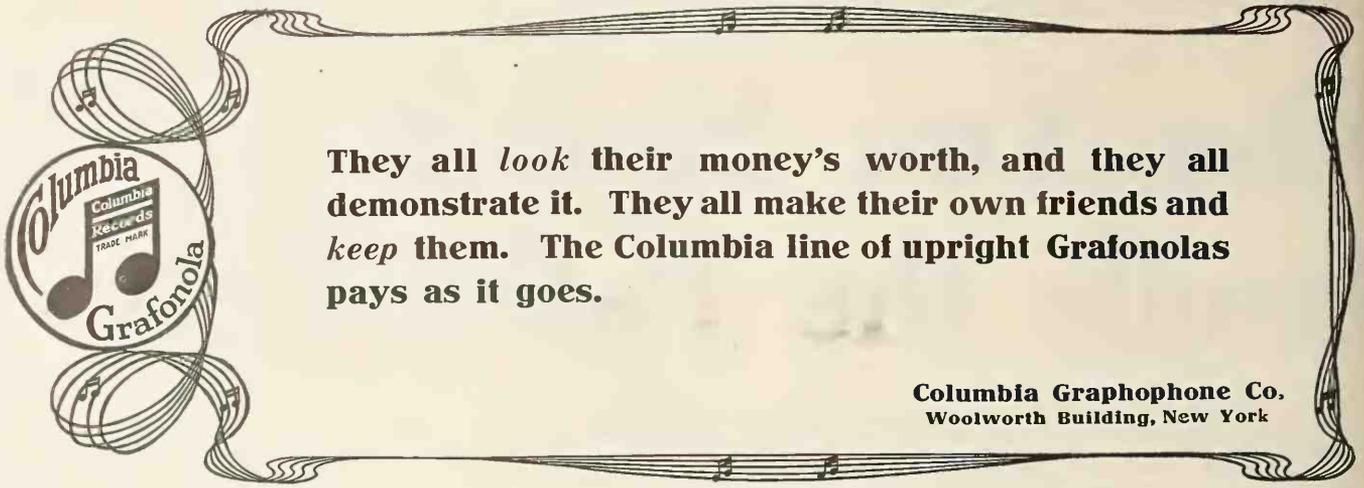
Pathephone No. 75
Price \$75



Pathephone No. 175
Price \$175



Pathephone No. 225
Price \$225



They all look their money's worth, and they all demonstrate it. They all make their own friends and keep them. The Columbia line of upright Grafonolas pays as it goes.

Columbia Graphophone Co.
Woolworth Building, New York

A LIVE TEXAS ORGANIZATION

Fox Co., of San Antonio, Tex., Handles the Columbia Line With Energy and Success.

SAN ANTONIO, TEX., September 6.—One of the real "live-wire" organizations in local retail trade, and an organization which well deserves the success it has achieved, is the Fox Co., which handles the products of the Columbia Graphophone Co., New York. Progressiveness and the use of the most efficient methods in

This photograph was taken in front of the Alamo, one of America's landmarks, and the Fox Co.'s warerooms are directly opposite this famous and historic spot.

NEW PATHE SUPPLEMENT

Just Issued by the Pathé Frères Phonograph Co. Is Much Appreciated by the Trade

Pathé dealers who have received a copy of the new Pathé supplement for October have

Included in the October list are four splendid recordings by Lucien Muratore, the famous operatic tenor and exclusive Pathé artist. Other operatic records in the Pathé list include selections made by Leo Slezak, Grace Hoffman, Taurino Parvis, Celestina Boninsegna and other well-known artists.

The Joffré March is one of the novelty features of this supplement and several new standard English ballads are sung by David Bispham and Paul Althouse. Other interesting records in the Pathé list for October include a piano record by Rudolph Ganz, famous pianist, and there are the usual number of popular hits and instrumental novelties.

The Pathé Frères' advertising department has requested Pathé dealers to make any suggestions that may add to the value of the present form of the supplement, but, judging from the enthusiasm of the Pathé dealers, the new method of listing Pathé records can hardly be improved upon.

SHOW ATTRACTIVE LINE OF STANDS

The Kane Mfg. Co., Kane, Pa., manufacturer of Kane instrument stands, has completed plans whereby it will be able to supply the dealers throughout the country with these stands efficiently and promptly. It is rather interesting to note that notwithstanding the general increase in the price of almost all merchandise, this company has so perfected its manufacturing facilities that it is offering these stands to the dealers at a lower price than last year. The stands are attractive and well constructed, and many dealers are featuring them extensively for the fall and holiday season.

The Spencer Specialty Co., Worcester, Mass., has been incorporated with a capital stock of \$50,000 to manufacture metal products for use in musical instruments, etc. The directors are Geo. M. Compton, president; Frank Kilmer, treasurer, and Harry W. Goddard.



Delivery Equipment of the Fox Co. of San Antonio

merchandising have been important factors in the steady growth of the company's business.

C. D. Newton, owner of the Fox Co., is an enthusiastic believer in the rendition of service to the store's patrons, and in the accompanying illustration a portion of the company's sales and delivery organization is presented. The value of prompt deliveries can hardly be over-estimated, and Mr. Newton has devoted a considerable portion of his time to the perfection of the company's shipping and delivery facilities. That he has achieved results is indicated in the increased sales totals that feature each month's trial balance.

been greatly pleased with the new form of supplement which has just been inaugurated by the Pathé Frères advertising department. In its present shape the Pathé supplement each month will be unusually attractive, the records being listed in a way that cannot fail to arouse favorable comment from music lovers.

The page size of the new Pathé supplement is five by seven inches, and this size allows use of clear-cut illustrations with sufficient text and data. The typographical effect is excellent and, according to present plans, new Pathé records will be listed in a way that will combine convenience with attractiveness.

BEE CROFT

ORDER NOW. Anticipate your winter requirements.

Thirty desirable records. You may not have all of these selections. We will gladly play any record for you.

INSTRUMENTAL		VOCAL	
1001	March (Columbia)	1002	March (Columbia)
1003	March (Columbia)	1004	March (Columbia)
1005	March (Columbia)	1006	March (Columbia)
1007	March (Columbia)	1008	March (Columbia)
1009	March (Columbia)	1010	March (Columbia)
1011	March (Columbia)	1012	March (Columbia)
1013	March (Columbia)	1014	March (Columbia)
1015	March (Columbia)	1016	March (Columbia)
1017	March (Columbia)	1018	March (Columbia)
1019	March (Columbia)	1020	March (Columbia)
1021	March (Columbia)	1022	March (Columbia)
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1109	March (Columbia)	1110	March (Columbia)
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1177	March (Columbia)	1178	March (Columbia)
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1187	March (Columbia)	1188	March (Columbia)
1189	March (Columbia)	1190	March (Columbia)
1191	March (Columbia)	1192	March (Columbia)
1193	March (Columbia)	1194	March (Columbia)
1195	March (Columbia)	1196	March (Columbia)
1197	March (Columbia)	1198	March (Columbia)
1199	March (Columbia)	1200	March (Columbia)

Long Cabinets
Bagshaw Needles
Peerless Locking Plates
Catalog Supplement Envelopes

Write for samples and prices

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA

THE TRADE IN NEW YORK CITY AND VICINITY

A tremendous shortage of machines, which in all probability will become unprecedented during the next few months, is the most noteworthy feature of the talking machine business in local circles. Since the first of June the manufacturers and the jobbers have constantly advised the dealers to place their fall and holiday orders well in advance of actual requirements. A considerable percentage of the retail dealers followed this advice, and through reasonable foresight have placed themselves in a strong position for the holiday business. Those dealers who had no faith in the business situation, and delayed placing their orders until the last minute, will probably be unable to handle the requirements of their patrons.

Shortage Influenced by Unusual Conditions

The shortage this year will be influenced by several important conditions which had comparatively very little bearing on the situation last year. While it is true that the demand this season will undoubtedly eclipse that of any previous year, the scarcity of product will be accentuated by the unsettled conditions in the labor world, and the tremendous shortage of raw material. All of these factors have combined to make this fall an uncertain season for those dealers who ordered from "hand to mouth," and neglected to follow the sound advice of the manufacturers, jobbers and prominent dealers.

Status of the Record Situation

The record situation is more encouraging, but there is also a shortage of records, particularly patriotic and popular numbers of a patriotic theme. All of the factories are turning out more records than ever before, but it is safe to say that there will be a scarcity of records this fall considerably greater than last year.

Fall Business to Date Satisfactory

September business has opened up very satisfactorily, and the retail trade as a whole is well pleased with the outlook for the next few months. Here and there a dealer states that his business shows a slight falling off when compared with last year, but this condition is due to peculiar local circumstances, which have influenced sales in certain localities, but which do not constitute a criterion for local business.

A Group of Successful Columbia Men

We take pleasure in presenting a group photograph of some of the "live wire" members of the sales staff of the local branch of the Columbia Graphophone Co. The Columbia Co.'s business in New York territory has shown a phenomenal increase the past year, and this increase



A Columbia Sales Sextette

may be attributed in a considerable measure to the aggressiveness and thoroughly up-to-date methods of the local sales force. Reading from left to right the Columbia men in this picture are as follows: H. L. Tuers, L. J. Matthews, W. I. Brunner, R. R. Wilson, R. F. Bolton, district manager; W. T. Britton. At the time this photograph was taken Lambert Friedl, local manager, was busily engaged in a discussion of timely matters with a local Columbia dealer.

A Visitor from Cleveland

Miss Doris Crow, manager of the Victor department of the May Co., Cleveland, O., was a recent visitor to the offices of the New York Talking Machine Co., Victor distributor. Miss Crow's department is one of the finest in Ohio and the sales totals each year have shown an

encouraging increase. Miss Crow visited several of the leading members of the local Victor trade in order to gain new ideas regarding systems, etc., for the coming season.

Excellent Edison Business

"One of the most noteworthy features of our business the past month has been the interest aroused by the Army and Navy Model of the Edison Diamond Disc phonograph," said George L. Babson, general manager of the Phonograph Corporation of Manhattan, 473 Fifth avenue, New York. "One of these instruments accompanied the Twenty-second Engineers when they left for camp; the Seventh Regiment also took an Army and Navy Model with them, and one of these instruments will be auctioned off Sunday evening at the Hippodrome by Raymond Hitchcock. General business conditions have been

very satisfactory, and I believe that this fall will be one of the most prosperous seasons the dealers have ever experienced. It would not surprise me if those dealers who have held back awaiting developments will be agreeably surprised to find that they will be obliged to place larger orders than ever before."

August Showed a 40 Per Cent. Increase

"We closed the month of August with an increase of 40 per cent. over last year and, considering general conditions, we feel that this showing gives good ground for optimism," said Lambert Friedl, manager of the local branch of the Columbia Graphophone Co. "We have been handicapped somewhat by a shortage of product, but we are making every effort to meet the demands of our dealers. Record business is ex-

(Continued on page 78)



The Pathé Sapphire Ball
Above is a representation of the Pathé Sapphire Ball greatly enlarged by means of a magnifying glass.

To Phonograph Dealers in the New York Metropolitan District

WE are in the unusual position of being able to offer unlimited service to phonograph dealers in New York and vicinity. Whether you are now carrying the Pathe line or whether you are among the big number of dealers who are at present considering taking on this profitable proposition, you need to take into consideration these points about this famous line of phonographs and records:

- Its extreme salability.
- Its exclusive selling features.
- Its business-building power, through the famous Pathe Records.
- Its *unusually good profits*.

Write us to-day for full information in regard to the Pathe proposition

PATHEPHONE DISTRIBUTORS CO.

Distributors for Pathephones and Pathe European and American Double Disc Records

95 Southern Boulevard

New York City -- Bronx



NEW YORK

VICTOR RECORDS

THE LARGEST STOCK IN THE TWO LARGEST CITIES

Quick Service

FROM THE TWO Exclusive Wholesalers

**New York
Talking Machine Co.**

119 W. 40th St.
NEW YORK

**Chicago
Talking Machine Co.**

12 N. Michigan Ave.
CHICAGO



REINCKE-ELLIS CO. CHI.

CHICAGO

VAN VEEN "BED-SET" BOOTHS

Increase Your Record Sales

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.

Prepare for a Machine Shortage
by Developing Record Sales



Demonstration Booths Mean
Additional Record Business

THE accompanying Van Veen interior was installed in the warerooms of the Herbert & Huesgen Co., 18 East 42nd Street, New York.

The interior was designed to match the specifications and plans of a well-known architect. Note the use of settees which allow for increased floor space.

Van Veen Booths Will Pay for
Themselves by Increasing
Your Record Sales

ARTHUR L. VAN VEEN & CO., Marbridge Bldg., 47 West 34th St., New York

THE TRADE IN NEW YORK CITY (Continued from page 75)

cellent, but we are making preparations to anticipate a shortage of all types of records."

Burning the Midnight Oil

Local Victor distributors are working day and night to co-operate with their dealers in the rendition of maximum service this season. They all realize that there will be an unusual scarcity of machines and records this fall, and they are leaving nothing undone to give their dealers every assistance at their command. It is not unusual to visit any of the following Victor jobbers and find the lights burning well after 10

o'clock every evening: Blackman Talking Machine Co., Silas E. Pearsall Co., C. Bruno & Son, Inc., G. T. Williams Co., and others.

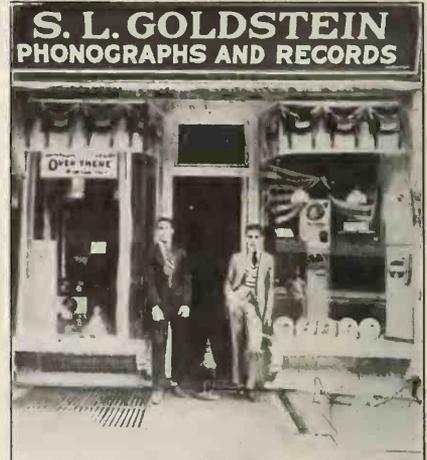
Inaugurate Concert Season

The 1917 fall season of the auditorium of the Edison Shop was inaugurated on September 12, and a well-selected program was received with enthusiastic approbation. Beginning next month it is planned to present famous artists recording for the Edison Diamond Disc library, who will be featured in Re-creation comparison concerts, which will follow the lines of the concerts given last year throughout the country with such remarkable success. Raymond Duncan, of the Edison Shop, states that there has

been an unusual activity in the demand for art models, several important sales having been closed this month. One of the mechanical features of the Edison Diamond Disc phonograph which is attracting unusual attention is the electric automatic stop that is part of the equipment of all models retailing at \$250 and upwards.

A Live Wire Pathé Dealer

One of the most successful Pathé dealers in this city is S. L. Goldstein, 1553 Third avenue,



Store of a Successful Pathé Dealer

New York, who handles the Pathé line exclusively. In order to take care of fall business, which has already started actively, Mr. Goldstein has erected three additional booths which have been artistically decorated and furnished. The front of the store has also been made more attractive by the use of a large electric sign, prominent on which is the famous Pathé rooster.

Will Handle Sonora Line

Hardman, Peck & Co., 453 Fifth avenue, New York, one of the most prominent high-grade piano concerns, has made arrangements to handle the complete Sonora line in its handsomely furnished talking machine department. This company is well known from coast to coast, and in adding the Sonora line it is paying a well-deserved tribute to the prestige of these instruments.

Preparing for Fall Trade

The Pathephone Distributors Co., 95 Southern boulevard, New York, Pathé distributors, is making preparations for a big fall business. They have placed very large orders with the factory for Pathephones and Pathé discs, but judging from the demands of the local Pathé dealers, this stock will be none too large to adequately handle the requirements of the local Pathé dealers this fall.

"The House of Service" Again Proves Its Superior Service

VICTOR DEALERS
We have **STEEL NEEDLES**



Send Us
Your Needle Orders
We can make immediate
delivery on
Brilliantone Steel, Loud and Extra Loud (100 in package)
Victor Fibre, Victor Tungs-Tone

We will accept orders to be delivered within four weeks.

Half Tone Needles
Packed 100 in Envelopes, 200 in Tin Boxes

Loud Needles
Packed 200 in Envelopes, 200 in Tin Boxes

WE
SPECIALIZE
IN

VICTOR
FOREIGN
RECORDS
(in all Languages)

The needle situation is such today that we advise every dealer to anticipate their wants for several months to come, and order today, thereby protecting themselves against future advances in prices which are sure to come.



VICTOR DEALERS

Cut this out and mail to us now

Name.....
Street.....
City.....
State.....

We will help you increase Record
Sales

DETROIT MERCHANTS OPTIMISTIC OVER FALL OUTLOOK

Talking Machine Exhibits at Michigan State Fair—Porter in Charge of Records at Grinnell's—Detroit Association to Resume Meetings This Month—Harry Rupp Resigns—News of Month

DETROIT, MICH., September 10.—There is very little new or startling in local talking machine circles, aside from a change at one of our leading stores. As far as business conditions are concerned, they are extremely healthy and slightly above normal. In fact, summer business has been extremely good considering all the obstacles that have come up to retard business. All merchants are very optimistic, and from the way they are ordering merchandise and planning advertising campaigns they have every faith in fall.

Harry Rupp, after thirteen years with Grinnell Bros. in the talking machine department, most of the time as manager of the retail division, resigned on August 1. No new connection has yet been announced by Mr. Rupp.

H. W. Porter, formerly with the J. W. Greene store in Toledo, is now in charge of the record department at Grinnell Bros. retail store, and one of the things he is particularly attentive to is "approvals." He is going to stick to no set rules, and yet establish a general approval system, which he feels certain will bring good results.

C. H. Grinnell, manager of the wholesale department of Grinnell Bros. (jobbers of Victor goods in Michigan), reports excellent trade, with more orders than ever on the books at this season of the year.

Dealers say there has been a tendency for quality goods, high-priced machines, and the better grade of records during the past thirty days. While collections are being watched very carefully, there has been considerable cash business.

Grinnell Bros. exhibited Victrola goods at the Michigan State Fair at Detroit, September 1 to 10. J. Henry Ling exhibited Columbia Gramophones, while Clough & Warren exhibited their Manophone products. In connection with the

latter it was the first public display of their new \$175 models.

Wallace Brown, Brunswick dealer, this city, is going hard after business for fall, judging from his extensive campaign in the newspapers and billboards. He uses the slogan "all phonographs in one and you go to Wallace Brown."

Max Strasburg, Victor dealer, has been spending considerable of his time this summer golfing at the local links, giving up an extensive vacation, such as he has taken in other years. Mr. Strasburg says business was dull in July and early part of August, but that it picked up wonderfully about the 15th of last month, and has continued fine ever since.

Sam Lind, Columbia manager of the wholesale branch at 401 Woodward avenue, this city, says: "We never did such a big fall business, and we

JOINS THE TRAVELING STAFF

F. S. Stewart Now With the New York Talking Machine Co.—To Cover New England Trade

Fred S. Stewart, formerly connected with Joseph W. Stern & Co., well-known music publishers, has been appointed a member of the traveling staff of the New York Talking Machine Co., Victor distributors. Mr. Stewart will devote his time to visiting the dealers in New England territory.

Judging from his past experience, Mr. Stewart is ideally qualified for his new post, as he has been trained and reared in a musical atmosphere all his life. He is a son of S. S. Stewart, the famous banjo manufacturer, and after graduating from college he spent several years with the firm of Stewart & Bauer, which manufactured the S. S. Stewart instruments subsequent to the death of Mr. Stewart.

He later became associated with Joseph W. Stern & Co., and spent sixteen years with this

are all extremely busy filling orders, and working out the right assortment of merchandise for each dealer. We haven't a thing to talk about except to say that business is great, and that everything here is running along smoothly. All our dealers are prosperous and doing well."

The Detroit Talking Machine Dealers' Association will probably resume its regular meetings some time in September, continuing them throughout the fall and winter months.

R. B. Alling, manager of the Edison Shop, this city, spent a great part of August on a fishing trip along the Au Sable River in the northern part of Michigan.

Ed Andrew, manager of the J. L. Hudson Victrola department, toured with his "dad" during August, spending several weeks along the west coast of Michigan.

With vacation season over and people returning from the summer resorts, dealers feel certain that September will be a gala month for both record and machine sales.

prominent house, visiting music dealers throughout the country and co-operating with them along practical and result-productive lines. He is therefore thoroughly conversant with the problems which confront the average dealer, and he has a host of friends among the retail merchants whose esteem and confidence he has gained in his travels.

J. RAYMOND BILL TAKES A BRIDE

Associate Editor of The Talking Machine World Married to Miss Esther Kelly, of Milwaukee

The announcement is made this week of the marriage of J. Raymond Bill, associate editor of The Talking Machine World and son of Mrs. Caroline L. Bill, president of Edward Lyman Bill, Inc., to Miss Esther Kelly at the home of Miss Kelly's mother in Milwaukee on September 1. Mr. and Mrs. Bill are at present on a honeymoon trip in Canada and will be at home in New Rochelle, N. Y., after December 1.



SECTION OF OUR RECORD DEPARTMENT

GRINNELL BROS.
DETROIT, MICHIGAN

Gentlemen:—

Please send me regularly your advance list of best selling Records.

Name

Address

Vast Stock of Records

—And Service That Makes This Stock of
Greatest Value and Advantage to You

Assistance in Selection, through furnishing advance list regularly showing the numbers our Record committee designate the big sellers for the coming month.

Care—another feature of our service. Your order is filled properly, and all your instructions carefully followed.

Promptness—every effort is made to fill your order same day as received. It is our aim to aid you to better serve those whose patronage you seek—to increase your business.

Try Us On Your
Next Order

To make use of the accompanying coupon will not obligate you in the least—and you'll find the information of definite value.



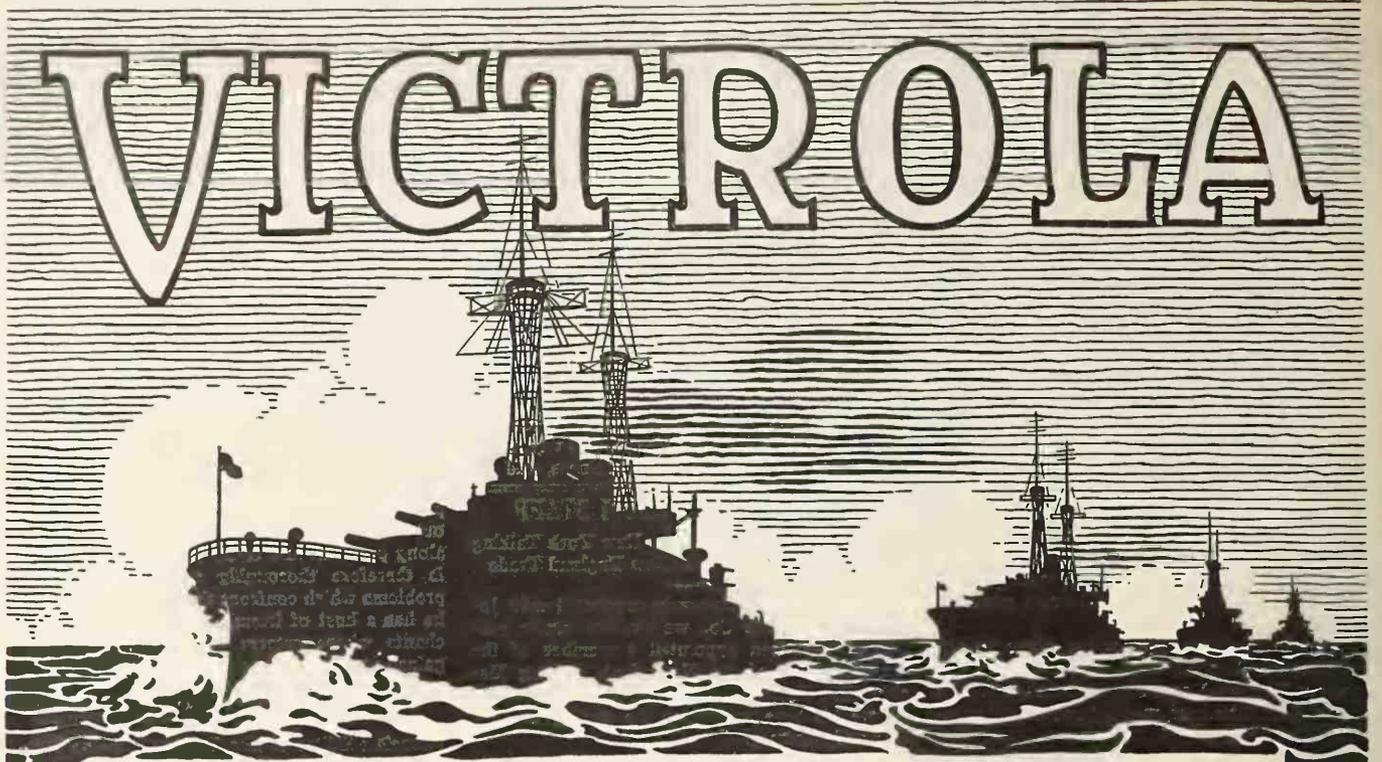
SECTION OF OUR RECORD DEPARTMENT

Grinnell Bros

Wholesale Distributors, Victrolas and Records

First and State Streets

DETROIT



Prepare for a big Fall record demand

Thousands of Victrola owners will increase their libraries now.

Make sure that you can supply from your shelves their call for standard and popular records.

Fibre needles are more in demand than ever. Not because of the shortage of steel needles alone, but principally on account of the many advantages of Fibre needles over other needles. Fibre needles do not wear the records; they are semi-permanent, you can play a number of records without re-pointing needles; the Fibre needle produces a tone that is

most pleasing and correct for all occasions, loud, medium and soft.

Dealers should push the sale of Fibre needles. Our large stocks enable us to make immediate shipments.

Every Victrola buyer should have a Fibre Needle Cutter. The purchase of an L. & H. Fibre Needle Cutter is a big economy. Ask for prices.

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., September 10.—The only drawback regarding business for the past month, from the viewpoint of the jobbers, was the increasing shortage of machines. The demand was remarkable, and revealed the fact that dealers generally in the Middle West have not been able to accumulate even the usual amount of stock, indicating a decidedly active summer business in most sections. In point of orders, business has been greater than ever, but the month generally, from the wholesale viewpoint, has just about made an even break with last year in the volume of goods actually shipped.

Local retail business, which has been very fair indeed, showed a distinct picking up the latter part of August and the first week in September. The summer trade has been good, especially considering the war excitement, and the August record, together with the increased activity now apparent, convinces the trade that a fall business of really excellent proportions is at hand.

Establishes Chain of Stores

The Davis Phonograph Co., which a few months ago took over the store at the corner of State and Monroe streets, formerly conducted by the late A. J. O'Neill and his sons, discontinued it September 1 and will instead, according to A. M. Davis, the general manager, open a chain of retail establishments in the city under the name of the Davis Music Stores, carrying in all of them a complete line of Columbia graphophones and records. The headquarters store has already been established at 433 South Wabash avenue in the Auditorium Building. On October 1 they will have also secured the store at 15 East Adams street on the ground floor of the Republic Building, the corner of the alley where the old Pathephone Shop and later the Vollmer Piano Co. were located, and a third store at 23 West Randolph street. It is intended to open at least three more stores in the outlying districts of the city, according to Mr. Davis. While the new stores will be fundamentally talking machine establishments, it is the intention to also handle a line of small goods, such as ukuleles, mandolins, strings, etc., and ultimately as the plans develop there is a possibility of adding a line of pianos and players.

The Davis Phonograph Co. is a corporation affiliated with the Central Distributing House at Sixty-first and May streets, and it is possible,

according to Mr. Davis, that they may either ultimately assemble pianos there or purchase instruments from manufacturers. Mr. Davis will have as his assistants in the management of the retail stores C. M. Rickoff and J. S. Katz.

Markets New Accessory

F. D. Hall, president of the B. & H. Fibre Mfg. Co., who manufacture the well-known B. & H. Fibre Needle, announces that the new fibre needle repointer which he has been experimenting with for some time past will be ready for the trade within a few weeks. But Mr. Hall strenuously objects to the use of the term "repointer" or "cutter" as applied to his new product. He has patented the device under the name "B. & H. Fibre Needle Reproducer," and insists that this is the correct name for it.

The "Reproducer" is an ingenious little invention designed to repoint fibre needles without splitting the cortex, and put the needle back in as perfect condition as it was before being used. The "Reproducer" will be finished in nickel or gold, to match the trimmings of the various machines, and will come in a little leatherette box which can be easily mounted upon the top of a talking machine. The device presents a highly attractive appearance and has been manufactured from the highest quality materials available. It will undoubtedly prove itself a valuable accessory to any machine. Those who have already had an opportunity of examining the model which Mr. Hall now has upon his desk have spoken very highly of it. Mr. Hall expects the first instalment of the "Reproducers" from his manufacturer within two weeks.

A. D. Geissler a Visitor

A. D. Geissler, president of both the New York and the Chicago Talking Machine Cos., was a visitor the past week attending a directors' meeting of the Chicago organization. Mr. Geissler expressed himself as extremely satisfied with the smooth manner in which the affairs of the Chicago Talking Machine Co. are being conducted and the wonderful spirit of enthusiasm pervading the entire force.

"I am especially interested in noticing the remarkable manner in which the Western dealers are pushing their record sales," said Mr. Geissler: "they seem to appreciate the trade possibilities in this end of the business even more than the Eastern trade. This has been, in a

measure of course, the result of a steady campaign of education by the Western distributors who themselves are particularly alive in this respect."

Mr. Geissler spent some time golfing with his friends at the Edgemore Country Club and was very enthusiastic regarding the advantages of Chicago as a summer resort.

Roy J. Keith, vice-president of both companies, was also here attending the directors' meeting and spent several days with his parents in this city.

New Chicago Firm

The Violophone Talking Machine Co. has applied for a charter as an Illinois corporation. The concern will be headed by H. M. Newell, W. J. Hancock and E. C. Clay. The company is now producing three models of the Violophone which retail at \$117, \$93.50 and \$73.50. It also has three styles under the Mendelssohn name which retail at \$59.50, \$49.50 and \$39.50.

The Newell-Hancock Sales Co., which is associated with the Violophone Co., announces that it has been appointed as the Central States distributors for the "Gennett" records, which will be placed on the market September 1 by the Starr Piano Co. of Richmond, Ind.

The firm's offices are in the Consumers Building at 220 South State street.

Gets Important Retail Position

R. B. Corcoran, who has been for several months past city wholesale salesman for Lyon & Healy, has been placed in charge of the retail record department, a position formerly held by William H. Nolan, who resigned a couple of months ago to accept a position with the New York Talking Machine Co. Mr. Corcoran is admirably adapted for his new position and before joining Lyon & Healy was for two years in charge of the retail record department of the Geo. P. Bent Co.

New Lyon & Healy Travelers

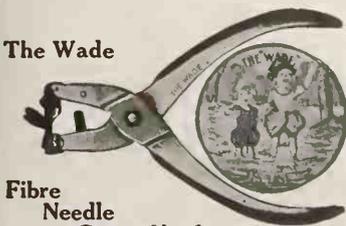
Harry Meyrick, who recently joined the wholesale sales force of Lyon & Healy, has been given Wisconsin as his territory, succeeding Walter Roach, who enlisted several months ago in the naval reserves and who is still stationed at the encampment in Grant Park.

Howard G. Seldomridge is now covering Illinois, succeeding H. R. Smith, who is in the radio
(Continued on page 83)

"Old Reliable"

Fibre Needle Cutter

The Wade



Fibre
Needle
Cutter No. 1
Price \$1.50

WADE Fibre Needle Cutters stand supreme in their field. They have been longest established and represent the acme of quality and durability.

Dealers handle the WADE because they *know* it is not an experiment. Actual results have proven that the satisfaction which goes with every cutter comes back to them in other sales.

Sold Thru Jobbers Only

"The Wade"



The Wade
Fibre
Needle
Cutter No. 2
Price \$2.00

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

DEALERS! ORDER NOW!

BE PROTECTED FOR YOUR HOLIDAY REQUIREMENTS

Now is the time to place your orders for delivery during the fall months. Shipments will be heavy this fall and dealers who order now will assure themselves of having talking machines in stock when the big selling season comes around.

Investigate now! Get our complete proposition. Let us convince you that the MANDEL is the logical talking machine for you to handle. Even if you are already selling phonographs of another make, the Mandel can be added to your present line with added profit to you.

Over Two Thousand Dealers

realized the enormous sales possibilities of the Mandel phonograph and are cashing in on the liveliest proposition ever presented. Who can question the verdict of this army—2,000 strong—who have placed their stamp of approval on the MANDEL? A high-grade phonograph, selling at a low price, giving the dealer a big margin of profit, insuring everlasting satisfaction to the ultimate purchaser—these facts prove why the Mandel phonograph has forged its way to the front rank in the talking machine industry.

Built By One Manufacturer

The Mandel machine is Mandel made. Every part is manufactured by us—not merely assembled. Every single part is produced under our own supervision by experts in the art of phonograph construction.

The Mandel phonograph embodies everything that represents real talking machine value—cabinets of supreme elegance, motors of wonderful efficiency, tone arms and reproducers that are scientifically correct. As manufacturers we guarantee every Mandel phonograph to give satisfaction.

There is no divided responsibility in the manufacture of the Mandel phonograph. We make it—we guarantee it.



Model No. 3
\$100

This model stands 49½ inches high on casters, is 24 inches deep and 23 inches wide, finished in genuine Mahogany or genuine Quarter Sawed Oak.

Read What One Prominent Dealer Says :

We made a thorough investigation of the various phonograph propositions that were submitted to us when we decided to put in a line, investigating a number of samples that were sent to us and making a trip to Chicago seeking information on them.

We decided on the Mandel machine because we believe it is the best value for the money in the market. We made a thorough investigation of their plant and saw the product being produced in every detail and are convinced that they are putting the right material into their machines and that they are built for continuous service. Their cases are beautifully finished and very attractive in design.

Their motors are excellently constructed and we are confident that they will stand up under severe use and require the least amount of adjustment and repairs. Their reproducer is good and the fact that their machines play any record is a splendid selling point.

We have sold a number of machines since we put the line in and they are all giving good satisfaction and we are thoroughly satisfied with our decision in the matter. NAME ON REQUEST.

MANDEL MANUFACTURING CO., INC.

General Offices :
501-511 S. LAFLIN STREET
CHICAGO, ILL.

New York Display Rooms:
41 UNION SQUARE

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

division of the navy and at present is stationed at Philadelphia.

Thomas Chadwick, who has been connected with the retail department, has been made city wholesale representative, succeeding Mr. Corcoran, who has been given charge of the retail record department.

Sees Better Supply Conditions

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned this week from a visit to the Victor factory. "While it is true that the delivery of goods to Western distributors has been so slow as to make the conditions exceedingly serious of late, there is, I am convinced, assurance of relief in the situation in the very near future," said Mr. Wiswell. "For several weeks past the company has been compelled to concentrate to some extent on shipments West of the Mississippi River and to the Coast in order to anticipate the great possibility of a freight congestion which would probably make deliveries to that territory in time for the fall trade impossible later on. Now, however, the Middle West is promised prompt attention and while there is little likelihood that the great demand can be fully satisfied, the company is working its plant at the topmost speed and is exerting every possible effort to take care of the immense business and play square with all sections."

A. A. Trostler a Visitor

A. A. Trostler, assistant secretary of the Schmelzer Arms Co., of Kansas City, and manager of its wholesale talking machine department, was a visitor this week on his return from a visit to the Victor factory. Conditions in his territory are remarkably good, he says, and the only difficulty is in the supply of goods. Like others who have recently been to the factory to investigate the conditions, Mr. Trostler is convinced that every effort is being made to supply the trade and that measurable relief is in sight.

There are going to be big doings in Kansas City during the week of September 22 to 27, which will be known as Old Glory week. There will be a brilliant pageant, military ball, two nights of grand opera and Theodore Roosevelt will add to the patriotic fervor. Mr. Trostler is chairman of the general ticket committee and will be a decidedly busy man.

Active Brunswick Sales

Harry B. Bibb, sales manager of the phonograph department of the Brunswick-Balke-Clender Co., says that August has proven an unusually active month with the dealers responding excellently to the necessity urged upon them to place their orders early so as to be sure of deliveries in time for the rush season.

They are daily receiving advance orders from their various branch offices for future as well as immediate delivery. Although the bulk of the business is for the higher priced models, they have had an exceptionally large demand for the new \$30 and \$50 table machines, which were placed on the market a month ago.

Charles W. Kalder, formerly sales manager of the Music Master Phonograph Co., of Sturgis,

Mich., is now a member of the traveling force of the B.-B.-C. Co.

Frank Weinrich, who has been one of the city wholesale representatives of the phonograph department, is now traveling from the Milwaukee branch. W. B. Harrison succeeds Mr. Weinrich in Chicago.

H. A. Yerkes' Texas Trip

H. A. Yerkes, district superintendent for the Columbia Graphophone Co., returned a few days ago from a visit to the Dallas, Tex., branch.

"While the drought in the southwestern and western portions of the State has been very serious, the central and northern territory is in excellent condition, with fine crops and every prospect for a splendid fall trade," said Mr. Yerkes. "The construction of the various cantonments in five of the Texas cities and the resultant expenditure of millions each month for a long time to come, means that a vast amount of money will be spent in these cities and the surrounding territory and that the talking machine dealers will benefit accordingly."

Fred Erisman, formerly with the Columbia's Boston branch, is now manager of the Dallas house, succeeding E. B. Shiddell, who enlisted a month ago and is second lieutenant of a machine gun company at present located at one of the Texas cantonments.

Mr. Yerkes left on Friday evening of this week for Omaha, Neb., where he will call on Schmoller & Mueller, their jobbers at that point, and upon his return he will visit the Columbia branch at Kansas City.

Promoting Foreign Record Business

Samuel Lenberg, special representative of the International Record Department of the Columbia Graphophone Co., arrived at the Chicago branch a few days ago and will spend some time in this territory and later in that of all the branches of the central district. Mr. Lenberg's mission is to visit the dealers and instruct them in the possibilities for increased business in handling the records of the international department, which present the characteristic folk and national songs of over thirty different foreign peoples. He will study the conditions in the dealers' territory, collect data and show them how to cultivate successfully trade to which they have not hitherto catered. He will also incidentally seek to establish new Columbia dealers in localities where there is a large foreign trade and in which the company is not now represented.

Martin With American Phonograph Co.

W. F. Martin, widely known in the Western talking machine field and formerly associated with the Sonora Co. in this territory, announces that he has secured an interest in the American Phonograph Co., of Grand Rapids, Mich., and will have charge of the Chicago office, which will be opened next week at Room 503 Cable Building, at the corner of Jackson and Wabash avenue. Mr. Martin will do considerable traveling among his friends in the Middle Western territory, but the offices will be opened at all times for the reception of the visiting trade,

"Orotund"

attachments improve the tone of any talking machine. Certainly you want to play your favorite record on your talking machine.

The "Orotund" outfits will play Edison or Pathé records on the Victor and Columbia machines, also Victor and Columbia records on the Edison and Pathé machines.

A sample outfit complete, nickel-plated, will be sent on receipt of dealer's check for \$3.50.

Genuine diamond and sapphire points.

Write for quantity prices.

COMBINATION ATTACHMENT CO.

324 Republic Building, Chicago

and a complete line of the company's products will be carried there. The company produces a complete line of cabinet machines ranging from a low priced model up to an attractive \$225 style selling with electric motor at \$250. The line is quite a distinctive one, and the case designs are extremely artistic. Mr. Martin has a host of friends in the trade who will give him a hearty welcome in his new connection.

No Dull Season There

D. W. Dietz, manager of the talking machine department of the Emerson Piano Co. at Decatur, Ill., motored to Chicago last week, accompanied by his wife and his brother and wife, and spent a week's vacation here.

"We are having excellent crops in our vicinity and business has been very good," said Mr. Dietz. "The farmers have money to spend and they are not loath to let go of it, but as they have been busy in the field we have had to go after them. We have done it. We have two trucks for the country work and take the machines right out, put them in the homes and give recitals in the evening or demonstrate during the noon hour. We go on the principle that there is always business to get if you search for it, and from our viewpoint conditions are favorable for an exceptionally good trade this fall."

The New Aeolian-Vocalion Store

Work is now progressing rapidly on the beautiful new retail store of the Vocalion department of the Aeolian Co., on the ground floor of the Lakeview Building on Michigan avenue, but, owing to delays in delivery of structural steel, it is probable that the opening will be delayed until about October 1. The store is 172 feet deep and has two large display windows, which will give ample opportunity for showing the handsome Aeolian-Vocalions to the best advantage. The front part of the store will be devoted to a beautiful reception and display-room, the fittings and decorations being, as may be imagined, in accordance with the highest artistic standards. Back of this will be eight handsome soundproof demonstration booths of unique design.

(Continued on page 85)

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

BRUNSWICK

ALL PHONOGRAPHS IN ONE

The Brunswick

The dominating idea back of the Brunswick agency is **Easier Sales**—easier for you because of:

- The name back of the instrument.
- The many talking points.
- The "plays all records" feature.
- The exclusive Brunswick features.
- The bigger value.
- The National advertising.

And all of these mean more profit because of more sales and easier sales.

Each of these features is discussed in detail in our proposition. Write for it.

A Logical Combination

Pathe Records

All the latest and most desired American and European successes. Operatic, orchestral, instrumental, vocal, miscellaneous. Old and new favorites. The largest collection in the world.

Brunswick owners will want many of these records—a source of continuous profit to you.

Aside from The Brunswick's own superiorities, the fact that it plays Pathe Records wins it many friends.

An International Alliance

THE BRUNSWICK-BALKE-COLLENDER CO.

623-633 S. Wabash Ave., Chicago

29-35 West 32nd St., New York

N. W. Cor. 7th and Main Sts., Cincinnati



PLAYS ALL RECORDS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

sign—four on each side of the aisle. In the center will be an open well, on one side of which will be the cashier's desk and on the other the record department. In the rear will be a beautiful recital hall with a seating capacity of about 100. There is no question but that the new Chicago home of the Vocalion will be one of the finest establishments of the kind in the country and that it will furnish a host of valuable suggestions for visiting dealers.

New Crescent Representatives

The Crescent Talking Machine Co., of New York, have made arrangements by which they will hereafter be represented in Western territory by the firm of Howe & Roberts, with offices at 21 East Van Buren street. The firm will distribute Crescent talking machines to Western dealers and also the company's motors, tone arms, etc., to the manufacturers. C. G. Roberts is well known to the trade as the Chicago representative of the Knoxville Veneer Co., manufacturers of veneers and panels, and other veneer concerns and will retain these connections. C. W. Howe is a prominent business man associated in various lines of trade.

Big Demand for Needles

S. A. Ribolla, Western manager of the Otto Heineman Phonograph Supply Co., is experiencing a great demand in the steel needle department of his concern. The West seems to want needles the worst kind of a way, and this most recent branch of the Heineman business is enjoying great prosperity at the present time.

Mr. Ribolla returned the last week in August from a week's vacation at Grand Beach, Mich. Mr. Pilgrim left after the former's return for an outing at the same place. Both gentlemen are preparing for one of the largest fall seasons the Western branch of the Heineman Co. has ever experienced.

New Edison Stores

Herman Ziemer has opened a store at 6641 South Halsted street called the Englewood Amberola Shop. The location is but a short

distance from Chicago's busiest corner outside of the loop district, Sixty-third and Halsted streets, where department stores and numerous other large establishments do business. Mr. Ziemer handles Amberolas and Amberol records exclusively, and has already found an excellent trade at the new place.

James I. Lyons, distributor for Edison Amberolas and records, has himself opened another retail store for the handling of Amberolas, Amberol and Edison disc records and Diamond Disc machines at 3929 Irving Park boulevard. He has obtained special permission from the Edison Co. to name the new store "Music's Recreation Shop."

Larson & Christopherson, 2755 North avenue, is a new retail Edison establishment which has had marked success with Amberolas and Amberol records. They carry a complete line and have gotten out some attractive publicity to the people of the neighborhood in the interest of the Edison products.

Demand for "Goldentone" Needle

A. H. Rintelman, manufacturer of the Goldentone talking machine needle, is finding great difficulty supplying the needs of his customers. The last two weeks in August brought an unprecedented demand for the "Goldentone," and at the same time Mr. Rintelman discovered that two of his needle cutters were included in the first draft. Mr. Rintelman claims that there are but exceedingly few men in the country capable of doing or learning this work. It is necessary to give an expert diamond cutter considerable training before he can cut the talking machine needles.

Emerson Western Activities

F. W. Clement, Western representative of the Emerson Phonograph Co., manufacturers of Emerson records, announces that he has established a St. Louis headquarters for the handling of accounts in that territory with George W. Marquis in charge. Recent business of the Emerson Phonograph Co. in the West has been

of sufficient proportions to warrant this step, and also to make necessary the appointment of two additional travelers in Michigan, Wisconsin and Iowa. Mr. Clement has only recently secured considerable additional space on the fourth floor of the building in which he is now located where he will store Emerson records for the Western trade. He wishes to announce that he is now carrying a complete stock of records and hopes to eliminate any difficulties caused by transportation or abnormal demand this fall. Mr. Clement recently returned from an extended trip which took him to Des Moines, Omaha, Lincoln, Kansas City and St. Louis.

Brunswick Store A Model

The retail Brunswick Shop on Wabash avenue has attracted a number of Brunswick dealers from out of town recently. The new "Shop," which was described in full in a recent number of *The Talking Machine World*, is fast becoming a model for Brunswick dealers throughout the country. Its artistic interior decorations, booth arrangements and ventilating systems are of the most modern conceptions. W. T. Houston has scored another triumph in his latest window display. He has placed an electric fan inside of one of the \$70 models and constructed an air conduit that blows air from the mouth of the machine's horn. An American flag placed just outside of the horn is made to wave, seemingly of its own accord, as the fan is entirely concealed.

Business "True to Form"

E. W. Richards, manager of the talking machine departments of the Kennedy Furniture Store of this city, is a man of long experience in the talking machine trade. He has been associated with the industry ever since he was a kid, and has always been a careful and keen observer. Here's what Mr. Richards has to say about the remainder of 1917: "Business during July and most of August has been rather slack, as is to be expected, but the last week in August

(Continued on page 87)

THE WORLD

The World

The Sensational Seller

"The Phonograph That

Retailers who are now exhibiting the remarkable WORLD Phonograph know all that is necessary to insure rapid sales is to exhibit this unusually artistic instrument and give a demonstration of its wonderful tonal volume.

Each sale will mean a good profit and a pleased and permanent customer.

No. 100, here illustrated, throughout of 5-ply Mahogany; perfect double-spring, noiseless motor construction. Automatic



Phonograph

of the Musical Market

Plays Any Record"

cover support and WORLD automatic phonostop. Size: height 47", 21½" wide, 22½" deep.

Send for illustrated catalog giving complete description of our famous 75, 100 and 125 WORLD Phonographs, also the superb 175 Art Craft Reed instrument.

We can show you how to enlarge your phonograph sales and profits. Write at once for catalog and full information about our exceptional selling plans.

WORLD PHONOGRAPH CO.

General Offices and Factory, 736 Tilden St.

CHICAGO, ILLINOIS

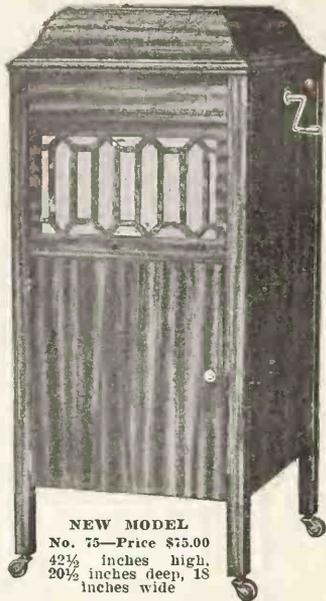
NEW MODELS
Ready for Delivery

VITANOLA

TALKING MACHINE

NEW MODELS
Ready for Delivery

EVERYTHING THAT IS A SUCCESS COMMERCIALY
HAS BEHIND IT AN IDEA



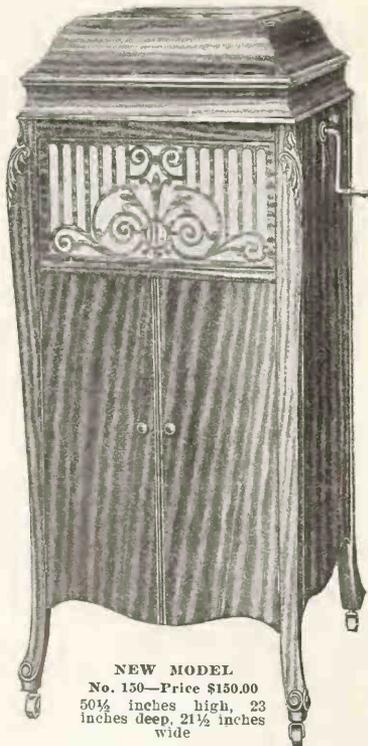
NEW MODEL
No. 75—Price \$75.00
42½ inches high,
20½ inches deep, 18
inches wide



NEW MODEL
No. 100—Price \$100.00
46 inches high, 20½
inches deep, 21 inches
wide



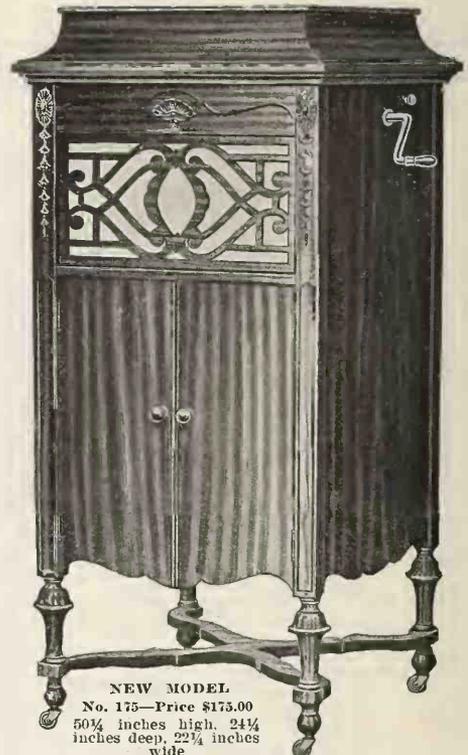
NEW MODEL
No. 125—Price \$125.00
49 inches high, 22½
inches deep, 20½
inches wide



NEW MODEL
No. 150—Price \$150.00
50½ inches high, 23
inches deep, 21½ inches
wide

When we first entered the field of talking machine manufacture ours was the idea that there was a tremendous field for a phonograph low in price but still of the first quality in design, material, construction and finish. That our idea was correct is evidenced by the fact that in a few short years we have become one of the leading phonograph manufacturers of America.

We have passed through many periods of discouragement and, with the coming of radically increased costs in material, have been obliged to make some small adjustments in prices. But the quality of Vita-nola machines has suffered nothing. On the other hand the quality of our goods has even been improved upon. We have left nothing uninvestigated that would put our goods on a plane of improvement.



NEW MODEL
No. 175—Price \$175.00
50½ inches high, 24½
inches deep, 22½ inches
wide

To-day you can handle our goods with the knowledge that you have quality at your command and in addition to that a house behind you that is responsible, that is experienced and which guarantees its goods. You cannot do better and you can be sure of your source of supply.

Write for prices and catalogue on our complete line of New Models.

Seven models from \$25.00 to \$175.00

VITANOLA TALKING MACHINE CO., 501 WEST 35th STREET
CHICAGO, ILL.



Boost Your Sales

By Featuring

Union Universal Tone Arms and Attachments

They enable your customers to play all records with one machine

No. 1 Union Universal Tone Arm and Reproducer, shown here, enables the Edison Phonograph to play Victor and Columbia Records. Our various tone arms and reproducers are made to cover every machine and make of record.

They reproduce perfectly. Add to the attractive appearance of the machine, and multiply your record sales.

Our prices on Union Universal Tone Arms also afford you an unusually attractive profit.

Clip the coupon and send today for catalog and trade prices.



THE UNION PHONO-
GRAPH SUPPLY CO.

Kindly send us Trade
Catalog and Prices.

Firm _____

Address _____

Dept. _____



THE UNION PHONOGRAPH SUPPLY CO.

W. J. McNamara, President

1108 W. 9th St.

CLEVELAND, O.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 85)

it showed a gradual increase, from Monday, August 27, to Saturday, September 1. The trade during this week was not sporadic or accidental; Tuesday showed a slight increase over Monday, Wednesday over Tuesday and Thursday over Wednesday, etc. Friday and Saturday were the best days of the week. Now it has been my experience that when business runs in this manner either the last week in August or the first in September, the entire fall trade is sure to be very good."

Remodeling Rothschild's

L. L. Levine, recently appointed manager of the talking machine department of Rothschild's Department Store of this city, announces that he has added two new sales ladies to his staff, and will soon begin remodeling the record demonstration booths of the department. The aisle which runs along in front of the booths will be enlarged sufficiently to accommodate a row of Victor and Columbia floor models.

Mr. Levine, although in charge but a little over a month, has already made a record for himself. "Although the demand with us has been for slightly cheaper models than a year ago, the volume of our business this year exceeds that of last so much as to make our total profits larger. We try to overcome the handicap placed upon us by the shortage of the popular \$100 models by selling complete sets of albums and records with the \$75 models. This brings up our sales considerably."

Miss B. Brooks, head of the Rothschild record department, states that the record business has picked up wonderfully during the past two weeks. She predicts an excellent fall.

Two Notable Windows

The Talking Machine Shop is featuring a Jazz Band in their latest window. Four wax figures, life-sized, are clothed in band uniforms and set upon a platform with jazz instruments in their hands. All four of the players have bands about the sides of their hats with the legend, "Talking Machine Shop Jazz Band," printed upon them. Moss covers the entire floor of the

window and ferns are placed here and there.

Lyon & Healy have arranged thirty records, the thirty national airs of thirty different nations, on an arched pedestal in a most timely and patriotic display. From the center of each record the flag of the nation represented in the national air protrudes. At the rear of the window a large American flag is hung and all about the floor are scattered records of various American folk and national songs. The entire window is draped in a bright red.

Distributor for Gennett Records

The Newell-Hancock Sales Co., 802 Consumers' Building, has been appointed jobber in the Central States for Gennett records. These records, which are expected to become highly popular here, are to be placed on the market September 1 by the Starr Piano Co., Richmond, Ind. The Newell-Hancock Co. has already placed on its books a number of orders, and H. M. Newell is prepared for big things.

Active Cover Balance Business

The Chicago Hinged Cover Support & Balance Co. report that their factory at 2242 West Sixty-ninth street is running to its full capacity to care for the demands of the trade. The company is now equipping a very large proportion of the new machines on the market with their specialty and are constantly adding to their list of clients. The Chicago Cover Balance No. 2 with its various improved features has met with an excellent reception.

J. L. Abbott, treasurer and general manager of the company, has returned with his family from a motor trip to Lake Ripley, Wis., where they spent a couple of weeks vacationing.

Personals and Visitors

Maurice Stegner, of the record ordering department of the Chicago Talking Machine Co., has joined the forces of the New York house in the same capacity.

W. C. Griffith, assistant sales manager of the Chicago Talking Machine Co., has returned from his vacation spent at Grand Beach, Mich., where he won distinguished honors at his favorite

game of golf. His brother, Tom Griffith, sales manager of the Udell Works, of Indianapolis, also took his vacation at the same time and place.

A. A. Grinnell, of Grinnell Brothers, Detroit, spent a few days vacationing in Chicago early last month, accompanied by his wife and daughter. He took occasion to call on his friends among the local jobbers.

H. H. Michael, Michigan traveler for the C. T. M. Co., has returned from a vacation spent at Atlantic City and Long Island, and C. L. Moore, city salesman, has returned from a trip which included Cleveland, Buffalo and New York City.

Sales Manager G. P. Ellis will leave the middle of the month for a "play" period in Michigan.

John Calveard, manager of La Harmonie Co., of Louisville, Ky., exclusive Victor dealers, was a Chicago visitor over Labor Day. He was drafted on the first call, and by this time is no doubt in camp.

Miss Mary V. Coddington, manager of the talking machine department of the Claypool-Goodbar Music Co., of Crawfordsville, Ind., spent a week's vacation in Chicago this summer.

Miss Minnie Springer, manager of the record department of the Pearson Piano Co., Indianapolis, was also a visitor.

Herman Friederick, of the Friederick Music House, of Grand Rapids, and who gives his personal attention to the large retail talking machine business of that concern, was a recent visitor.

E. H. Jackson, of the Talking Machine Shop, of Rockford, Ill., was in Chicago a few days ago hustling for shipments on machines in order to fill orders for Victors for the delectation of the boys at the Rockford cantonment.

L. C. Parker, manager of the talking machine department of Gimbel Brothers, Milwaukee, stopped off between trains on his way to the Victor factory where he attended the week's training course conducted by Mrs. Fran-

(Continued on page 88)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 87)

ces E. Clark, director of the company's educational department. It was, by the way, largely through Mr. Parker's influence that Mrs. Clark, who was formerly superintendent of music in the Milwaukee schools, was brought to the attention of the Victor Co. and secured her present important position.

J. S. Mitchell, secretary of the large department store of the L. S. Donaldson Co., Victor dealers, of Minneapolis, while here recently, announced the marriage of his daughter, Dorothy Isabel, on September 8, to Earl R. Woodward, Minneapolis. Mr. Woodward has enlisted as a member of the aviation corps and is stationed at Rantoul, Ill.

Thor Norberg, of the Norberg Music House, Moline, Ill., has enlisted in the United States Navy for a period of four years, or duration of the war, and is now at the Great Lakes Naval Training Station at Lake Bluff, Ill., where he has the rank of chief boatswain's mate, and has been made instructor in Swedish gymnastics and swimming. It will be remembered that

Mr. Norberg has an international reputation as an athlete and was a member of the gymnastic team which won first prize at the Olympic games in London in 1908. He visited his friends in the Chicago trade on his way to Lake Bluff last month to assume his duties.

Perry B. Whitsit, the well-known Victor distributor of Columbus, O., motored to Chicago with his wife and sister-in-law and with this city as a center has been making trips to Milwaukee and other suburbs. To-day L. C. Wiswell, of Lyon & Healy, accompanied by Mrs. Wiswell, will drive to Starved Rock with the Whitsit entourage.

Among the visiting dealers the past week were E. K. Andrew, of the J. L. Hudson Co., Detroit, Mich.; E. Johnson, of Young & Chaffee, Grand Rapids, Mich.; Horace Benjamin, of the Benjamin Temple of Music, Danville, Ill., and Wilbur Templin, of the Templin Music Co., Elkhart, Ind.

C. R. Mores, of the Ross P. Curtice Co., Victor distributors of Lincoln, Neb., was a visitor this week on this return from a trip to the Victor factory at Camden.

F. A. Aylesworth has returned to his duties in the retail Sonora department of Julius Bauer & Co., after a week's vacation at Holland, Mich.

Lockridge at Fort Sheridan

The accompanying cut shows A. M. Lockridge, one of the talking machine trade representatives who is now at the Second Officers' Reserve Training Camp at Fort Sheridan. Mr. Lockridge was at Plattsburg last year and readily passed the rigid examination for the training corps. He formerly traveled for the Chicago Talking Machine Co. in Minnesota and Wisconsin, but early this year took charge of the floor sales, succeeding, by the way, C. B. Mason, who went to the New York Talking Machine Co., but who recently enlisted in the Marine Corps.



A. M. Lockridge

Pathé Jobbers Busy

R. O. Ainslie, manager of the Chicago office

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

of the phonograph division of Hallet & Davis Piano Co., reports great success in the Pathé sales. He says that at present there is a heavy demand for both machines and records and that they look forward to a big fall business.

E. A. Widmann, president of the Pathé Frères Phonograph Co., made a short visit to the offices of the Hallet & Davis Piano Co., on Saturday last.

H. M. McMenimen, managing director of the Pathé Frères Co., is in town and calling on jobbers and dealers.

Joins the New Army

A. F. Butterfield, formerly manager of the talking machine department at The Fair was among those selected for the second officers' reserve training camp at Fort Sheridan, and since August 27 has been undergoing the vigorous regime there. His successor has not yet been selected.

Will Entertain Entertainers

The International Lyceum Association, composed of singers, artists and business men, will hold a meeting here at the La Salle Hotel, September 15 to 20. W. Houston, of the Brunswick Shop, will give a recital with the Brunswick machine one afternoon, and will give a talk on the value to artists of having their voices recorded upon the phonograph.

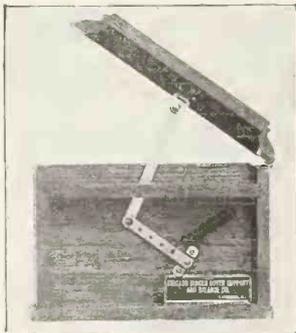
At the Phonograph Co.

E. C. Goodwin, general manager of the Phonograph Co., Edison distributors, returned August

—NEW—
IMPROVED

And Your One Best Quality Argument Is the

Chicago Cover Balance No. 2



Its advantages include:

- Reduced cost.
- Simplicity of installation.
- Sure, silent operation.
- Elimination of catches.
- Lighter in weight.
- Cheaper to ship.
- Easier to unpack.
- Adjustable top connection.
- Reversible.

Chicago Hinged Cover Support & Balance Co.
2242 W. 69th St., CHICAGO, ILL.

Mag-Ni-Phone

Retail Price **\$17**

Model "J"

The Talking Machine that "Speaks for Itself"

Big Profits—Quick Turn-Over—High Quality are responsible for dealers everywhere handling the Mag-Ni-Phone, Model "J," in such an enthusiastic and successful manner. Equipped with our new Universal Tone Arm, the Model "J" plays all lateral cut records with the reproducer in a Vertical position; all hill-and-dale cut records with the reproducer in an Oblique position.

This model is also 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.

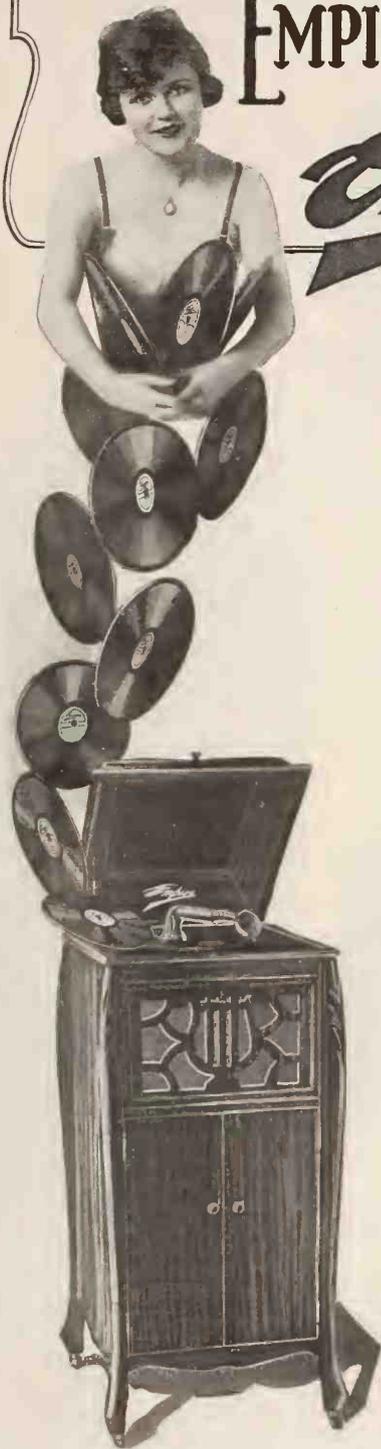
Liberal Discounts to Dealers and Jobbers

Charles W. Shonk Company
707 St. Charles St. American Can Co., Owner Maywood, Ill.

EMPIRE TALKING MACHINE CO.

Introducing the

Empire RECORD

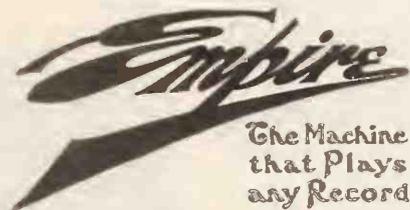


Put the Empire Combination to Work and Watch Your Profits Grow

ONCE you grasp all the particulars of the Empire proposition you'll get a new vision of the profit-making possibilities of your talking machine department.

For you'll find yourself face to face with a machine that excels in all the mechanical features that determine tonal qualities. You'll experience the fact that it brings out the full beauty of tone of all records regardless of their make.

Add to this the advantage of being able to secure a complete assortment of records from one source and at prices that leave room for good-sized profits and you've got the *unbeatable combination*.



and Empire's complete line of Popular Priced Records.

Now there is only one thing that you have to do to become the most prosperous talking machine merchant in your town—that is, send us your inquiry.

There's a whole lot more to tell you about this proposition than we have room for here.

Will you give us a chance to lay before you facts that we guarantee will make you money—much money?

EMPIRE TALKING MACHINE CO.

JOHN H. STEINMETZ, President

429 S. Wabash Avenue

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 88)

20 from a fortnight's vacation spent at East Hampton, L. I., golfing and bathing. He reports their wholesale business as considerably ahead of last year in August, but that in spite of their ample preparations a prospect of the greatest difficulty in meeting the demand for the Edison in the coming months. The retail sales showed a marked picking up the past two weeks.

Important New Columbia Dealer

The Chicago branch of the Columbia Graphophone Co. has recently arranged with Stekette & Sons, who conduct one of the largest department stores in Grand Rapids, Mich., to handle their line. They will establish an exclusive Columbia department and are now arranging an attractive general salesroom and constructing six handsome soundproof booths. The department will be opened about the 15th of the month.

Will Manufacture Parts

William R. Everett has resigned as Chicago manager of the Crescent Talking Machine Co., of New York, and will make and market a line

of tone arms and motors of his own design, following a system which he is sure will eliminate many of the problems that manufacturers have met with in the past. He expects to be able to fill orders within the next thirty days. He has established offices at 1514 North American Building, 36 South State street. Mr. Everett has an exceedingly wide acquaintance among the Western manufacturers, gained in his contact with them in his previous connection, and is a thorough talking machine man of long standing. Prior to going with the Crescent Co. he was prominent in the introduction of the Sonora in the Western field.

Six Best Sellers

The six best selling Columbia records the past month were: "Faust 'Fantaisie,'" and "Cavalleria Rusticana," "Träumerei" and "Pensee Amoureuse," "Waltz of the Hours" and "The Triumphal Entry of the Bojaren," "When the Sun

Goes Down in Dixie" and "I've Got the Sweetest Girl in Maryland," "With His Hands in His Pockets and His Pockets in His Pants" and "I'm a Twelve O'clock Fellow in a Nine O'clock Town," "For Your Country and My Country" and "Joan of Arc."

The Emerson Phonograph Co. report that the six best Emerson sellers the past month included: "Over There" and "The Yankee Doodle Boy," "Indiana" and "Them Doggon'd Triffin' Blues," "I'm a Twelve O'clock Fellow" and "When a 'Buddy' Meets a 'Buddy,'" "My Sweet Egyptian Rose" and "Please Don't Lean on the Bell," "American Festival March" and "Here They Come," "Boston Commandery March" and "Star Spangled Banner."

The six best Pathé sellers were: "O Come With Me in the Summer Night" and "The Fields o' Ballyclare," "The Magic of Your Eyes"

(Continued on page 90)

FROM OUR CHICAGO HEADQUARTERS (Continued from page 89)

and "There'll Never Be One Like You," "My Yiddish Butterfly" and "Saxophone Sam," "Hello My Dearie" and "Chu-Chin-Chow," "Just You and Me" and "Hello My Dearie," "Hong Kong" and "Kahola-Honolulu."

The Victor best sellers included: "Where Do We Go from Here" and "Good-Bye Broadway, Hello France," "Slippery Hank" and "Yah-de-Dah," "Along the Way to Waikiki" and "My Hawaii," "Indiana" and "Midnight Frolic," "Saxophone Sam" and "Ghost of the Saxophone," "When You Have Picked Your Basket of Peaches," "Six Times Six Is Thirty-Six" and "Hello My Dearie" and "Chow-Chin-Chow."

The six best sellers in the Edison library were: "Canary Cottage," "That Creepy Weepy Feeling," "Egypt in Your Dreamy Eyes," "Carnival of Venice," "O, Mimi, Tu, Piu," and "The Star Spangled Banner," sung by Anna Case.

NEW PLANT OF THE VITANOLA CO.

Remarkable Development of Company in Four Years Indicated by Splendid Equipment of Its New Factory Building in Chicago

CHICAGO, ILL., September 8.—Four years of remarkable progress are exemplified in the fine new plant of the Vitanola Talking Machine Co., exterior and interior views of which are shown in this connection. The Vitanola people are



The Vitanola Assembling Room

pioneers in the new Western talking machine industry and their rapid growth and the volume of business transacted by the company have been a constant subject of remark in the trade.

The structure, which is located at West Thirty-fifth and Normal avenue, is three stories and basement in height, is of brick fireproof construction and 90 by 150 feet in size, furnishing the company practically 70,000 feet of floor space. It is a day-light plant in every respect, having light on all floors from four sides, con-

tributing materially to the comfort and well being of the employes as well as facilitating their work in every way.

An idea of the business done may be judged by the fact that this large building is used for



Shipping Room of Vitanola Co.

assembling purposes exclusively, and there are at all times thousands of machines in process of assemblage or boxed ready for shipment. The company create their own metal parts for their machines and the distinctiveness of the entire Vita-Nola construction, the exclusiveness of the cabinet designs and the superior finish thereof is a matter of great pride to every member of the company. The new styles of Vita-Nola cabinets, which are illustrated elsewhere in this issue, have met with a most satisfactory reception by the trade and have done much to enhance the prosperity of the company.

The shipping facilities are excellent, loading platforms extending along two sides of the first floor of the building with no less than six loading doorways.

The general offices and salesrooms, which are located in the front of the first floor, are mate-



One of the Vitanola Storage Rooms

rially larger and better appointed than in the old downtown location, and are excellently equipped in every respect. Adjoining the of-

fices is a large and handsome directors' room where visitors may be received and entertained without interruption. There is also a commodious general display room where the entire line of Vita-Nola machines is shown, and three special soundproof demonstration booths permit visiting dealers to test the tonal effects of the machines to the best advantage for their own satisfaction, and also to demonstrate for the benefit of their retail trade whom they may bring to the plant.

The company, by the superior organization of their manufacturing facilities, have been able to prepare for the fall trade in a remarkable degree, notwithstanding that the demand this year has been much greater than they expected, and they are consequently able to make prompt shipment of goods, although at the present rate of demand their exceptional facilities promise to be subject to heavy strain. In fact, the



The Vitanola Factory

business has advanced to an extent which threatens in the near future to outgrow the new building, a possibility which was far beyond the anticipation of the company when the new plant was occupied but a few months ago.

The men in charge of the destinies of the company are, it is needless to say, live wires in every respect. M. C. Schiff, the president of the company, devotes himself to its general finances; S. S. Schiff, vice-president and treasurer, gives his personal attention to the manufacturing end; Jeffrey B. Schiff, the secretary, has for his special province the direction of the sales end.

A hearty invitation is extended the trade to visit the company in its new quarters, which are easily reached by taking the Racine avenue car on State street, to Thirty-fifth and walking two blocks east. They will find a superb plant, will be interested in the various styles of Vita-Nolas and especially in the rigid system of inspection so vital in an industry of this kind and which goes far to insure the maintenance of the standard of quality which has been from the first the ideal of the company.

THE STEWART MILITARY MODEL

Stewart Phonograph Corp. Offers New Army and Navy Model With Special Features

CHICAGO, ILL., September 4.—The Stewart Phonograph Corp. has brought out a new Army and



Stewart Military Model

Navy Model equipped with their patented tone arm and horn amplifier. The machine is ad-

Get Your **GABELOLA—NOW!** Orders In

"The instrument that is almost human."

Plays without winding—without changing needles—without changing records. Merely press a button and an entire evening's entertainment of 24 selections is launched.



and be prepared for an unprecedented demand for this most unique and truly wonderful instrument of sound reproduction.

GABELOLA is going big! Are you participating in its popularity?

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

mirably adapted for military entertainment purposes as it combines to a remarkable degree compactness and large volume of tone. The small talking machine often has the disadvantage of confined tone, but the special Stewart tone arm and horn eliminates this difficulty. The model is set in a sturdy suitcase designed to withstand rough usage. The outside is in gun-metal finish and the inside is lined with khaki. It has a capacity of twelve twelve-inch records. The motor is a strong single spring motor so simple in construction as to permit of almost all repairs by the veriest amateur.

The Stewart concern is prepared for an exceedingly busy fall and winter trade and seems especially pleased at the manner in which the new single spring motor is selling.

DEATH OF SAMUEL O. WADE

Veteran Manufacturer of Talking Machine Accessories Dies at Home in Chicago on September 2—Had Host of Friends in Trade

CHICAGO, ILL., September 10.—The talking machine trade generally throughout the country



Samuel O. Wade

will regret to hear of the death of S. O. Wade, inventor and manufacturer of the Wade fibre needle cutter. Mr. Wade passed away at his

home on Lake Park avenue last Sunday after a brief illness of heart trouble superinduced by overwork. Until recently he had always been apparently in good health and his friends will have difficulty in believing that he is no longer with us. The funeral services took place at the chapel at Fortieth and Cottage Grove avenue, Monday afternoon at 5 o'clock under the auspices of the Knight Templars, of which he was a member. The burial was at Revere, Mo., where he was born forty-nine years ago.

Mr. Wade came from his native town to Chicago when a young man of twenty, and for some years was connected with the sporting goods house of A. G. Spalding. In 1902 he was married to Miss Vesta Andrews, at Chillicothe, Ill., and for several years was associated with the pearl button industry in that city. Returning to Chicago, he was for some time superintendent of the factory of the Van Dorn Steel Rod Co., but about eight years ago invented his first fibre needle cutter and commenced its manufacture in a small shop on Madison street. For several years he was in charge of the repair department of the Chicago Talking Machine Co., conducting his manufacturing business at the same time. About five years ago he produced the present Wade cutter, involving a new principle in construction and later built the present factory.

Mr. Wade had a host of personal friends in the trade, especially among the jobbers, and for some years, with his wife, had mingled with them during the annual meetings of the National Talking Machine Jobbers' Association.

The business will be continued without interruption under the direction of Mrs. Wade, who for years has been his partner in the firm of Wade & Wade.

CABINETS TO BE IN GREAT DEMAND

Unusual Activity in the Record Cabinet Field During the Coming Fall and Winter Is the Prediction of John F. Mortenson, of Chicago—Two Popular Styles of Salter Cabinets

CHICAGO, ILL., September 4.—John F. Mortenson, president of the Salter Mfg. Co., makers of cabinets, expects a demand this fall in excess of the supply. The fact that throughout the past spring and summer the smaller models have been selling exceptionally well all over the country means that this fall and winter the owners of these types will commence to think of purchasing cabinets. Mr. Mortenson urges that dealers put in their orders as soon as possible, as he is already experiencing some difficulty in having shipments go through without delay.

Two of the Salter cabinets, No. 788 Disc and

No. 100 Edison Disc, have been enjoying unusually large sales of late. No. 788 Disc cabinet, large enough to hold the Victrola IX or any smaller machine, provides space for holding 152 records and stands 35 inches high, with top 21 3/4 inches by 18 1/2 inches. The cabinet is equipped with either felt-lined shelves or with wood rack interior. The trimmings are nickel-plated and the door is provided with a lock and key.

Cabinet 100 for the New Edison A.100 is an adjustable record filing cabinet with a capacity



Salter, Style 100

for thirty-two Edison records. It fits onto the shelf of the Edison machine and makes a very attractive appearance. It is finished in any color.

BIG RENEWAL OF ACTIVITY REPORTED

Dealers Generally Overcoming Tendency Toward Conservatism Displayed Earlier in the Summer and Are Placing Orders in Liberal Quantities, Declares John H. Steinmetz

CHICAGO, ILL., September 8.—A recent remarkable improvement and renewal of activities from the wholesale standpoint is reported by John H. Steinmetz, president of the Empire Talking Machine Co.

"For a while during the summer we found dealers exhibiting much conservatism about
(Continued on page 93)

AMERICAN

"As Beautiful and Clear A Tone As I Have Heard from Any Machine"

This common remark made by everyone hearing the American played. Months of study and experimenting in the reproduction of tone and acoustics have enabled us to perfect a horn which is second to none. Each American embraces such demanded features as Universal tone arms, enabling the playing of all records. Absolute noiseless motors of the highest grade manufactured. Cabinets which embody the finest materials and workmanship.

This line of phonographs, Mr. Dealer, you shall find a money maker, giving yourself real profits and big sales. Do yourself justice and us a favor by sending for our literature.



No. 3—\$35



No. 5—\$50



No. 6—\$60



No. 10—\$100



No. 13—\$135



No. 22—\$225

We stand back of every American

AMERICAN PHONOGRAPH COMPANY

111 Lyon Street
GRAND RAPIDS, MICHIGAN

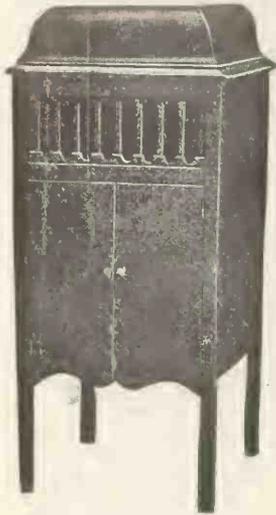
The "Cleartone" Talking Machine

PLAYS ALL RECORDS

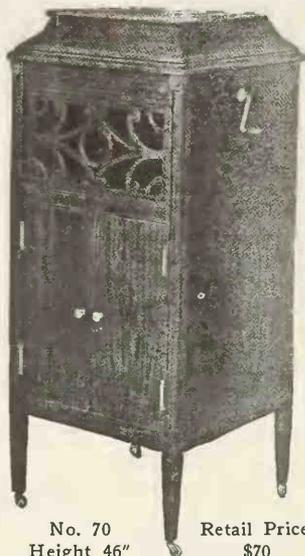
Manufactured and Guaranteed by the

Lucky 13 Phonograph Co., 3 East 12th Street, New York

LARGEST DISCOUNTS IN THE TRADE



Made in two sizes
No. 50—19" high. Retail \$50
No. 37—17" high. Retail \$37



No. 70
Height 46" Retail Price \$70



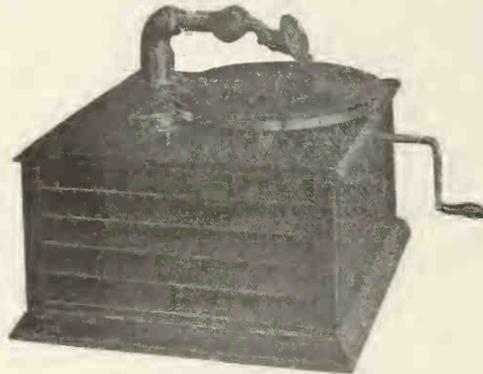
No. 70-a
Height 44" Retail Price \$70



No. 75
Height 46" Retail Price \$75



No. 85
Height 50"
Retail Price \$85



No. 15
Retail Price \$15
Double Spring Motor



No. 80
Height 50"
Retail Price \$80

STEEL NEEDLES

50c. per thousand in million lots; 45c. per thousand in ten million lots; 60c. per thousand in lots less than a million.

MOTORS

No. 01—8-in. turntable\$1.25	10-in. turntable\$1.40
No. 1—10-in. turntable2.65	12-in. turntable2.95
No. 6—10-in. turntable, double spring3.50	12-in. turntable3.85
No. 3—12-in. turntable, double spring6.75		
No. 7—12-in. turntable, double spring7.50		
No. 4—12-in. turntable, double spring9.50		

TONE ARMS AND REPRODUCERS

Baby, to play 7-in. records only\$.60
No. 1—Tone Arm and Reproducer90
No. 2—Tone Arm and Reproducer, for playing all records 1.25
No. 6—Tone Arm and Reproducer, for playing all records high grade 2.25
No. 7—Tone Arm and Reproducer, for playing all records high grade 2.25
No. 8—Tone Arm and Reproducer, for playing all records high grade 2.25

MAIN SPRINGS

No. 0— $\frac{3}{4}$ in.	20 gauge	8 ft. 6 in.	25c ea.	100 lots 20c ea.	1000 lots 19c ea.
No. 1— $\frac{3}{4}$ in.	25 gauge	10 ft.	33c ea.	100 lots 30c ea.	1000 lots 29c ea.
No. 2— $\frac{13}{16}$ in.	25 gauge	10 ft.	35c ea.	100 lots 32c ea.	1000 lots 30c ea.
No. 3— $\frac{3}{4}$ in.	25 gauge	11 ft.	43c ea.	100 lots 39c ea.	1000 lots 37c ea.
No. 4—1 in.	23 gauge	10 ft.	43c ea.	100 lots 39c ea.	1000 lots 37c ea.
No. 5—1 $\frac{3}{16}$ in.	27 gauge	18 ft.	90c ea.	100 lots 85c ea.	1000 lots 80c ea.

GOVERNOR SPRINGS

60c per hundred. Special price on large quantities for motor manufacturers.

SAPPHIRE POINTS AND BALLS

Sapphire Points15c each in 100 lots	14c each in 1000 lots
Sapphire Balls15c each in 100 lots	14c each in 1000 lots

NEEDLE CUPS

\$20.00 per thousand, \$17.50 per thousand in 5,000 lots. Larger quantities still lower.

NEEDLE CUP COVERS

\$10.00 per thousand, \$9.00 per thousand in 5,000 lots. Larger quantities still lower.

RECORDS

The "Popular" Brand, 10-in. double face, lateral cut, all instrumental:

30c in lots of 100
29c in lots of 1000
28c in lots of 5000

We also manufacture special machine parts such as worm gears, stampings, or any screw machine parts for motor manufacturers.

Special quotations given for Canada and all other export points. Merchandise delivered with custom duty, war tax and freight paid by us.

Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different styles talking machine and over 500 different phonographic parts, also gives description of our efficient repair department.

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York

what the fall held for them," said he, "but evidently they are all satisfied now that big business is ahead because we are getting such a marked renewal of big orders, which proves beyond doubt that confidence has returned completely. We are getting some extraordinarily good reports from the agricultural districts and there is excellent news reported from the big industrial centers.

"Of course, a very important contributing factor to the business that we are now enjoying is that of our Empire record. It has made a tremendous hit and has proven itself to be of wonderful advantage to the dealers, who are showing their appreciation by giving us the biggest orders we have ever had.

"The Pierre Phonograph Co., Natchez, Miss., has taken on the complete line of Empire machines and records, and will run an exclusive Empire store. J. P. Ramsey, a man of wide experience in the music trade, is the manager in charge. We are now supplying our dealers with some new window signs and wall signs that show both the machines and the records. We think that they are exceptionally attractive and form a valuable addition to our list of dealers' helps."

The Empire Publishing Co. has donated a machine to Company A of the Signal Corps, and the machine will soon be on its way to Houston and later to France. The boys are very grateful for it and since it has been received the armory, in which the troops are quartered, has been kept ringing with the tunes of the busy little instrument.

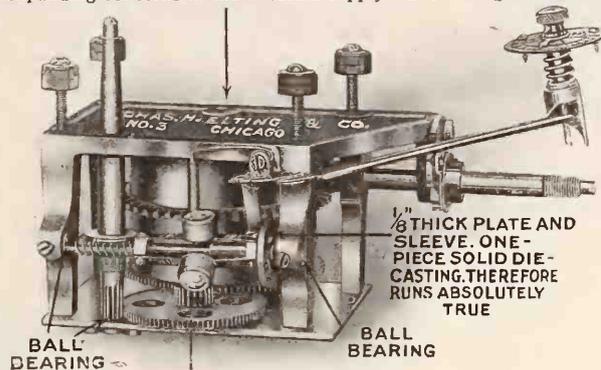
TAKE ON THE BRUNSWICK LINE

AMARILLO, TEX., September 7.—The Nunn Electric Co., of this city, has recently taken on the Brunswick phonographs and will push them vigorously and has arranged for an aggressive sales campaign.

COMPANY WINS QUICK SUCCESS

Chas. H. Elting & Co., Chicago, Build Up Substantial Business as Manufacturers of Phonograph Motors in Short Period of Two Years —Some Features of Their Product

CHICAGO, ILL., September 5.—One of the rapidly expanding concerns in the Western supply trade



Elting Motor No. 3

is Charles H. Elting & Co., of this city. This concern entered the phonograph motor manufacturing business only about two years ago, but previous to that were long established in the business of steel springs and machine parts.

One of the most popular of the motors which the Elting Co. is now selling is known as the Elting No. 3, which is illustrated herewith. This motor is proving to be unusually popular, and many manufacturers both East and West are making it a part of their machines. In speaking of this motor, one of the officials of the company said:

"The No. 3 motor is, so far as we know, the only motor on the market with ball-bearing governor—the ends of the worm being ground

and hardened, and high-duty steel balls at the bottoms of the governor bushings, which allows the bushings to fit tight against the ends of the worm to avoid 'governor rattle' and at the same time overcomes practically all friction of the high-speed governor.

"In addition, the governor is die-cast, assuring absolutely true-running parts, and lightweight. It is necessary that the parts run perfectly true, as the governor in the No. 3 runs at 600 revolutions to one of the driving gear, the high speed giving the motor a smooth and steady flow of power on the turntable shaft.

"The hardware parts are of the highest quality and are finished with the best grade of nickel plating. The frame is of cast construction, also nickel plated—not painted or brushed. Each and every part of the motor is inspected and tested before being put in the assembly, and the result is that we now have the highest quality motor on the market at anywhere near the price. The No. 3 motor is a very compact and powerful outfit, weighing but eleven pounds complete, and yet having playing capacity for three twelve-inch lateral cut records of standard length."

HEADS TALKER DEPARTMENT

Miss Johnnie Mae Harper, who for the past four years has been connected with the Berry Hill Co. and other leading Victor dealers, in Phoenix, Ariz., has been placed in charge of the Victrola and Edison Diamond Disc departments in the store of F. L. Wightman, Globe, Ariz.

Two Profit-Makers in One!

A practical, low-priced combination with which to beat competition of cheap machines and increase record business! A \$15.00 or \$25.00 Victrola set into a Converto Cabinet makes a handsome cabinet outfit, improving the sound, protecting the machine and providing dust-proof record compartment. *Machine remains portable.*



Talking Machine Cabinet

Owners of small Victrolas want a Converto the minute they see it. Victor dealers all over are selling many of them. Send for sample, look at it, set a machine in it, play it! It will talk "sales" to you instantly. You will see a new field for profit; you will fear less the competition of low-priced cabinet machines. *You will be in a stronger position than ever!*

Good profit; quick turnover; easy to handle. *Write or wire at once for prices, sample or both.*

The C. J. Lundstrom Mfg. Co.
LITTLE FALLS, N. Y.

Branch Office: Flatiron Bldg.

New York City



Setting Victrola into Cabinet



Sound Doors Open for Playing



Completely Closed

YOU Eventually Will Want to Sell



THE
CENTURY
PHONOGRAPH
"The Phonograph of the Century"

BECAUSE

☐ Century Phonographs are not an experiment.

☐ Century Phonographs are acoustically, mechanically and artistically perfect.

☐ Century Phonographs play perfectly all disc records, whatever the make, type or size.

We have made cabinets for the large manufacturers for years and till a few months ago seventy-five per cent. of the phonographs illustrated on these pages were of our make with special labels or were made with our cabinets. Besides, the tone arm most widely used on the better independent phonographs was originated by us.

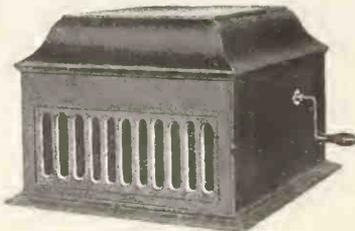
☐ Because ours is a financially and morally responsible concern.

☐ Because our large plant at Utica, N.Y., is the most modernly equipped plant of its kind.

☐ Because the line is complete, ranging in prices from \$30 to \$200.

☐ Because it yields the maximum possible profit.

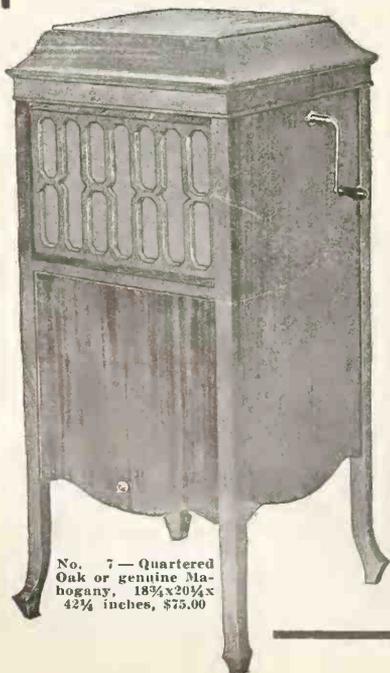
☐ Because dealer helps will be furnished to you.



No. 3—Oak or Imitation Mahogany
17x18½x13 inches high, \$30.00



No. 5—Quartered Oak or genuine Mahogany
19¼x21¼x14¼, \$50.00



No. 7—Quartered Oak or genuine Mahogany, 18¼x20¼x42¼ inches, \$75.00



No. 20—Quartered Oak, genuine Mahogany or Walnut, 21x24x19½, \$200.00



No. 15—Quartered Oak or genuine Mahogany with Inlay, 20x20½x44½, \$150.00



No. 10—Quartered Oak or genuine Mahogany, 21x21x45¼ inches, \$100.00

YOU should begin NOW, in plenty of time for the Fall and Holiday season.

Our catalog and our proposition, both highly interesting, will be sent to you at once upon receipt of request

Century Cabinet Co.

1603-25 West 45th Street NEW YORK



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

JOINS EXECUTIVE STAFF

H. C. Ernst to Assist General Manager Keith at Executive Offices of N. Y. Talking Machine Co.

R. J. Keith, general manager of the New York Talking Machine Co., Victor distributor, has announced the appointment of H. C. Ernst as a member of the company's staff at the executive offices. He will assist Mr. Keith in the executive end of the work of both the New York Talking Machine Co. and the Chicago Talking Machine Co.

Mr. Ernst's business training and experience date back some twelve years when he presented himself at the employment department of the National Cash Register Co., Dayton, Ohio, after graduating from the University of Wisconsin. He expressed a willingness to start at the bottom and his first position was that of guide; his duties consisting of escorting the visitors through the company's plant.

He was soon promoted to the post of traveling lecturer and was later placed in charge of the lecture and educational department. He completed a course in one of the famous N. C. R. classes in salesmanship and, although he was successful in this territory, he was shortly recalled and appointed director of welfare and assistant to the president of the company.

After eight years' service with the National Cash Register Co., Mr. Ernst joined the staff of the Stenotype Co., of Indianapolis, starting as a salesman. He was promoted to the post of special representative and eventually was made district manager with headquarters in Cleveland. In recognition of his work he was promoted in 1916 to the post of assistant to the president of the Stenotype Co., in which capacity he served until he joined the forces of the New York Talking Machine Co.

His wide experience in the most important phases of industrial affairs will doubtless enable Mr. Ernst to render practical assistance and service to the clients of this establishment.



H. C. Ernst

K. R. MOSES TO OFFICERS' CAMP

Former Member of Thos. A. Edison, Inc., Sales Staff Tells of the Comfort Afforded by the Phonograph to Soldiers in Camp

K. R. Moses, sales manager of the Diamond Amberol division of Thomas A. Edison, Inc., who enlisted as a private a few months ago and was in the Quartermaster's Department, New York, started a week ago for the Second Officers' Training Camp, at Fort Myer, Va. He will be given three months' intensive training, at the end of which he may qualify as an officer and receive his commission.

Before starting Mr. Moses dropped in on his old associates at Orange, N. J., and said goodbye. In commenting on camp life he said:

"At night we fellows gathered around the 'army phonograph' and while it led us we sang until orders came to turn in," said Moses. "I never knew what solace a phonograph could be until thrown into camp life to actually rough it as a soldier does. There are bands that play when you are on parade or at ceremonies, but it is the good old standby—the phonograph—that keeps the soldier boys humming—anxious to fight."

STERN CORP. OPENS NEW STORE

Will Feature Rex Phonograph in New Headquarters in Richmond, Cal.

RICHMOND, CAL., September 10.—The Stern Talking Machine Corp., handling Rex phonographs and records, opened an elaborately fitted store at 721 Macdonald avenue last week. Several demonstration rooms have been installed in the new store and an attractive display of machines occupies the main floor. The record racks contain a very comprehensive assortment of records of all descriptions, and the firm is already enjoying a very profitable business.

OPENS NEW PATHEPHONE AGENCIES

BUFFALO, N. Y., September 7.—Victor & Co., Pathephone jobbers, have opened two new Pathephone agencies at Niagara Falls. The prospects for Pathephone business for the fall are very bright, according to this firm.

The Dayton Dry Goods Co., a large department store in Minneapolis, will maintain a large and well-stocked Victrola department.

1000
PHONOGRAPHS

**YOUR
CHANCE
FOR A
BIG
CLEAN-UP**

We have 1000 phonographs of various styles and sizes which we intend to close out at once. No reasonable offer for the whole or part of the lot refused.

**DEUTSCH
BROS.**

123RD STREET AND
3RD AVENUE

NEW YORK

1000
PHONOGRAPHS

**Wouldn't You Like to Have
This Happen in Your Store?**

"For the last week we have had a Motrola in the window attached to an \$80 machine. As a result of this, a party came in late yesterday afternoon and we sold a Motrola. While waiting for the parcel to be wrapped, the writer sold him a \$250 Edison."

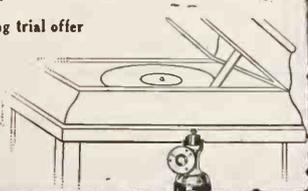
That's what one of the largest dealers in Boston writes us. His original letter (and many others proving the quick salability of the Motrola) is in our files. So you see that the Motrola helps sell phonographs and records, and at the same time earns additional profits by selling other Motrolas too.

Motrola Ends Winding Drudgery

It winds phonographs by electricity. Easily attached in place of winding handle. Insures perfect time and tone.

Write for details of our interesting trial offer

JONES MOTROLA
Incorporated
29 West 35th St.
New York



MOTROLA



The Columbia line is a magnificent line of product—
instruments and records, both. But the product to
be sold is no more important than the man who sells
it, the selling policy behind it and the demand in
front of it.

Columbia Graphophone Co.
Woolworth Building, New York

RECORDS IN FOREIGN LANGUAGES

Columbia Men Hold Conference so as to Meet
Increasing Demand for These Records—Im-
portant Matters Discussed at Gathering

The growing importance of the international record department of the Columbia Graphophone Co., New York, was emphasized recently when a conference was held at the general offices of the department to discuss preparations for handling the steadily increasing demand for records in foreign languages. The men who attended the conference were the following: A. M. Thallmayer, Philadelphia; John Biro, New York; S. Lemberg, Chicago, and T. Porske and K. Wolf, of the international record department. Each of the visitors represented one of the Columbia wholesale districts.

The conference was in charge of Anton Heindl, manager of the department, assisted by Louis D. Rosenfield, the department's sales manager. The occasional presence of E. N. Burns, of the company, contributed to the value of the occasion, and he gave a number of interesting talks dealing with general conditions and more specifically with the international record situation.

The conference lasted one week and was noteworthy for the number of important matters which were discussed, and the atmosphere of enthusiasm and optimism which prevailed at all times.

A luncheon and timely address by George W. Hopkins, general sales manager of the company,

and a trip through the spacious Columbia factories at Bridgeport was a fitting finale to a very successful meeting.

UNDER NEW MANAGEMENT

The Flemish Phonograph Co. Changes Manu-
facturing Policy as Well as Management—To
Make One Style of Phonograph Only

Within the last month the management of the Flemish Phonograph Co. has changed. The men now in active charge are R. L. Kenyon, president, and general manager; W. J. Lohn, secretary, and J. A. Day, sales manager. Their manufacturing plans have also changed considerably. Whereas in the past as many as sixteen different models of the Flemish talking machine have been manufactured, the present management have decided to devote all their energies to the production of one model and to have that style as near perfection as possible. They have selected a floor model standing 40 inches high and have embodied in that their most modern improvements. All parts used in the manufacture of the Flemish Phonograph are made by the company in their two large factories. The Brooklyn factory is entirely devoted to the manufacturing of motors, while that in Mexico, N. Y., makes the cabinets. Another factory building, now in the course of erection at the latter place, will greatly increase their facilities. Another improvement is in the sound box and motor which has been installed since the new management has taken hold.

UNIT CONSTRUCTION CO. EXHIBITS

Manufacturers of Unico Booths Have Attractive Displays at Conventions of Both Nebraska and Iowa Dealers at Omaha and Des Moines, With H. C. Baisch in Charge

The conventionists who attended both the Nebraska and Iowa Conventions of Victor dealers were granted a real treat by the Unit Construction Co., of Philadelphia. This enterprising concern, which makes a specialty of manufacturing the famous Unico demonstration booths, sent a direct personal representative in the form of H. C. Baisch, who made a special trip out from Philadelphia to be present at both Des Moines and Omaha when the dealers were in town. Mr. Baisch had a real practical exhibit with him, consisting of two complete installations of Unico booths, a record counter and a record filing rack for the dealer's stock. The dealers were enabled to see the really high class effect that is produced when a talking machine dealer furnishes his store with Unico equipment.



H. C. Baisch
talking machine dealer furnishes his store with Unico equipment.

NEW LYRAPHONE RECORD CATALOG

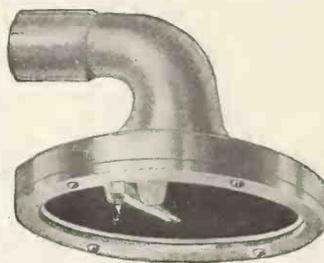
Complete Copies of New Volume Being Mailed
Out to Dealers in All Sections

The Lyraphone Co. of America has just issued their first catalog of new Lyric records, and it is already being mailed to talking machine dealers in all parts of the country. The front cover of the catalog is a very artistic piece of work and the whole shows that it has been compiled with much care. An introduction follows by Thomas Quinlan, managing director of the concern, under the caption "Musical Sounds—Their Relation to Lyric Records." The catalog of selections covers practically every sphere of musical composition. On the rear cover is reproduced a photograph of the new factory of the company which is located in Brooklyn, New York.

The Mascot Talking Machine Agency, of Austin, Tex., has been incorporated with a capital stock of \$5,000, the incorporators being Jos. C. Kerbey, R. S. Robinson and T. J. Caldwell.

A certificate of incorporation has been issued to the Paramount Phonograph Co., of Cleveland, O., capitalized at \$5,000.

The VICSONIA is different



By the use of machined bronze castings, our special diaphragm (not mica), and the proper construction for the playing of EDISON Records, we obtain a *result that is different*.

Send us \$3.50 and we will send you, on approval, a N. P. VICSONIA, with permanent sapphire point and you can see for yourself how natural and pleasing is its tone. Compare it with any other attachment for the playing of Edison Records on other phonographs and if you do not think the VICSONIA superior we will refund your money if you return it to us in good condition within ten days.

Vicsonia Manufacturing Company, Inc.

313 East 134th Street

NEW YORK



Mr. Victor Dealer There is Money in Ready-File for You



Why Sell an Empty Victrola?

Why not fill it with READY-FILE and get an extra profit on every Victrola X and XI you sell?

READY-FILE will put pep in your talking machine accessory business. It will speed up your record sales. Hundreds of dealers say so.

Our dealer-helps add ginger to the selling. Other Victor dealers have increased their profits through READY-FILE. So can you. Fall and Winter business is ready for picking.

Write your favorite distributor today. He'll supply you with READY-FILE.

READY-FILE protects records. It is simple and convenient and actually creates a desire for more records. It sells itself when properly displayed in a machine. The retail price is \$6.00 a set.

TEST READY-FILE

Fill out the coupon and send your check for \$4 for sample set. If in 30 days you don't find it a good seller, return it and get your money.

Firm Name _____

Street and Number _____

City _____

State _____

Favorite Distributor _____

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

EDMUND F. SAUSE'S NEW POST

Appointed Export Manager of the Columbia Graphophone Co.—Experienced and Popular

Edmund F. Sause, assistant to the United States manager of the Columbia Graphophone Co., New York, has been appointed export manager of the company. Mr. Sause assumed these duties this week, and in view of the fact that he occupied the post of export manager for a year and a half prior to his becoming assistant to the U. S. manager he is perfectly at home in his present post.

Mr. Sause is one of the best-known and most popular members of the Columbia Graphophone Co.'s executive



E. F. Sause

forces, having been connected with the company for the past thirteen years, the greater part of which was spent in the export department. He has visited practically all of the Latin-American countries, and numbers among his personal friends many of the Columbia Co.'s representatives in these countries. He is fully conversant with the innumerable details incidental to the rendition of service to the Columbia's export clientele.

While occupying the position of assistant to the U. S. manager Mr. Sause supervised the furnishing and decoration of the Columbia Co.'s magnificent Fifth Avenue Shop. He worked indefatigably to make this establishment thoroughly representative of the most advanced ideas in the retail world, and the success that he achieved is indicated in the country-wide attention which the Columbia Co.'s Fifth Avenue Shop is arousing.

A. E. Garmaiz, formerly manager of the Columbia Co.'s export department, has been appointed manager of the copyrights division.

If you can't look wise, try to look interested.

READY-FILE SYSTEM IN NEW MACHINE

Popular Filing Device Adopted by A. C. Becken Co. for New Product—President Wilking Has Excellent Trip—Proving a Record Season—Interesting Sales Helps for the Dealers

INDIANAPOLIS, IND., September 7.—The longest feather yet stuck in the cap of the Ready-File Co., Inc., of this city is the recognition given the simple record filing device manufactured by this company, by the A. C. Becken Co., Chicago, wholesale jeweler, who is putting a brand new idea in talking machines on the market.

President Frank O. Wilking, of the Ready-File Co., has just returned from an extensive business trip to the West, including Chicago, and he brings back a glowing account of the new talking machine soon to be put on the market, and the fact that A. C. Becken & Co., after an exhaustive survey of various filing systems, decided to equip their new machine with Ready-File exclusively.

"It was a notable victory for Ready-File," said President Wilking. "I feel proud that our accessory is to be a part of this new phonograph. I imagine that the trade announcement of this machine will create considerable talk, because the instrument is one of the handsomest I have ever seen."

Incidentally, it might be mentioned that the fall and winter business for Ready-File is growing by leaps and bounds. The other day the company booked an order for 1,000 sets of Ready-File for the Rudolph Wurlitzer Co., Cincinnati and Chicago. Lyon & Healy, Chicago, also gave a large fall order.

The Ready-File Co., although it distributes exclusively through jobbers, does not overlook the dealer and has prepared some interesting dealer-helps for him. The motto of the company is to put the goods on the shelves and then help move them promptly and satisfactorily.

According to President Wilking, the company expects to do the biggest business this year that it has ever done since its organization.

BECOME DELPHEON DISTRIBUTORS

The Delpheon Sales Co. to Cover New York Territory for the Products of Delpheon Co.

The Thornell-Manton Co., 25 Church street, New York, has changed its name to the Delpheon Sales Co., with executive offices and showrooms at the same address, and will act as a distributor in this territory for the products of the Delpheon Co., Bay City, Mich. This company manufactures the Delpheon phonograph which has been on the market for the past year and which has won general recognition and approval from well-known dealers throughout the country.

Pending further details in connection with the expansion and organizing of the Delpheon Sales Co. the management will be conducted by J. D. Manton, of the Manton Shops. Mr. Manton expects to complete his sales staff in the very near future, and is now making plans to co-operate efficiently with dealers in the East handling Delpheon phonographs. Mr. Manton is well known in wholesale and retail talking machine circles and is generally recognized as thoroughly familiar with the most important phases of talking machine merchandising.

ESTABLISH MANY REPRESENTATIVES

"We have established representatives in some of the most important cities," said F. J. Leiser, president and general manager of the Angelus Phonograph Co., New York. "The most gratifying character of our campaign to date is the fact that we have received numerous repeat orders from well-known dealers who believe that the Angelus phonograph can be profitably merchandised in their cities.

"We are sparing no pains to make the Angelus phonograph a quality proposition that will appeal to successful dealers and their patrons, and, judging from the orders already received, we have every reason to be well satisfied with our progress."

To Phonograph Dealers in INDIANA and KENTUCKY



WHAT is the thing you want most in your business? Isn't it a line of phonographs that are quick sellers?

How about a line that is not only a quick seller, but also makes such a complete tie-up with the purchaser that you receive his almost unlimited patronage?

Exactly such a proposition, we offer you in the Pathephone and Pathé Double Disc Records.

The Pathephone with its big exclusive, non-competitive selling argument—the Pathé Sapphire Ball—puts every Pathé dealer in a unique position in his locality.

But we are able to offer still more. We can give you not only this swift-selling, satisfaction-creating line, but also prompt, satisfactory service on instruments and records.

Write us to-day for full details on our ever-ready service on Pathephones and Pathé Records. If you are not now handling the Pathé line, we have a proposition which is so interesting you cannot afford not to know about it. Write us to-day.



An
Enlargement
of the
**Pathé
Sapphire
Ball**
and Pathé
Record Grooves

MOONEY - MUELLER - WARD COMPANY

Distributors for

Pathephones and Pathé European and American Double Disc Records
INDIANAPOLIS, IND.

THE TIPHANY MOTOR

IS WORTH ITS WEIGHT IN GOLD

THE TIPHANY MOTOR

is the only absolute dust-proof motor in existence, concealing all gears and shafts, thus keeping the parts clean and free from grit.

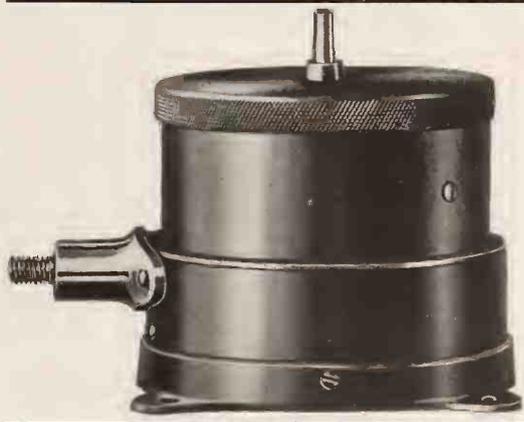
THE TIPHANY MOTOR

is constructed most accurately, using the highest grade of metal and skilled labor, the manufacture is supervised by an expert with over 15 years' phonograph experience.

THE TIPHANY MOTOR

is the most unique and compact and scientifically built *spring motor* ever constructed.

Some of the largest talking machine concerns have given preference to the **TIPHANY MOTOR**—there must be a good reason for it.



The **TIPHANY MOTOR** is built for Talking Machines retailing from \$50 to \$5,000
Order now your samples to be delivered in October
Made in 3 sizes to play 2-12", 4-12", 6-12" records

A TALKING MACHINE

- equip with a *Tiphany Motor*
- Will** sell at sight.
- Will** please the public.
- Will** advertise your machines.
- Will** give you prestige.
- Will** multiply your business.
- Will** be the beginning of your success.
- Will** bring you a good price.
- Will** give you no repair troubles and complaints.
- Will** give the highest musical results.
- Will** find its way into the homes of music lovers.

THE TIPHANY MOTOR

is fully nickel plated and highly polished.

THE TIPHANY MOTOR CO., 32 Union Square, NEW YORK, U. S. A.

TELEPHONE STUYVESANT 396

CANADIAN EDISON DEALERS HOLD ANNUAL CONVENTION

Several Hundred Dealers Gather in Toronto to Listen to Interesting Talks and Discussions Regarding Their Business—A Delegation From the Factory Present

TORONTO, ONT., September 8.—Edison dealers are now returning to their homes from the second annual convention of the Canadian Edison dealers, which was held in this city this week and proved an unqualified success in every respect. Several hundred dealers were in attendance, and things moved at a lively pace from the time the convention was opened by H. G. Stanton, on September 4, until its official close the following day with an automobile tour. "Mr. Guy Wise, Esq.," the sales play by Wm. Maxwell, which proved such a hit at the recent convention in New York, made its first appearance on the road at the local convention, where it repeated its former success.

Wm. Maxwell, vice-president and general sales manager of Thos. A. Edison, Inc., was the toastmaster at the banquet preceding the tone test on Tuesday evening and introduced in turn the various members of the R. S. Williams & Sons Co. staff, the visiting jobbers from the United States, L. M. Bloom, of Cleveland, and R. B. Alling, of Detroit, and the various laboratory representatives. Miss Christine Miller made one of the hits of the banquet with her rendition of "Scots Wha Hae Wi' Wallace Bled." Hardy William also sang several numbers, and in addition

there was local volunteer and professional talent. B. A. Trestrail, advertising manager of the R. S. Williams & Sons Co., acted as toast-

members of the Williams Co. staff, discussions of tone tests, advertising Edison Week, facts from the factory, the necessity of anticipating future needs, and mechanical parts, led by factory representatives.

The papers read at the convention included: "Responsibility of an Edison Dealer," by J. M.



FIRST CANADIAN EDISON DEALERS CONVENTION TORONTO SEPT 5-6, 1916

Are You Ready for the Fall Rush? We Are

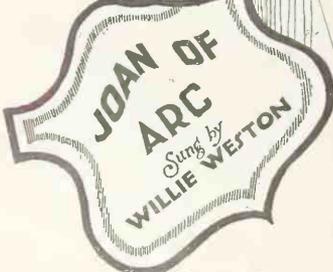
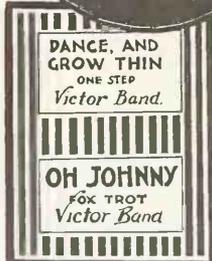
Can make immediate delivery on our new 2 spring motors, new Jumbo Tone-arms and new automatic stops. Write for information. We can supply (out of stock) hardware for phonographs and parts. Can supply manufacturers with highest grade mica diaphragms. Have a large supply of Ceylon, Sapphire, Edison and Pathé Jewel points. (Ask for our Bulletin.)

LAKESIDE SUPPLY CO., Inc.

202 So. CLARK STREET, CHICAGO Telephone Harrison 3840

Member Chicago Association of Commerce

The Cover of the Convention Program, Showing Last Year's Delegates master at the luncheon on Wednesday and succeeded in starting timely business discussions. Wm. Maxwell, vice-president, Thos. J. Leonard, general sales manager, V. E. B. Fuller, general supervisor, Arthur Walsh, the violinist, H. D. Gumaer, and D. M. Martin were among the representatives from the Edison laboratories. In addition to the address of welcome by H. G. Stanton, greetings from the Edison Co., by Wm. Maxwell, and the setting forth of the object of the convention by B. A. Trestrail, the program included the answering of questions by Greene, Peterborough; "How I Make Mechanical Inspection Pay Profits," by Mr. Sloane, of Windsor; "Patriotism and Publicity," by Mayor Geo. A. Wright, of Brockville; "How I Get Prospects," Mr. Brannand, Ottawa; "How to Sell the Amberola," D. C. Cullen, of Kitchener; "Records, Ordering, Stock Keeping, Etc.," J. D. Ford, Toronto; "How to Use Edison Literature," and "How I Made My Store a Musical Center," by T. H. Avery. There was also a demonstration sale with B. A. Trestrail as the salesman and J. D. Ford as the prospect.



S.B. DAVEGA CO'S.
SIGN SERVICE
THAT WILL
SELL
VICTOR
RECORDS
FOR
YOU



ONE OF OUR MANY TESTIMONIALS.

WHAT IT HAS ACCOMPLISHED FOR THIS DEALER IT WILL ACCOMPLISH FOR YOU.

JOSEPH ISAACS
VICTROLAS EXPERTS
178 BROADWAY
NEW YORK
Oct 6, 1917

S.B. Davega Co.
831 Broadway,
New York, N.Y.

Gentlemen: May I congratulate you on your Victor sign service that I have been receiving from you in the past year. I find each month's service better and more effective and I hope that this will continue, as I find it a boom to the sale of the new monthly list.

Respectfully yours,
Joseph Isaacs

ACTUAL STATISTICS PROVE THAT THIS SERVICE INCREASES YOUR RECORD SALES 100% TO 400%.

75¢ IN STAMPS WILL BRING YOU THE OCTOBER ISSUE IF YOU WRITE AT ONCE.

S. B. DAVEGA CO.
VICTOR DISTRIBUTORS
831 BROADWAY NEW YORK

CRYSTAL EDGE MICA DIAPHRAGMS

**M
I
C
A**

Let us send you samples *today* of our diaphragms and you will readily understand why the best talking machines are equipped with *Crystal Edge Mica* diaphragms exclusively.

We use only the very finest selected mica, the best diaphragm material in the world. To insure a supply for the holiday trade place your orders immediately.

PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK

NOLAN WITH NEW YORK T. M. CO.

Well-Known Record Expert to Give His Special Attention to Service for Dealers—Makes Address Before Victor Educational Convention

William H. Nolan, formerly in charge of the Victor record department of Lyon & Healy, Chicago, has joined the staff of the New York Talking Machine Co., Victor distributor. He



W. H. Nolan

will take care of special work for this company, and his previous experience well qualifies him to render exceptional service to the company's dealers. For two years previous to his taking charge of Lyon & Healy's record department, the largest Victor retail department in the world, Mr. Nolan did effective work for the Victor Talking Machine Co. as a lecturer and educational representative. He was so successful with this work that he was selected to assist in the splendid publicity work conducted by the Victor Co. at the Panama-Pacific Exposition.

As a part of the service plan for the dealers of the New York Talking Machine Co., General Manager Keith has made an excellent selection in securing Mr. Nolan's services.

Mr. Nolan, who was one of the speakers at the first educational convention of the Victor Talking Machine Co., Camden, N. J., on August 30, spoke on the subject "Record Selling," and the following is a resumé of his interesting address:

The success of this meeting is positive proof that one can achieve what he can conceive, and it is the vision and brain power of Mrs. Francis E. Clark, Mr. Geissler, and other leaders of this great organization, of which we are all a part, that the achievements of the educational department have been made possible. Upon the basis of the unbelievable amount of work and good accomplished during the last six years, we can all look forward to wonderful developments along the lines of interest which this educational department has created.

Effect on Public—Purchasers—Sales People

Public opinion is at all times a powerful force for good or evil. The Victrola has come to occupy a respected position in the mind of the public, for no longer is it merely an instrument for passing pleasure, but it is now a superb and supreme educational factor.

Victor dealers are profiting directly and indirectly from this program which has done so much to intrinsec the Victrola in the daily lives of people everywhere. And an added protection has been given to the future welfare of our industry, for we know that once an idea has won its way nationally into our educational system it becomes more than ever a part of the community life, and if meritable as the Victor is—is there and there to stay.

Direct sales result from the effect of this educational work. We know that the sale of pianos has been largely made upon the educational appeal. Fathers and mothers will obligate themselves to the purchase of a Victrola with the thought that besides furnishing general musical pleasure the Victrola in their home will give to their children an understanding and appreciation of the best in music. I know this from analysis made as to what prompted purchasers in deciding on getting a Victrola.

Sales people realizing the broader and deeper interest back of the purchase are now incorporating into their selling talk some wonderful educational advantages possible to any home in which there is a Victrola with well selected records. As a result, these sales people make the human appeal to the intellect, the feelings of pride and educational desire, not touched by instalment terms, number of albums included or the boring analysis of mechanical features.

The first step in record selling is at the time the Victrola is purchased—yes that is a fact—yet dealer after dealer, and even a number of prominent New York concerns, close the deal as quickly as possible, jumbling together whatever records they can most easily dispose of—a serious mistake, and such dealers are disregarding their own best business interests. If, instead, the new purchaser was quietly seated at what I might call a service desk and there come in contact with a sales person of refinement and intelligence, capable of reading human nature and offering suggestions and ideas in such a way that the customer would be more than grateful for the kindly assistance—the immediate sale would not only be greatly enlarged but splendid future record sales would result—and these future record sales would be directed to the sales person and concern offering such service.

Intensify the new Victrola owner's interest in his purchase by not only aiding him in his first selection of records, but through your burning enthusiasm get him to feel toward the Victor catalog the way you feel—that it is a continent of undiscovered possibilities, offering a most wonderful and delightful opportunity for a record selection. Acquaint yourself with his interests, musical and otherwise, and you'll be surprised what opportunities are presented for you to enlarge this customer's conception of the pleasures in store for him now that he is the owner of a Victrola. In brief, this Victrola buyer does not lose his interest by being the purchaser of records representing one type of music, or the songs of one or two artists, but, through a diversified and interesting selection, become a record collector, a booster for your store, the best advertising medium you have—like your electric sign he works nights for you creating interest among his circle of friends who are influenced by his judgment and enthusiastic interest.

Engaging and Training Sales People

We all appreciate the fact that we are engaged in the sale of an artistic product, and therefore it must be merchandised in an artistic manner. It goes without saying that this necessitates a well appointed store and every facility for the convenient purchase of records. An atmosphere that awakens the desire for the finer things in life, surroundings that are in keeping with the art which the Victrola and Victor records represent.

But personality and intelligence will oftentimes create this atmosphere even in a very simply appointed store, and the engagement of such people is a vital factor in the building of your record business.

Department store methods cannot be applied to Victor selling. Ours is a highly specialized business, requiring broad knowledge, lots of selling initiative, and an overflow-

ing enthusiasm for the product being offered for sale, further intensified by a keen and sincere interest in human nature. I found I could get such sales people by making a careful selection from the music schools and colleges, young ladies who could realize and appreciate the added musical training to be had by being in contact with such a musical library as a complete Victor stock represents.

By offering half-day work, along with full-day work, it is possible to obtain the services of young women of personality and intelligence, young women appreciative of the opportunity for a business training combined with the educational advantages connected with the sale of Victor records. Such young women radiate the spirit of happiness, refinement, intelligence and keen love for the work they are engaged in, if connected with a rightly managed Victor department.

With such splendid helps as special sales talks, the Victor supplements (which are truly worth hinding), the Victor catalog, Book of Opera, What We Hear in Music, Listening Lessons in Music and other similar publications, a sales person should be able to so present a record as to make people forego other pleasures that they might have in their possession the musical inspiration contained on the records purchased.

I can relate many retail incidents that illustrate the effect on record sales that an alert sales person of personality has, one of which I might cite to indicate the point that I am trying to make—that practically every record customer, if properly handled and developed, will continue to be a large buyer of records, meaning continued profit and business for you.

The customer referred to is a lawyer who has just purchased a Victrola a few months ago and through the intelligent appeal of the young lady who waits upon him, has become interested not only in the collection of records for general musical pleasure but has become actively and enthusiastically interested in the collection of the records illustrating the complete course in musical history and those selections which correlate with the literature he is so fond of reading. In personal conversation with me he stated his interest at first was merely to have the instrument furnish dance music for his daughters, but through the appealing explanation made to him of the contents of the Victor catalog he is now interested in compiling a record library that will give him far greater satisfaction and pleasure than the book library which he already possesses.

Record Sales Possibilities

Time prevents my outlining in detail selling plans and ideas that work for increased record sales, but through improving the store equipment, the personnel of the sales force, more advertising literature, carrying on concerts, educational and other publicity work—a Victor dealer's opportunity is practically unlimited.

For we Americans are cosmopolitan in our musical taste. We can be interested in the music of Italy, Spain, Germany, France, Norway, India or Russia. Unlike the average foreigner who is interested only in the music of his own land, we are broad and sympathetic in our interests, loving the good in the music of all nations, therefore can be appealed to in many ways.

Surely the present Victor catalog and each subsequent monthly issue furnishes selling material of the finest kind. And the glory of it all is that the Creator of all things good planted deep in every human heart the innate desire and love for the product we are selling—music. With all of these forces at work for the promotion and development of a great musical interest, understanding and appreciation, is it not time for us to study more deeply into the possibilities and underlying science of our business—that of providing humanity with the fourth greatest of life's essentials—food, shelter, clothing, music?

For REPEAT ORDERS sell the

SCHUBERT RECORDS

A L L
DOUBLE-
FACED

A L L
ONE PRICE
75 CENTS



VOCAL - INSTRUMENTAL - BAND - PATRIOTIC - DANCE

Every Schubert record is by an artist the public demands—no dead wood, no staff artists we have to force into popularity.

The livest, most up-to-date, fastest selling line of records made

NEW LIST READY EVERY MONTH BY THE 15th

The Schubert Phonograph plays any disc record better than you ever heard it played. The Schubert Record is the highest grade Record possible to make and gives splendid results.

Our plan is one exclusive dealer in a locality. Printed matter and information on request.



THE FAMOUS SCHUBERT PHONOGRAPH
The only Phonograph that satisfies a trained musician

THE BELL TALKING MACHINE CORPORATION

Offices and Show Rooms, 44 W. 37th St., New York Factory, 1 to 7 West 139th St.

LOCAL TERRITORIAL DISTRIBUTORS

Schubert Phonograph Distributing Co., 308 Lyceum Bldg., Pittsburgh, Pa.
J. A. Ryan, 3231 Troost Ave., Kansas City, Mo. Smith-Woodward Piano Co., 1017 Capitol Ave., Houston, Tex.

To the Livest Merchant in Michigan

WE have a message for every merchant in Michigan and vicinity who would like to feel entitled to be called the livest merchant.

This message is for every man who has vision to *see ahead* in the phonograph game.

It concerns a highly successful business, the surface of which has been barely scratched. This business is the Pathé line of Phonographs and Records.

We say that the surface of this business has been barely scratched, because it is a fact that the Pathephone — for years the recognized leader abroad—is comparatively new to the American public. But this American public is slowly but surely waking to the *big idea* behind the Pathephone.

This idea is the only exclusive, absolutely non-competitive, feature which any phonograph can offer today, the

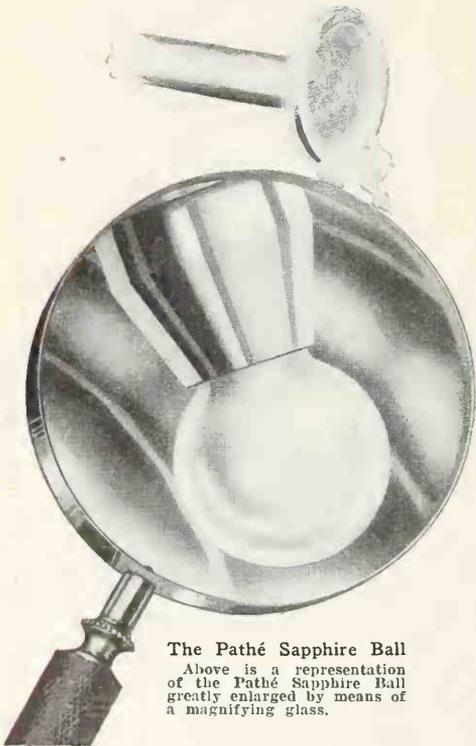
Pathé Sapphire Ball

How this lengthens the life of records and how it abolishes the old trouble of changing needles is being told constantly in national publicity to the American public through the medium of the Saturday Evening Post and other publications.

Right in your vicinity are people who are absorbing this story and are wanting to get in touch with the Pathephone.

These people form the foundation of a big business for every forward-thinking dealer who takes on the Pathé line.

Write us today for the following facts about the Pathephone and the Pathé library of European and American double disc records: (1) Its quick salability; (2) Its popularity wherever sold; (3) Its big profits.



The Pathé Sapphire Ball
Above is a representation
of the Pathé Sapphire Ball
greatly enlarged by means of
a magnifying glass.

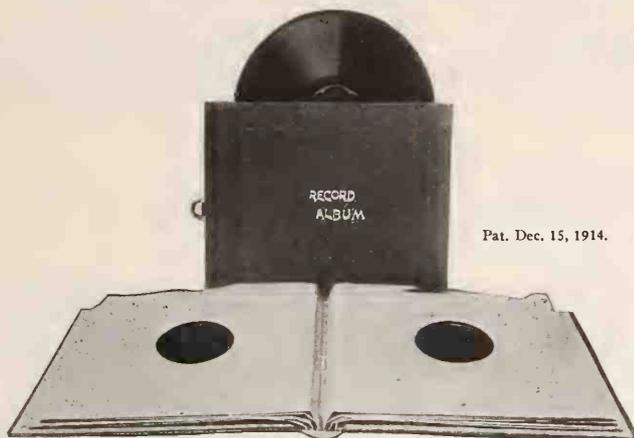
Williams, Davis, Brooks & Hinchman Sons

Distributors for

Pathephones and Pathé European and American Double Disc Records

Detroit, Michigan

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?

43-51 W. Fourth St.
New York, N. Y.

THE BOSTON BOOK CO., Inc.

Chicago Office:
1470 So. Michigan Ave

JOBBER'S ASSOCIATION COMMITTEES

President Blackman Announces Complete List of Appointments This Week

J. Newcomb Blackman, president of the National Association of Talking Machine Jobbers, announced the following committee appointments to remain in force during his term of office and until the next annual convention of the association:

National Councilor—F. Nestor, Pittsburgh, Pa., Standard Talking Machine Co.

Arrangement Committee—L. Buehn, chairman, Philadelphia, Pa., the Louis Buehn Co., Inc.; L. Burchfield, Dallas, Texas, Sanger Bros.; F. H. Putnam, Peoria, Ill., Putnam-Page Co., Inc.; B. J. Pierce, Kansas City, Mo., J. W. Jenkins' Sons Music Co.; F. Nestor, Pittsburgh, Pa., Standard Talking Machine Co.; E. P. Oliver, New York, N. Y., Blackman Talking Machine Co.

Legislative Committee—G. E. Mickel, chairman, Omaha, Neb., Nebraska Cycle Co.; P. B. Whitsit, Columbus, Ohio, the Perry B. Whitsit Co.; E. Urchs, Atlanta, Ga., Phillips & Crew Co.; J. F. Bowers, Chicago, Ill., Lyon & Healy; W. H. Reynolds, Mobile, Ala., Reynolds Music House; H. A. Winkelman, Boston, Mass., Oliver Ditson Co.; E. Blout, New York, N. Y., Emanuel Blout.

Traffic Committee—A. A. Grinnell, chairman, Detroit, Mich., Grinnell Bros.; L. C. Wiswell, Chicago, Ill., Lyon & Healy; E. H. Uhl, Chicago, Ill., the Rudolph Wurlitzer Co.; E. C. Rauth, St. Louis, Mo., Koerber-Brenner Co.; C. J. Schmelzer, Kansas City, Mo., Schmelzer Arms Co.; A. G. McCarthy, San Francisco, Cal., Sherman, Clay & Co.; P. Werlein, New Orleans, La., Philip Werlein, Ltd.

Press Committee—T. F. Green, chairman, New York, N. Y., Silas E. Pearsall Co.; C. N. Andrews, Buffalo, N. Y., W. D. & C. N. Andrews; F. Simon, Chicago, Ill., the Rudolph Wurlitzer Co.; C. Bruno, New York, N. Y., C. Bruno & Son, Inc.; T. M. Barnhill, Philadelphia, Pa., Penn Phonograph Co., Inc.

Membership Committee—A. A. Trostler, chairman, Kansas City, Mo., Schmelzer Arms Co.; J. C. Roush, Pittsburgh, Pa., Standard Talking Machine Co.; Roy Keith, New York, N. Y., New York Talking Machine Co.; J. Fisher, Pittsburgh, Pa., C. C. Mellor Co., Ltd.; G. T. Williams, Brooklyn, N. Y., G. T. Williams Co., Inc.

Grievance Committee—W. D. Andrews, chairman, Syracuse, N. Y., W. D. & C. N. Andrews; C. K. Bennett, Cleveland, Ohio, the Eclipse Musical Co.; H. A. Weymann, Philadelphia, Pa., H. A. Weymann & Son, Inc.; I. S. Cohen, Baltimore, Md., Cohen & Hughes, Inc.; G. A. Mairs, St. Paul, Minn., W. J. Dyer & Bro.

Resolutions Committee—J. F. Bowers, chairman, Chicago, Ill., Lyon & Healy; J. G. Corley, Richmond, Va., the Corley Co., Inc.; E. P. Hamilton, Brooklyn, N. Y., Frederick Loeser & Co.; C. A. Droop, Washington, D. C., E. F. Droop & Sons Co.; E. F. Taft, Boston, Mass., Eastern Talking Machine Co.

Golf Tournament Committee—T. H. Towell, chairman, Cleveland, Ohio, the Eclipse Musical Co.; L. Kaiser, New York, N. Y., S. B. Davega Co.; A. D. Geissler, New York, N. Y., New York Talking Machine Co.; R. Steinert, Boston, Mass., the M. Steinert & Sons Co.; G. Campbell, Denver, Col., the Knight-Campbell Music Co.; E. H. Uhl, Chicago, Ill., the Rudolph Wurlitzer Co.; C. A. Wagner, New York, N. Y., Musical Instrument Sales Co.

Stephens Committee (this committee consists of entire

executive committee and other members listed)—E. C. Rauth, chairman, St. Louis, Mo., Koerber-Brenner Co.; J. N. Blackman, New York, N. Y., Blackman Talking Machine Co.; I. S. Cohen, Baltimore, Md., Cohen & Hughes; J. C. Roush, Pittsburgh, Pa., Standard Talking Machine Co.; A. A. Trostler, Kansas City, Mo., Schmelzer Arms Co.; W. D. Andrews, Syracuse, N. Y., W. D. & C. N. Andrews; J. F. Bowers, Chicago, Ill., Lyon & Healy; A. A. Grinnell, Detroit, Mich., Grinnell Bros.; G. Mickel, Omaha, Neb., Nebraska Cycle Co.; A. McCarthy, San Francisco, Cal., Sherman, Clay & Co.; W. H. Reynolds, Mobile, Ala., Reynolds Music House; E. F. Taft, Boston, Mass., Eastern Talking Machine Co.; C. A. Wagner, New York, N. Y., Musical Instrument Sales Co.; P. B. Whitsit, Columbus, Ohio, Perry B. Whitsit Co.; R. Wurlitzer, Cincinnati, Ohio, R. Wurlitzer Co.; E. Blout, New York, N. Y., Emanuel Blout; L. Buehn, Philadelphia, Pa., the Louis Buehn Co., Inc.; F. W. Buescher, Cleveland, Ohio, the W. H. Buescher & Sons Co.; D. Creed, Chicago, Ill., Chicago Talking Machine Co.; J. E. Clark, Salt Lake City, Utah, the John Elliott Clark Co.; J. G. Corley, Richmond, Va., the Corley Co., Inc.; J. Dundore, Portland, Ore., Sberman, Clay & Co.; W. C. Dierks, Pittsburgh, Pa., C. C. Mellor Co., Ltd.; C. A. Grinnell, Detroit, Mich., Grinnell Bros.; J. F. Houck, Memphis, Tenn., O. K. Houck Piano Co.; A. Hospe, Omaha, Neb., A. Hospe Co.; F. J. Illeppe, Philadelphia, Pa., C. J. Illeppe & Son; L. Kaiser, New York, N. Y., S. B.

Davega Co.; M. Landay, New York, N. Y., Landay Bros., Inc.; R. H. Morris, Brooklyn, N. Y., American Talking Machine Co.; G. A. Mairs, St. Paul, Minn., W. J. Dyer & Bro.; F. Nestor, Pittsburgh, Pa., Standard Talking Machine Co.; B. E. Neal, Buffalo, N. Y., Neal, Clark & Neal Co.; F. P. Oliver, New York, N. Y., Blackman Talking Machine Co.; B. J. Pierce, Kansas City, Mo., J. W. Jenkins' Sons Music Co.; C. S. Ruggles, Los Angeles, Cal., Sherman, Clay & Co.; C. J. Schmelzer, Kansas City, Mo., Schmelzer Arms Co.; A. A. Trostler, Kansas City, Mo., Schmelzer Arms Co.; E. Urchs, Atlanta, Ga., Phillips & Crew Co.; H. A. Winkelman, Boston, Mass., Oliver Ditson Co.; L. C. Wiswell, Chicago, Ill., Lyon & Healy; W. G. Walz, El Paso, Texas, W. G. Walz Co.

INCREASE CAPITAL TO TWO MILLION

Otto Heineman Co., Inc., Take This Step to Take Care of the Purchase of the J. M. Dean Corp., Makers of Talking Machine Needles

The Otto Heineman Phonograph Supply Co., Inc., 25 West Forty-fifth street, New York, has increased its capital from \$1,800,000 to \$2,000,000.

Otto Heineman, president of the company, states that this increase was voted by the stockholders in order to take care of the purchase of the John M. Dean Corp., Putnam, Conn., manufacturers of the Dean steel needles, and one of the best-known concerns in the industry.

This plant will be known in the future as the John M. Dean division of the Otto Heineman Phonograph Supply Co., and the factory will be continued at Putnam, Conn., under the present management of John M. Dean, Jr., and Charles Dean. The executive offices of the company will be located at 25 West Forty-fifth street, New York.

M. C. STEGNER COMES TO NEW YORK

Leaves Record Order Department of Chicago Talking Machine Co. to Take Up Similar Position With New York Talking Machine Co.

M. C. Stegner, who was formerly connected with the record order department of the Chicago Talking Machine Co., Chicago, is now a member of the forces of the New York Talking Machine Co., Victor distributor, and is assisting George Kelly, of this company, in similar record work. Mr. Stegner has been associated with the Victor business for the past eight years, spending seven years with the Stewart Talking Machine Co., Indianapolis, Victor distributor. During the last two years of his service with this house he was in complete charge of its record ordering. For the past year he was connected with the Chicago Talking Machine Co.

RECORD DELIVERY ENVELOPES

Lufranc Quality



Mr. Record Seller:

Our combination of Heavy Kraft Paper, String and Button Fastener, Neat Printing, Low Price, means *this* to you:

PROTECTION TO THE RECORD
(thru the heavy paper)

SPEED IN WRAPPING
(thru the string and button fastener)

NEATNESS OF YOUR PACKAGE (every bundle uniform).
ADVERTISING YOUR NAME (thru the printing on the face of the envelope).
MONEY SAVING (they cost no more than ordinary paper and twine).

Made to Fit Any Make Record. Two Sizes—for 10" and 12" Always in Stock.

WRITE FOR SAMPLES AND PRICES.

ORDER TO-DAY FOR THE HOLIDAY RUSH

LEWIS C. FRANK
654 Book Building,
DETROIT, MICHIGAN

Envelopes for Records
Envelopes for Mailing Monthly Supplements
Corrugated Sheets Cut to Size

Please send samples of envelopes and quote us on _____ Thousand Printed
_____ " Plain

We sell _____ M _____
(Your Name)

Name of records _____
_____ (City and State)

T. M. W. 917

A Dealer's Success

The Logical Result of the

Imperial Combination

Imperial Machines

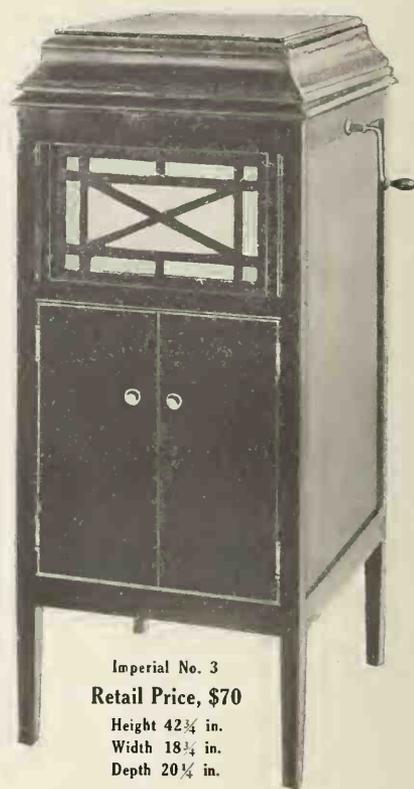
Manufactured and Guaranteed
by us in their entirety

Six Models from \$25 to \$190

Imperial Records

comprising a catalogue of 2,000 various selections of the
highest order in point of reproduction, tone quality, etc.

40 New Selections Monthly



Imperial No. 3
Retail Price, \$70
Height 42 $\frac{3}{4}$ in.
Width 18 $\frac{3}{4}$ in.
Depth 20 $\frac{3}{4}$ in.

Business will be better than ever this fall.

Protect yourself. Write or wire at once
for our dealers' proposition

LIBERAL DISCOUNTS

CHOICE TERRITORY BEING ASSIGNED

IMPERIAL TALKING MACHINE COMPANY

Main Office and Factory, No. 9 Vandever Avenue, Wilmington, Del.

Recording Laboratory and Showrooms:
35 West 31st St., New York City

Pacific Coast Distributors
Stern Talking Machine Corporation
1085 Market St., San Francisco, Cal.

STEEL PHONOGRAPH NEEDLES

Finest Quality

Sold in Bulk

We tell you how to get your envelopes with your own imprint. The longer you wait the scarcer they will be **and the more you will pay.**

ORDER NOW

ONEIDA IMPORTING CO.

47 E. 9th Street, New York

JOINS THE UNITED STATES FORCES

Five More Members of New York Talking Machine Co.'s Forces Now in the Service

There was recently published in The World a list of nine members of the sales and clerical staffs of the New York Talking Machine Co., Victor distributor, who enlisted their services with "Uncle Sam" in order "to do their bit." This splendid record of patriotism and loyalty is further emphasized by the addition of five more members of this same company's forces who have also joined in the fight for democracy.



Chas. Mason

Charles Mason, previously associated with the Chicago Talking Machine Co. and who recently joined the executive forces of the New York Talking Machine Co., has enlisted as a member of the Princeton Ambulance Unit. Mr. Mason is popular in talking machine circles and has many friends who wish him "God-speed" in his patriotic services.

Fred Graham has become a member of the United States Naval Reserve; Harry Clarence has joined the Twelfth Regiment; Walter Pyatt is a member of the United States Naval Reserve, and Joseph Wilson is serving in the National Army.

W. G. Porter and Joseph Swan, two of the popular members of the company's staff who enlisted for service several months ago, sailed for France on the "Baltic." They were taken unawares when practically the entire sales and clerical staffs of the New York Talking Machine Co. met them at the dock and gave them a rousing send-off that was noteworthy for its sentiment and personal appreciation of the men who are ready to "go over the top."

THE MULTIPLEX DISPLAY FIXTURE

The Multiplex Display Fixture Co., St. Louis, Mo., has been very successful in introducing its Multiplex hanger display. The company has been conducting an educational campaign among the dealers, suggesting that they preserve a catalog of record hangers or lists which they receive from the leading companies every month. The company points out that many dealers underestimate the selling value of these hangers, and that if they are properly displayed their usefulness does not cease with the passing of the current month. The hangers are frequently hung on a nail or hook, the latest issue being the only one in view and hiding the previous issues. In this way they become a nuisance, collecting dust very quickly and quickly becoming unsightly. The Multiplex display hanger is designed to hold a year's issue of month hangers, and there is no doubt but that the proper use of this fixture increases the selling values of the hangers, adding indirectly to record sales possibilities.

BUFFALO ASSOCIATION MEETS

T. A. Goold Elected President at Annual Gathering—Local Jobbers Act as Hosts—J. N. Blackman One of the Several Speakers

BUFFALO, N. Y., September 7.—The Talking Machine Dealers' Association of Buffalo met at the Hotel Statler Wednesday evening, September 5, and elected the following officers for the ensuing year: President, T. A. Goold; vice-president, E. C. Emens; secretary, H. G. Towne; treasurer, A. V. Biesinger. After the election there was a dinner, entertainment and speakers, all of which was furnished by the Buffalo job-

bers, W. D. & C. N. Andrews and Neal, Clark & Neal. The program was a delightful treat, according to the unanimous opinion of the guests. The principal speaker was J. Newcomb Blackman, president of the Blackman Talking Machine Co. of New York, and also president of the National Association of Talking Machine Jobbers.

There were also short addresses by W. J. Bruhl, of Neal, Clark & Neal; C. N. Andrews, of W. D. & C. N. Andrews; Louis Meier, president of the Talking Machine Dealers' Association of Cleveland, and F. W. Buescher, of the W. H. Buescher & Sons Co., Cleveland Jobbers. These interesting trade addresses were much appreciated.

The attendance at the meeting totaled ninety-three, there being sixty-three houses represented, forty-four of which were from Buffalo and vicinity. The guests represented this wide area: Niagara Falls on the north; Syracuse and Hornell on the east; Wheeling, W. Va., on the south, and Cleveland and Lorain, O., on the west.

A few of the dealers remained in Buffalo until the following day and took an auto trip to Niagara Falls and Fort Niagara, where an officers' training camp has been established.

Another meeting for the benefit of the Buffalo dealers is well under way. The date has been set for Friday evening, September 28. An interesting speaker has been booked for that occasion.

Are You In Need

- of
- Needles
- Record Delivery Bags
- Stock Envelopes
- Corrugated Board
- Record Albums
- Supplement Envelopes
- Record Carrying Cases
- or any other accessories

Let Us Help You

We have as complete a stock of both Foreign and Domestic Victor Records as there is in the Country, together with an enormous supply of Victor Repair Parts.

Anything and Everything to Help You

Make Some Money



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



ASK YOURSELF THESE QUESTIONS

Where can I secure a line of machines that will SELL?

Is there a factory in the middle west that can be depended upon for shipments?

Will these machines give me a fair profit?

The MOZART is the ANSWER!



STYLE A
Height, 45½"
Width, 17"
Depth, 21"

Retail
Price
\$55



STYLE B
Height, 47"
Width, 23"
Depth, 24"

Retail
Price,
\$100



STYLE C
Height, 47"
Width, 23"
Depth, 24"

Retail
Price
\$100

Mozart 10 in. and 12 in. records are increasing dealers' sales fourfold. September supplement ready to be mailed.

Why the MOZART means Success and Profits.

The MOZART line is complete, 7 models, retailing from \$15 to \$100.

MOZART factory facilities are unsurpassed, a new cabinet plant is now ready for our exclusive use.

MOZART records have tone quality and include the most popular hits of the day.

The MOZART line has been on the market two years and is here to stay.



WRITE TODAY FOR
OPEN TERRITORY

THE MOZART TALKING MACHINE COMPANY

J. P. FITZGERALD, *President*

2608-2618 NORTH 15th STREET

ST. LOUIS, MO.

PLAN FOR FUTURE IN CINCINNATI

All Branches of the Trade Putting Forth Great Efforts to Produce or Lay in Stock for the Coming Months—Some General News

CINCINNATI, O., September 5.—While the manufacturers in this part of the valley are straining their energies to assemble their supplies, the jobbers and retailers are using as much gray matter in getting the finished product in storage in anticipation of the big demands for the remainder of the year.

So far the task of the retailer apparently has been an almost hopeless one, for where the freight situation does not act as a handicap the manufacturer is putting off deliveries through claims of being unable to secure certain parts.

There has been a fair amount of business during the past month. A few of the houses were unable to satisfy the wants of all customers and were compelled to send these to competitors. The Starr Piano Co.'s local branch, which acts as a supply station for many houses in the Ohio valley, has been unable to accumulate a surplus stock because of pressure from these places.

C. W. Neumeister, manager of the new branch house of the Otto Heineman Phonograph Supply Co., entertained Mr. Heineman recently, the head of the corporation spending the day looking over the local situation. One of the big things done by Mr. Neumeister was the placing of an order for 25,000,000 needles, to be furnished from the John Dean, Inc., factory.

Charles Fritsch, of the Fritsch Phonograph Co., is to have charge of the local house of that corporation, to be formally opened at 124 West Fourth street about September 10. The company has just issued a new catalog, to be circulated next week.

A. O. Peterson, manager of the Phonograph Co., is spending much of his time just now making a round of his territory. One of his visitors last week was E. P. Mobeley, of Lexington, Ky.

Manager Byers, of the Vocalion department of the Aeolian Co., spent about a week in the Vocalion factory in New York, getting more information about the manner in which this instrument is made ready for the market.

"Business, of course, at this time of the year is not brisk," said R. J. Whelen, manager of the local Columbia branch, "so we are devoting the greater part of our energies in getting in stock for future needs in view of the increased difficulties in getting shipments in from the factories later on. We are fairly stocked up now but we are continuing our efforts to get more goods as we are planning for the largest fall and winter business in the history of our company despite the unsettled condition of the country.

"Generally speaking, however, the talking machine business has not suffered to any great extent on account of dull business during the summer months and prospects are good for September and October and from now on a steady in-

THE Delpheon Sales Company

Cordially invites you to visit their Showrooms at

20 CHURCH STREET
NEW YORK

Directly opposite the Hudson Terminal Buildings

Where a complete line of DELPHEON phonographs
is on display



crease is looked for. We are enlarging our record department and endeavoring to give 100 per cent. efficiency in filling record orders and we hope to fill all machine and record orders on demand on account of our increased stock."

W. S. Givler, traveling representative of the local Columbia branch, is starting out on his fall campaign and reports from the trade look good.

Ben L. Brown, now manager of the Indianapolis branch of the Columbia Graphophone Co., and C. P. Herdman, now manager of the Grafonola department of the Baldwin Co., Indianapolis, visited the Cincinnati store recently.

S. H. Nichols, district manager of the Columbia Co. located at Pittsburgh, Pa., made one of his periodical visits to the Cincinnati branch during the past month, having just returned from a district managers' meeting at the home office and was very enthusiastic about new policies that are being put into effect.

The Cincinnati branch of Steinway & Sons has set aside two rooms for the benefit of the Clayola and the Columbia machines, both handled by that firm.

Manager Dittrich, of the Victor department of the Rudolph Wurlitzer Co., reviews the August situation in the following manner:

"The wholesale demand for Victrolas during August was simply beyond precedent. Dealers everywhere are not only enjoying exceptionally good summer trade but indications seem to point

without exception to a tremendous fall demand for which practically no provisions have been made in the way of reserve stock on account of the heavy demands during the summer.

"Record business also has seen but very little diminution on account of the hot weather. Heavy orders are being placed not so much to prepare against the fall demands as to fill in depleted stock which has been unable to stand the demands of the heavy record business during this summer."

ROTARY CLUB BUYS PHONOGRAPH

Supplies Company of Soldiers With Army and Navy Edison Phonograph

KEWANEE, ILL., September 10.—An Army and Navy Edison phonograph has been purchased by the Rotary Club for the boys of Company K and already has been forwarded to them. It is a special machine manufactured by the company and when it was demonstrated to President E. E. Baker by W. A. Bowen, the local distributor, Mr. Baker was so well impressed that he ordered its immediate purchase and dispatch to the boys. This action was heartily approved by the Rotary Club and a collection was taken at the meeting to-day to defray the expenses. Mr. Bowen, who makes no profit on the machine, donated a large number of records and his generosity was heartily commended by the club in a formal vote of thanks.

The Manophone

"THE MUSIC MASTER OF PHONOGRAPHS"

Can now be seen in our warerooms. Manophone Models in beauty and finish truly indicate the artistic character of Manophone musical qualities. The choicest specimens of the cabinet maker's art are shown in the various styles. Write for Catalog and Proposition.

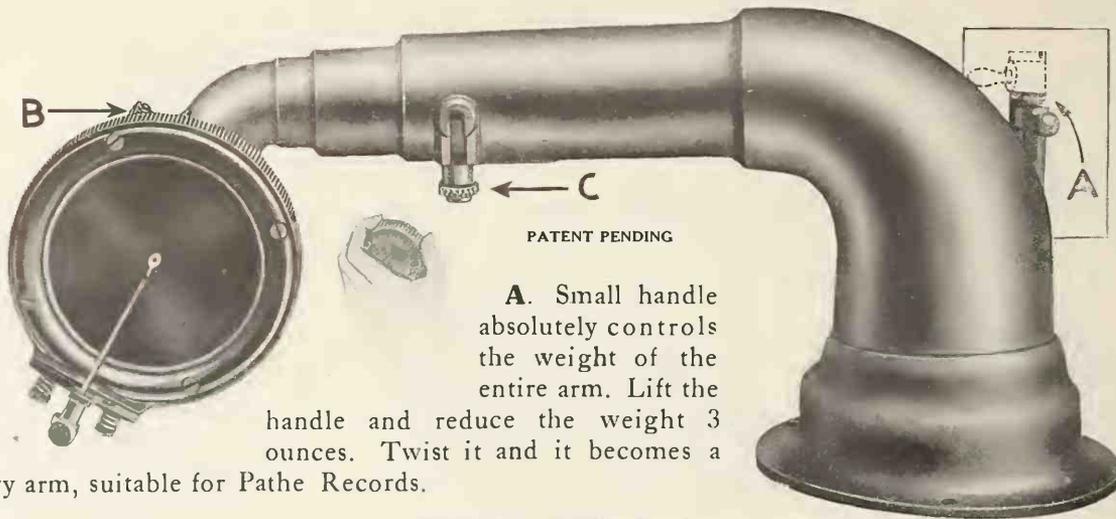
We will gladly mail illustrated Manophone Catalog and our Manophone Merchandising Plan, which will prove decidedly interesting to all dealers.

24 and 26 EAST 13th STREET
NEW YORK

G. GENNERT, *Manophone Distributor*

CHICAGO SAN FRANCISCO
LOS ANGELES

THE TWO IN ONE UNIVERSAL TONE ARM



A. Small handle absolutely controls the weight of the entire arm. Lift the handle and reduce the weight 3 ounces. Twist it and it becomes a heavy arm, suitable for Pathe Records.

B. The new spring back screws enable you to change position of the sound box for vertical or lateral records by a simple twist, using one hand. No screws to loosen or tighten. Just a twist, and you'll hear it click into place, and it's locked there.

C. Spring lock screws on telescope section of arm. Just push in or pull out, and it locks in place.

The only arm that is just as simple to the novice as to the skilled mechanic. Automatic; fool-proof.

The following sets are recommendable to assemblers, ready for delivery in any quantities:

Machines Retailing	For Toy Machines —	"Baby" Tone Arm and Sound Box	No. 0 Motor
\$5.00 to \$10.00	No. 1	No. 1	No. 0 Motor
10.00 to 40.00	No. 2	No. 1, Mica	No. 1 or 12 Motor
40.00 to 75.00	No. 2	No. 3	No. 12 or 6 Motor
75.00 to 100.00	2 in 1	No. 5	No. 3 Motor
100.00 to 125.00	2 in 1	No. 5	No. 7 Motor
125.00 to 150.00	2 in 1	No. 5	No. 4 Motor
150.00 to 200.00	2 in 1	No. 5	No. 4 Motor
200.00 up	2 in 1	No. 5	No. 18 Motor

All parts gold-plated
All parts gold-plated

SINGLE SPRING MOTORS

We offer immediate delivery in any quantity of a first class, well-built single spring motor, playing 2 ten-inch records, and suitable for use in any machine up to \$15.00 retail value, at a price that will interest you. Write at once for prices.

SAPPHIRES

In spite of the shortage existing at present, we have on hand for immediate delivery a large stock of Pathe loud and soft tone Sapphire Balls, and Edison Diamond and Sapphire Points. Genuine imported Swiss cut. Write for details.

SEPTEMBER SPECIALS

INDEPENDENT TALKING MACHINE CO., Inc. 54-56 BLEEKER ST. NEW YORK

SELLS VICTROLAS TO THE SAILORS

Harry F. Bieling, of the Pease Piano Co. Staff, Brooklyn, Has Met with Much Success in Getting After This Class of Business

A "chip of the old block" is the well-deserved compliment which may be offered Harry F. Bieling, a member of the sales staff of the Pease



Naval Electrical Class and their Victrola Piano Co., 34 Flatbush avenue, Brooklyn, N. Y. This enthusiastic Victor salesman is a son of John F. Bieling, a member of the sales force of the Silas E. Pearsall Co., New York, Victor distributors, and one of the most popular members of the local Victor fraternity.

Harry F. Bieling has "put over" a number of difficult sales during his association with the Pease Piano Co., but one of the best deals he consummated recently was the sale of more than ten Victrolas with suitable record outfits to the different companies in the United States Naval Electrical Class, stationed at the Navy Yard, Brooklyn, N. Y. This deal required more than average selling ability, coupled with tact and bulldog persistence, and the fact that he capped the climax by receiving permission to use a camera on the Navy Yard grounds indicates that this aggressive young man is well entitled to a front seat in our diplomatic corps.

Through the courtesy of Harry J. Donahue, commander of the Seventh Company of the United States Naval Electrical Class, Mr. Bieling was permitted to interest the members of this company in the desirable features of a Victor outfit. His first sale was soon made, and when the other companies realized that the Seventh was the owner of a Victrola and Victor records, Mr. Bieling's order book was soon in demand. In the accompanying illustration he is seen in company with some of the members of the Seventh Company.

CATALOG OF THOMAS CO. PRODUCTS

New Volume Just Issued Gives Full Details of Motors, Tone Arms and Other Talking Machine Equipment Made by Thomas Mfg. Co.

Just before going to press The World received a copy of the comprehensive new catalog that has just been issued by the Thomas Mfg. Co., of Dayton, O. It is a handsome affair typographically, interestingly illustrated, and edited in a decidedly individual style. In the center is a striking two-page spread of views, exterior and interior, of the Thomas plant. Complete listings and descriptions are given of the various parts which are found in the different styles of the Dayton motor and also of the tone arms and sound boxes made by the Thomas Co. There are also several pithy articles bearing on the importance of insisting on quality motors and equipment and on why Dayton has attained an international reputation as the home of skilled mechanics. Copies of this catalog are being furnished free to the trade.

In referring to the new catalog, M. H. Mathews, president of the Thomas Co., says in part: "In our new catalog the trade will find fresh evidence that the Thomas Co. is in the talking machine industry to stay and to furnish to manufacturers motors and other parts of the very highest grade only."

TRADE SITUATION IN LOS ANGELES

Merchants Buying Heavily in Anticipation of Transportation Difficulties in Future—E. E. Deffenbaugh Takes Over Phonograph Department of Wiley B. Allen Co.—Other News

LOS ANGELES, CAL., September 8.—All prospects point to a banner fall business and all the merchants are buying heavier than ever before. All local dealers have found out if they want to have the goods they must store them away beforehand or be left out in the cold.

Freights have been a little bit easier this summer, but from reliable sources it is thought that the embargo may be put on any time.

Will F. Morton, manager of the talking machine department for Sherman, Clay & Co., of San Francisco, who is in the city on a visit, says business is good in San Francisco and looks for a wonderful fall and winter trade. The needle situation is becoming very acute in San Francisco, according to Mr. Morton, and he looks for the prices to soar before Christmas.

Chas. Hadley, who is with the E. H. White Furniture Co., of Whittier, Cal., Edison dealers,

was in the city looking at the new period model on exhibition at the Southern California Music Co. He has several prospects for this model.

Miss Julia Heinrich, of the Metropolitan Opera Co., and a Thos. A. Edison exclusive artist, is spending the summer with her family of La Jolla, Cal. This is Miss Heinrich's first visit to California for a good many years, although San Diego was her home at one time.

E. E. Deffenbaugh, who was until recently manager for Byron Mauzy, San Francisco, has taken charge of the phonograph department for the Wiley B. Allen Co., of this city. He is a talking machine man of wide experience and is well known in the West, especially on the Coast.

The Bartlett Music Co. will be in its new store by October 1. This will be one of the finest stores on the Coast when finished and will have an up-to-date talking machine department. The Bartlett Music Co. is an exclusive Columbia dealer.

The Fitzgerald Co., an exclusive Edison dealer, reports a good business. Earl Dible, the manager, is very optimistic regarding the future of the Diamond Disc.

\$24⁰⁰

Height 40 inches

Width 18 inches

Depth 18 inches

Wholesale Price—Less 5% for Cash

The New Flemish Cabinet Phonograph



SALES PLAN—We have but one wholesale price regardless of the size of dealer. No jobbers.

Two large, modern factories building only this one single model.

Built under new and experienced management.

Equipped with improved sound-box.

Operated by the latest ball-bearing type motor, playing three ten-inch or two twelve-inch records at one winding.

Hard wood mahogany finish.

Plays all makes of flat records without extra attachments.

This phonograph sells quickly and in large quantities.

This phonograph stays sold.

The factory output for holiday months is being rapidly taken up. To insure deliveries at time promised order now.

THIS IS YOUR OPPORTUNITY TO MAKE BIG, QUICK MONEY. THE BUSY SEASON IS HERE. ACT IMMEDIATELY. WRITE AT ONCE.

FLEMISH PHONOGRAPH CO.

Dept. K, 220 Fifth Avenue

NEW YORK CITY

PITTSBURGH ASSOCIATION HOLDS ITS ANNUAL OUTING

Nearly Three Hundred People Attend and Make the Affair a Great Success—Arrangements Committee Provides Enjoyable Program for the Day and Merits Thanks of Members

PITTSBURGH, PA., September 6.—The Talking Machine Dealers' Association of Pittsburgh recently held its annual picnic at the Homestead Park

Geo. Hardes, of the W. F. Frederick Piano Co.; C. E. Willis, of the same company; French Nestor and J. S. McCormack, of the Standard Talk-

consisting of Messrs. Hartley, Schairor, Sahner, Martin and Heins; a tug-o-war for women, won by a team captained by Mrs. Hardes; a whistling contest for ladies, won by Miss Weiver; a 100-yard dash for jobbers, won by Albert Buehn; a ball-throwing contest for ladies, won by Miss Catherine Jenkins; a quoit-throwing contest,



Those Who Attended the Annual Outing of the Pittsburgh Talking Machine Dealers' Association

Grounds, Homestead, Pa., and it not only proved a most enjoyable affair in every way, but served to emphasize very strongly the manner in which the association idea has appealed to the local talking machine men. Over fifty different houses were represented at the picnic, and the attendance was nearly 300. Considerable attention had been given to the details of the affair, and the result was that everything went off without a hitch. The committee of arrangements included

ing Machine Co.; David Hartley, of Lechner & Schoenberger, and Leo. Half, of Half Bros.

There were a number of interesting features programed, including a fifty-yard dash for boys which was won by Milton Menzer; a peanut scramble for boys, a 100-yard dash for all comers, won by Mr. Sheets; a fifty-yard dash for married ladies, won by Mrs. Geo. Hardes; a fifty-yard dash for single ladies, won by Miss McGregor; a tug-o-war for men, won by a team

won by R. H. Schairor, and indoor ball for ladies. There were many contestants for all events and every one appeared to get a maximum enjoyment out of the affair.

The Pittsburgh Talking Machine Association



The Committee of Arrangements

is a live, energetic organization and the annual picnic this year served the purpose of a first get-together session preliminary to the first business meeting of the year which will take place early in October. A careful program of business is being planned for the coming year and the indication is that a prosperous and satisfactory season is ahead of the association.

CALLS ATTENTION TO PRIZE AWARDS

Sonora Phonograph Corp. Sends Out Letter Anent Awards at Panama-Pacific Exposition

The Sonora Phonograph Corp., New York, has sent out a letter to the trade in connection with the awards made at the Panama-Pacific Exposition, San Francisco, Cal.

The company refers to a letter written by O. H. Fernbach, secretary of the International Award System, stating that "the only jury which heard and tested all of the phonographs exhibited at the Panama-Pacific Exposition recommended that the Sonora phonograph be given a marking for tone quality higher than that given to any other phonograph or talking machine. At this time I desire to advise you, as I have advised other exhibitors, that no award for tone quality was made to any exhibitor or any instruments at this exposition."

Other letters on file at the Sonora offices were sent by Carl Hein and Adolph Rosenbecker, members of the jury. The latter stated that the Sonora phonograph received "the only perfect score for tone qualities, and that this decision was unanimously adopted by the jury."



Twin Inventions that Enrich the Tone

The key to phonograph sales is "tone." Cabinet finish and novelty features may help, of course, but finally it is the *tone* that sells a machine. No manufacturer can afford to neglect investigating

Parr Magnetic Reproducer and Vibratone Patented Diaphragm

Either of these inventions effects remarkable improvement in tone—together they produce a veritable wonder-tone, pure, mellow, and of unusual volume.

The Parr Magnetic Reproducer owes its sensitiveness to the permanent magnetic attraction acting on the stylus-bar. In the rendering of soft selections the needle catches those ultra-delicate shadings which elude reproduction with the old-style sound boxes; and in the fortissimo passages the flexibility of the magnetic force permits the needle to cling faithfully to the recording without blasting.

The Vibratone Patented Diaphragm is a composition that has all the good points of mica, and will pass every mica test; and besides, it is uniform in quality and free from bubbles, blisters and wavy places. It is indestructible, permanently resilient, non-porous, non-absorbent and responsive to a high degree.

Send us one of your reproducers to be fitted with a Vibratone Patented Diaphragm. The improvement in tone will gratify you. No obligation on your part. Large discounts in quantity lots.

Parr Manufacturing Corporation
1 Union Square New York
At Fourteenth Street

FIRST RECORDINGS BY STRACCIARI

New Records by Italian Baritone to Be Found in the September List Issued by the Columbia Co.—Is a Very Prominent Artist

The Columbia Graphophone Co., New York, will announce in its October supplement of new records the first recordings by Riccardo Strac-



Riccardo Stracciari

ciari, one of the foremost Italian baritones, who has been engaged as an exclusive Columbia artist. His first record comprises the "Barbieri Di Siviglia" (Rossini), "Largo Al Factotum."

**Mermod
Swiss
Phonograph
Motors
ARE THE BEST**

**9,500 Motors on Hand
For Immediate Delivery**

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

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

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

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

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

Can ship goods direct to Canada from bonded warehouse and avoid paying American Duty.

Riccardo Stracciari has been heard in the Metropolitan Opera House, and will probably soon appear there again. He has sung throughout Europe, six years in Russia and nine in South America. His deep study of each of the fifty-eight operatic characters with which he is familiar has won him international recognition, but it is as a vocal artist that Stracciari has won fame and prestige as one of the foremost baritones.

PATHE JOBBERS IN INDIANAPOLIS

Mooney-Mueller-Ward Co. Secure the Pathé Jobbers' Franchise for Important Territory

The Pathé Frères Phonograph Co., Brooklyn, N. Y., added another leading house to its steadily increasing list of distributors when a jobbers' contract was closed recently with the Mooney-Mueller-Ward Co. of Indianapolis. This concern, one of the largest and most influential drug houses in the Middle West, takes over the franchise of the Pathephone Distributors Co., of Indianapolis.

In the preparations for properly handling the popular Pathé line, the Mooney-Mueller-Ward Co. has made extensive plans to give its large number of dealers its closest co-operation. Its list of salesmen, who are at present actively engaged in pushing the Pathé products, includes thirty to forty experienced, live-wire men. The entire staff is at present actively engaged in preparing for the fall drive, which from all indications will be a record breaker.

J. N. VASEY APPOINTED MANAGER

CHICAGO, ILL., September 10.—Joseph N. Vasey has been appointed manager of the Chicago talking machine department of the great house of Thos. E. Wilson & Co. and will assume his duties on Monday of next week. He will be located at the recently opened offices in the Silversmith Building at Madison and Wabash. He will have general charge of the wholesale business and the Wilson talking machines and will start immediately on a general campaign of promotional work with the dealers and branch houses throughout the country. His wide experience in both the retail and wholesale branches of the trade will naturally enable him to aid the Wilson dealers greatly in the development of their business along progressive lines. Mr. Vasey has been for the past twenty-five years with Lyon & Healy, and has an enviable reputation in the talking machine field.

He will also have supervision of the talking machine department at the retail store at Monroe and Wabash.

MANY IMPORTANT INSTALLATIONS

Arthur L. Van Veen & Co., manufacturers of Van Veen "Bed-Set" booths, have completed a number of important installations the past few weeks, including a battery of booths for the Victor department of Frederick Loeser & Co., Brooklyn, N. Y., several booths for Stern & Co., Perth Amboy, N. J., and two installations for Michaels & Co., Brooklyn, N. Y. The company also closed important deals with a number of well-known concerns, including The Chamberlain Co., New Haven, Conn., and Normand Herrington, Brooklyn, N. Y. Mr. Van Veen states that several installations of more than passing interest are now being completed, and that he has secured a number of repeat orders from prominent dealers.

B. ABRAMS SELLS BUSINESS

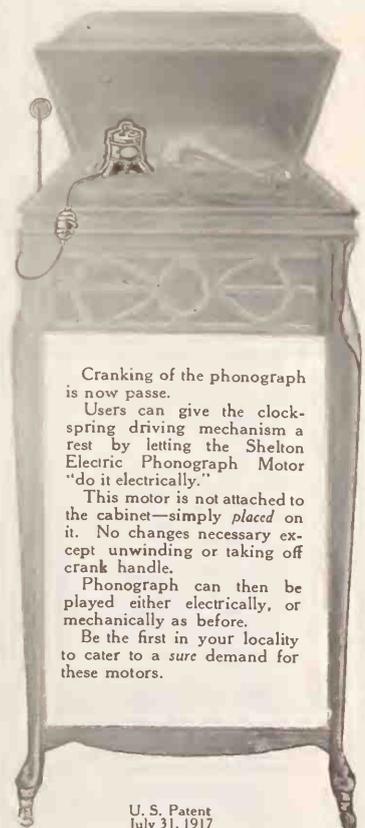
B. Abrams, who for several years has been sole owner of the Grand Talking Machine Co., Brooklyn, has sold his business, which has been incorporated with L. Abrams as president, and M. Abrams as treasurer. B. Abrams was compelled to leave the business owing to the fact that he was drafted, and will soon be a member of the national army.

**\$15 Retail
Shelton Electric
Talking Machine
Motor**

FULLY GUARANTEED FOR ONE YEAR



Usual Trade Discounts. Write today for samples and prices.



Cranking of the phonograph is now passe.

Users can give the clock-spring driving mechanism a rest by letting the Shelton Electric Phonograph Motor "do it electrically."

This motor is not attached to the cabinet—simply placed on it. No changes necessary except unwinding or taking off crank handle.

Phonograph can then be played either electrically, or mechanically as before.

Be the first in your locality to cater to a sure demand for these motors.

U. S. Patent
July 31, 1917

SHELTON ELECTRIC CO.

NEW YORK—30 East 42nd Street.

CHICAGO—30 East Randolph Street

BOSTON—101 Tremont Street.

SAN FRANCISCO—62 Post Street.



I want you to try
one of these
motors—one of
these

Stephenson Precision- made Motors

You will notice that it winds
easier than any other motor;
you will notice that there is
no running noise. I believe
that this motor is as quiet as

a motor can be made. It is
a motor that helps you to
build a better phonograph.
It is truly a Precision-made
Motor.

I would like to have you try
it; I can send you one im-
mediately upon your say-so.

Why not write me today?

Yours very truly,

Francis V. Thitz
VICE-PRES.

STEPHENSON, Inc.
One West Thirty-Fourth Street
NEW YORK

VICTOR CO. HOLDS FIRST EDUCATIONAL CONVENTION

Over Fifty Educational Workers, Representing Jobbers and Dealers, Gather at Camden and Profit by Expert Discussions and Demonstrations—Are Elaborately Entertained

CAMDEN, N. J., September 8.—Early in July the Victor Talking Machine Co. announced a special week of instruction for Victor distributors and dealers and their representatives engaged in special school work, and responding to invitations sent out by Mrs. Francis E. Clark, head of the educational department, over fifty educational workers, representing thirty-five Victor jobbers and dealers, met at the Victor headquarters during the week of August 27-31 for the first educational convention or summer school.

As an indication of the widespread interest in the convention, it may be remarked that representatives came from points as far distant as Salt Lake City and Jacksonville, Fla. A particularly elaborate program for the convention had been prepared under the direction of Mrs. Clark, and something was arranged for practically every hour during the week. Mrs. Clark and the various members of her staff had important subjects assigned to them and gave to the delegates the best of their practical knowledge in connection with the development of educational work, including the knowledge of the proper records and the ways in which they could be used, means for raising funds for Victrolas, programs to be given before the clubs and societies, methods for reaching school

meeting will be largely attended. The various Victor distributors and dealers were represented as follows:

W. D. & C. N. Andrews, Buffalo, N. Y., A. W. Fiscus and C. M. Logan; G. A. Barlow's Son

Eisenbrandt Sons, Baltimore, Md., C. Henry Eisenbrandt; Florida Talking Machine Co., Jacksonville, Fla., Miss Ruth Upson; Gimbel Bros., Milwaukee, Wis., C. L. Parker; Grinnell Bros., Detroit, Mich., Mrs. Laura Meeker; Hengerer & Co., Buffalo, N. Y., H. A. Brennan and Mr. Marklein; Koerber-Brenner Co., St. Louis, Mo., Thos. Cummins; Lyon & Healy, Chicago, Ill., Mr. Smith, Mr. Corcoran and L. C. Wiswell;



General Manager L. F. Geissler Addressing the Convention

Co., Trenton, N. J., Miss Mary E. Hough and Miss Nellie M. Primmer; Barlow Hardware Co., Corry, Pa., Mr. Coons; Louis Buehn, Philadelphia, Pa., Mr. Callahan and Mr. Bliss; Emanuel Blout, New York City, N. Y., Miss Sadie Vogel; W. H. Buescher & Sons Co., Cleveland, O., Miss Wilma Masten; Calder Music Shop, New Haven, Conn., W. E. Fulton; John Elliott Clark Co., Salt Lake City, Utah, Miss Bessie Goldsbrough; Collister & Sayle Co., Cleveland, O., Miss Jeannette Heisa; Corley Co., Richmond, Va., Miss Bessie Gathright; Cressey & Allen, Portland, Me., Mr. Fickett; Dils Bros. & Co., Parkersburg, W. Va., O. T. Lytle; C. H. Ditson & Co., New York, Wm. M. Lind; E. F. Droop & Sons Co., Washington, D. C., C. L. Howser; H. R.

McAlpin Co., Cincinnati, O., Mrs. Anne B. Robbins; C. C. Mellor Co., Pittsburgh, Pa., Miss Lillian A. Wood; Nebraska Cycle Co., Omaha, Neb., Miss Mayme Jardine; Neal, Clark & Neal Co., Buffalo, N. Y., W. J. Bruehl; New York Talking Machine Co., New York City, N. Y., Wm. H. Nolan; Penn Phono Co., Philadelphia, Pa., M. L. Brown; Price Talking Machine Co., Newark, N. J., Clark Price; Robelen Piano Co., Wilmington, Del., W. E. Holland; Salisbury Music and Specialty Co., Salisbury, Md., W. C. Day, Jr.; Schmelzer Arms Co., Kansas City, Mo., Miss Leah Ullom; Scruggs-Vandervoort & Barney Co., St. Louis, Mo., Miss Lorraine Merritt; Stewart Talking Machine Co., Indianapolis, Ind., Miss Caroline Hobson; H. A. Weymann & Son, Philadelphia, Pa., John Dawson.



Delegates to the Victor Educational Convention

boards, the different classes of music represented in the records, a demonstration of the Oscar Saenger singing lessons, and some practical information on musical appreciation.

Among the outstanding features were the interesting lectures and practical school demonstrations of Mrs. Agnes Moore Fryberger, assistant music supervisor of Minneapolis, whose book, "Listening Lessons in Music," is proving an excellent guide to the teacher in the use of the talking machine in graded schools; a lecture and exhibition of Esthetic Dancing and Ballet, by Mlle. Louise LeGai, whose ballets at the Victor open-air festivals of the Panama-Pacific Exposition are remembered with pleasure; and last, and by no means least, a concert recital by the popular baritone, Reinald Werrenrath, whose Victor records play an important part in school work.

The week was not without its social diversions, which included dinners given by the Victor Co. to its guests at the Hotel Adelphia, Philadelphia, a sea food dinner at the Rosemont, and a dinner and concert by Sousa's Band at Willow Grove Park. Every opportunity was given those attending to become familiar with each phase of Victor school work by means of practical demonstrations by Mrs. Clark and the various traveling representatives of her department, who convened with the visitors during the last three days of the convention. Owing to the great satisfaction expressed by all who attended, and as a part of the plan to train Victor salesmen and women in the special requirements of educational work, General Manager Geissler has decided that this meeting shall be held annually. It is safe to say that next summer's

PETITION IN BANKRUPTCY FILED

A petition in bankruptcy was filed against the Melodograph Corp., manufacturers of phonographs at 142 West Fourteenth street, New York, on September 5, by Max Zeichner, Julius Hammel and Maurice Friedberg. The liabilities of the company are said to be about \$19,000. An assignment was also made to I. Wasservogel.



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

124-130 Pearl Street

BROOKLYN, N. Y.

GIFT CERTIFICATE FOR THE USE OF VICTOR DEALERS

Giving of Personally Selected Records at Holiday Time Simplified by New Certificate Designed and Issued by the Victor Co.—Should Stimulate Record Sales

In connection with plans for taking care of the largest holiday business in machines and records that has ever been enjoyed, the Victor Talking Machine Co. has just prepared, for the use of its dealers, an elaborate record gift certificate designed particularly for the Christmas season.

It has long been realized that records repre-

sents of holly. The certificates which have been printed at considerable expense are supplied free by the Victor Co. to its dealers, orders for them being filled in rotation.

It is suggested that dealers send certificates to those on their selected mailing list, for the certificate is accompanied by a stub which serves to

In introducing the certificates to the trade, the Victor Co. says in part: "This year, perhaps more than any other, home entertainment will be more eagerly sought in thousands of homes, and Victor records make an ideal Christmas gift, one that will be appreciated by every member of the family every day of the year."

Dealers generally should not hesitate to avail themselves of the opportunity to take advantage of the gift certificate plan, and start the campaign among their local customers and prospects at the earliest practical moment.

OTTO HEINEMAN HOME FROM TRIP

Visits Chicago and Cincinnati Branches of Company and Also Manufacturers

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., returned to New York recently after a visit to the company's Chicago and Cincinnati branches, a call at the Heineman factory in Elyria, O., and a visit to some of the talking machine manufacturers in St. Louis and the nearby territory. In a chat with *The World* he stated that every member of the talking machine industry is preparing for an active fall trade, particularly with the high-grade machines.

Mr. Heineman was pleased to find the company's factory at Elyria working to capacity, with every department contributing its quota towards making 1917 the Heineman banner year.

TO VISIT TRADE IN MIDDLE WEST

William Phillips, president of the Mutual Talking Machine Co., New York, will leave in a few days for a two weeks' trip to the Middle West; his itinerary calling for a visit to the leading trade centers in this section. Mr. Phillips planned to take this Western trip earlier in the month, but owing to unexpected business activities the past few weeks was obliged to postpone it. He has received many letters from Western talking machine manufacturers who are using Mutual products requesting him to "drop in" and see them when he is in the West.



A Reproduction of the New Victor Record Certificate

sent most desirable Christmas presents, but it is not always possible for the giver to select the records that will give the most pleasure to the recipient. The new certificate, however, serves to solve the problem, for the donor merely purchases a certificate calling for records of a specified valuation, and the recipient can present the certificate at the dealer's store and choose his own records.

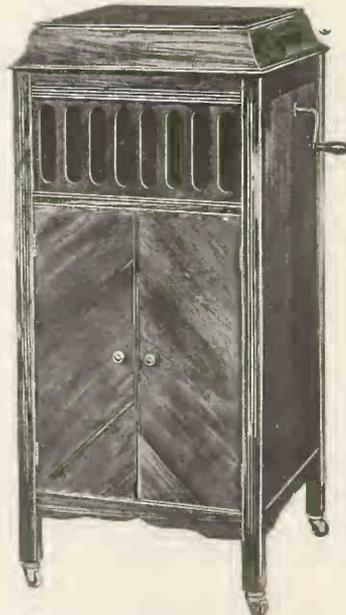
The certificates, printed in black, green and red on a buff ground, have reproductions of Red Seal records in the upper corners, the Victor trade-mark in seal form at the bottom, and appropriate Yuletide decorations in the form of

explain its purpose. Those who desire to make use of the certificate in giving presents, simply tear off the stub, have the certificate properly filled out by the dealer, and then send it to the one for whom the gift is intended. The certificate plan of giving is not by any means new. It is in fact quite common in other lines of business and has also been used by various talking machine dealers in the past on their own initiative. Through the introduction of a standard gift certificate by the Victor Co. itself, it is believed that the sales not only of records but of machines also will be greatly stimulated during the coming holiday season.

READY FOR IMMEDIATE DELIVERY

Highest Grade Talking Machine Cabinets

of Exclusive Designs, suitable for machines ranging from \$35.00 to \$250.00, at Attractive Prices



STANDARD UTILITY CO.

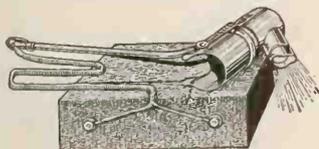
225 LEXINGTON AVENUE, New York City
Murray Hill 9400

There Are Going To Be Hundreds Of Thousands of **RECORD-LITE**s Sold This Fall

Are you going to sell *your* share—and reap the easy profits that come from the sale of the fastest selling specialty in the music line—or are you going to stock short—and pass it up?

New Models Now Ready for Improved Victrola Tone Arm

THERE has been an insistent demand for Record-Lites that fit the new tone arm with which the larger Victrola models are now equipped. These new Record-Lites are now ready.



Record-Lite complete with Battery—Comes Neatly Boxed.

The Profits Are Yours!

The sales are waiting. All you need to do is to show the Record-Lite, and demonstrate it—and there will be a sale four times out of five.



Just "Touch The Button"—and the entire top of the Victrola is flooded with light.

Get Ready For The Holiday Trade

There will be an especially heavy demand for Record-Lites during the Holiday sales. **ORDER YOUR STOCK NOW.**

THE RECORD-LITE CO. (Inc.)

Sole Manufacturers and Patentees

135 Second Street

MILWAUKEE, WIS.

A LIVE BUSINESS ORGANIZATION

Various Departments of Thomas Mfg. Co., Talking Machine Motor Manufacturers in Dayton, O., in Charge of Capable Executives Who Have at Their Command Modern Plant and Equipment for Carrying on Work

DAYTON, O., September 5.—Several pieces of interesting news were gleaned by the representative of The World, during a recent call at the plant of the Thomas Mfg. Co., of Dayton, O.

A. N. Hancock, who succeeds the late F. M. Betz as sales manager of the company, is already in active harness and is energetically performing the various functions of his office. Mr. Hancock was previously located in Chicago, where he had been a specialty man for many years. His experience in specialty fields will undoubtedly prove of great value in the talking machine motor and tone arm business, and Mr. Hancock is entering his new duties full of enthusiasm and anticipation.

Some members of the trade will be interested to know that the much heard of N. M. Solimano, advertising manager of the Thomas Co., is in reality a member of the fair sex, and was discovered by the Thomas Co. when she was a pupil of M. H. Mathews, at one time professor of mathematics in the Dayton high schools, but now president of the Thomas Mfg. Co. Incidentally, it should be added that Miss Solimano is now married and has retired from the Thomas Co. to take up a life of domesticity.

L. Baxter, general superintendent of the Thomas Co., conducted The World representative on a tour of inspection through the Thomas plant. The factory was found to be equipped with brand-new machinery of the latest type. There are great machines for stamping out turntables, for machining small parts, and for cutting gears. The Thomas Co. especially pride themselves on the "thousandth part of an inch" accuracy with which they cut gears, and attribute the quietness and easy run of their motors to the perfection of the gears. The machine

shop is manned by a healthy looking corps of skilled mechanics, the kind who have made Dayton known as "the city of precision." Mr. Baxter gives personal attention to even the minute details of the various manufacturing steps and utilizes all the knowledge of motors which he has acquired since, twenty-seven years ago, he first started designing sewing machine motors which had to run three-quarters of an hour and the springs of which were fifty feet long, three and one-half inches wide and a sixteenth of an inch thick.

WINNERS OF THE WHITTEN CUPS

Columbia Salesmen Awarded President Whitten Trophies for Work During July

George W. Hopkins, general sales manager of the Columbia Graphophone Co., announced this week that F. A. Denison, Pacific Coast district manager, had been adjudged the winner of the President Whitten district manager's cup for the month of July. As Mr. Denison also won this cup in June, it will be his permanent property if he should win it for the third time.

The winners of the salesmen's cups in the President Whitten contest for the month of July are the following: George L. Schuetz, of the Indianapolis branch, Pittsburgh territory; A. Thalmeyer, Philadelphia branch, Philadelphia territory; O. F. Winship, Kansas City branch, Chicago territory; J. J. Denehan, New Haven branch, New York territory, Lewis Older, Portland, Ore., branch, Pacific Coast territory.

As none of these salesmen was a winner in the month of June, it is safe to say that the contest for these cups will be unusually keen, as the individual salesman in each district must win the cup three times before it becomes his permanent property.



F. A. Denison

NEW PATHÉ ELECTRIC MOTOR

The Pathé Frères Photograph Co., Brooklyn, N. Y., after a prolonged series of unusually severe tests, has placed upon the market, with full confidence in its efficiency, a new Pathé electric motor. Simplicity is the keynote of its construction, and trouble-making, complicated



The Pathé Electric Motor mechanism is eliminated. It has so few parts to get out of order that the Pathé Co. has not hesitated in attaching with each motor an extensive guarantee certificate.

It is a self-lubricating motor, requiring no oil or grease. When in operation it gives an even, continuous revolution to the turntable which greatly improves the playing of the record. Being of the Universal type, it operates on both direct and alternating current, greatly facilitating its use under any conditions.

The Pathé Frères Phonograph Co. has installed this motor in its No. 125 and 175 models which, as electrically driven machines, have already met with great success.

In connection with the successful campaign featuring the Edison Amberola, which has been carried on by both jobbers and dealers, particularly in the rural districts, it is announced that the majority of the Edison jobbers have decided to advertise the Diamond Amberola all over the United States and Canada in national farm papers. About thirty papers will be used, having a total of 8,000,000 readers monthly.



Unless the talking machine dealer is handling Columbia dance records he is not running his business to its full earning capacity.

Columbia Graphophone Co.
Woolworth Building, New York

ANNOUNCE PLANS FOR EDISON WEEK

Window Display Contest and Patchwork Advertisement Contest for Dealers Among the Features Calculated to Develop Interest

Thos. A. Edison, Inc., have just sent out to their dealers throughout the country the full program for Edison Week, the annual event which will be held this year from October 21 to 27 inclusive. In order to insure the success of the week, the Edison Co. announces that a special advertising campaign has been outlined to begin early in September, and which will include advertisements in a dozen of the leading magazines of the country, including the Saturday Evening Post, Collier's, Century, Cosmopolitan, McClure's and Harper's magazines, which will be read by over 40,000,000 people.

To stimulate the interest of dealers in Edison Week, the company announces a window display contest for the week, which will include a series of prizes for each zone with the additional unique feature that the first and second prize winners in each zone may compete for three championship prizes. Then there is the \$2,000 patchwork advertisement contest, details of which have also been forwarded to dealers. Special hangers, banners and circulars have also been prepared for Edison Week.

OCCUPYING THEIR NEW FACTORY

CHICAGO, ILL., September 11.—The World Phonograph Co. are now in full operation in their new factory at 736 Tildon street, which can be reached in a few minutes from the loop by taking the Van Buren street car to Halsted street. President F. J. M. Kaumanns has been an extremely busy man in getting everything in good running order. The company make their own cabinets in the new plant, and the several attractive new styles they are producing are now coming through in excellent shape. The general offices are being removed from the old location in the McClurg Building to the factory.

MOTOR TRUCK TO DELIVER MOTROLAS

Demand for Electric Winding Device Makes it Necessary to Speed Up Local Deliveries—Helps Greatly in Demonstration

Among the new accessories in the phonographic industry one that is becoming more and more prominent every day is the Motrola, that winds any phonograph by electricity, and the constantly growing demand for this product has made it necessary for the manufacturers to enlist the services of their own motor truck, which is being kept always on the jump.

The Motrola does the winding automatically.



Motrola Delivery Truck

It is readily attached to any make of machine in place of the winding key. It runs by electricity, can't get out of order, and the cost of operating it is trifling.

Phonograph salesmen report that a Motrola attached to the demonstrating machine makes the selling of phonographs much easier, also that the Motrola itself is easy to sell in this way.

The Motrola is the invention of the well-known inventor, Joseph W. Jones, under whose basic patents disc records are made. Among his other inventions are the Jones Speedometer, Jones Taximeter and the Jones Shock Absorber.

C. F. Bath, who has been conducting a store for the sale of Edison Diamond Disc phonographs in Abilene, Kan., for the past two years, has turned his business over to R. H. Seeds as trustee.

LATEST UDELL CABINET CATALOG

New Volume Illustrates and Describes Many New Cabinet Models for Talking Machine Records as Well as Music Rolls

"Dependable Cabinets Made by Udell" is the caption that introduces the latest catalog issued by the Udell Works, Indianapolis, Ind., and which embraces illustrations and detailed descriptions of the large line of Udell cabinets for talking machine records and music rolls. The new catalog is particularly interesting in that it calls attention to a number of distinctly original styles in cabinets only recently brought out by the Udell Works and which were placed on public exhibition for the first time at the National Music Show held in Chicago in May, and which include several particularly interesting models after the old English styles of Queen Anne and William and Mary. The design of the cabinets is true to the period they represent and they should make a strong appeal to those who have a penchant for period furniture.

The first section of the catalog is devoted to cabinets designed to match the various leading types of talking machines, there being special models for Victrolas, Grafonolas, Pathé phonographs, Vocalions, Empire talking machines, Sonora phonographs and other prominent makes. The designs of the cabinets are made to harmonize with the machines with which they are to be used and the finish also matches.

The second section of the catalog brings to view an elaborate array of music roll cabinets in various styles designed to hold from fifty-six to 200 or more rolls, and in a variety of finishes.

This showing of the latest Udell products should prove most interesting not only to the dealer but to his customers. The trade is already quite familiar with Udell policies and the new booklet emphasizes the same admirably.

TALKING MACHINE MEN, INC., MEET

At Last Monthly Meeting Take Action to Revise By-laws and to Adopt Standard Installation Contract—Planning Beefsteak Dinner

A regular monthly meeting of the Talking Machine Men, Inc., was held on August 15 in the rooms of the Merchants' Association in the Woolworth Building. In the course of the meeting a committee consisting of Lambert Friedl of the Columbia Graphophone Co., Max Lauday, I. Liebolwitz and G. A. Kelly were appointed to revise the by-laws of the association and report at the next meeting. A legal committee was also instructed, on motion, to draw up a uniform instalment contract to be used by all members of the organization, and two sample contracts were submitted for consideration.

It was reported that the outing held early in the month by the association was an unqualified success, and a vote of thanks was given the entertainment committee. Plans were discussed for holding a beefsteak dinner some time in October.

MR. A. LIVE, TALKING MACHINE DEALER, EVERYWHERE

Your CUSTOMERS' BEST INTERESTS are YOUR BEST INTERESTS at all times. This is the UPPERMOST THOUGHT in the mind of our GREATEST and MOST SUCCESSFUL MERCHANTS—their CONSTANT ENDEAVOR. It's not only GOOD BUSINESS but A SERVICE which your customers EXPECT and APPRECIATE—even though some of them do NOT DEMAND it. ANTICIPATING and PROVIDING for the customers' CONVENIENCE and PLEASURE is A CREED which is ALWAYS APPRECIATED and DOES BRING RESULTS—more profits.

The "Crip-N" File for talking machine records IS THE ANSWER to A VITAL QUESTION which MANY of YOUR CUSTOMERS have tried in vain to SOLVE. It is not a LUXURY or a TOY but a PRACTICAL NECESSITY to ANY TALKING MACHINE OWNER, and IT FITS right in the cabinet of any standard talking machine. It does away with the handling of 12 or 15 records before THE ONE which is WANTED is found. It has a separate compartment for each record and any compartment will take care of and eject either the 10 or 12-inch size. A light touch of the finger on the individual ejecting rod instantly places the required record right in your hand ready for the machine. IT NEVER FAILS. After playing, it is much easier to replace the record where it belongs than it is to return it to an envelope or album. It's the last word in CONVENIENCE and ECONOMY—a wonderful TIME and RECORD SAVER. The "Crip-N" File provides THE SERVICE your customers NEED.

A trial order will prove it. Write us NOW.

CRIPPEN - RASE CO., Inc.

77 South Avenue - Rochester, N.Y.

On the Wings of Success!

The New BUTTERFLY MOTOR is carrying our business to triumphs beyond our fondest dreams for so short a time! The same quick success, on an even greater scale, awaits every enterprising phonograph manufacturer who connects up with the BUTTERFLY—the world's only silent phonograph motor!

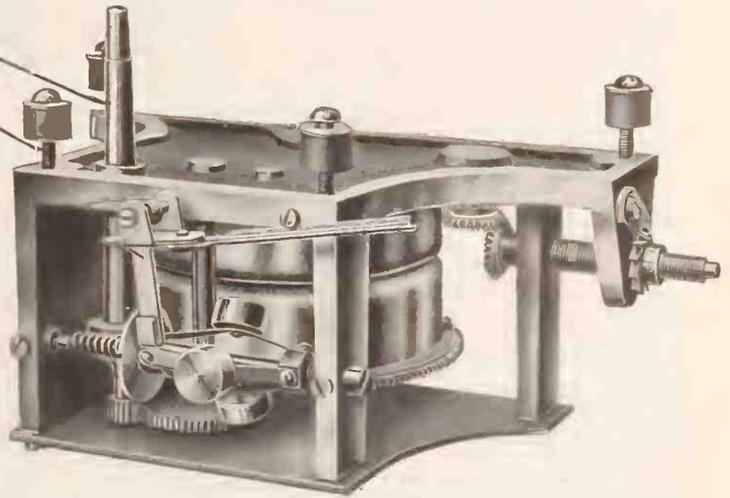
*"The Motor that knows
no peer"*

SPECIFICATIONS OF THE

BUTTERFLY MOTOR

JEWEL-BEARING

Beveled 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.



The New BUTTERFLY has met with such instantaneous success as to demand an extension of our quarters and the installation of added machinery to meet the heavy demand. We are now equipped to take care of additional business, but again we must warn prospective customers that we are likely to be oversold once more within a short time, and we advise immediate inquiries with a view to filling your requirements.

Markels Tone-Arms

WE carry a complete line of Universal Tone-Arms, playing all makes of records, and guaranteed to give good service, being rigidly tested and thoroughly inspected—fully and heavily nickeled—high-grade quality products. Special terms when used in conjunction with our motors.

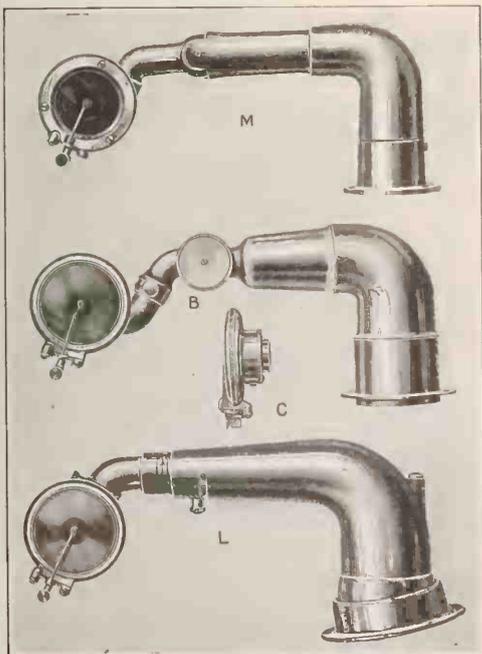
B or L Tone-Arm, in combination with C Sound-Box, is generally used with machines from \$75 up. M is a medium-priced Tone-Arm for use on moderate-priced machines. The C Sound-Box is made with the highest grade mica only, and is giving satisfaction to thousands of users.

In buying a Tone-Arm from the House of Markels, you may rest absolutely secure in the knowledge that it meets the severest possible requirements of Tone-Arm construction, and will render any record with the proper tone and volume.

WRITE TODAY FOR SAMPLES AND PRICES.

Act Promptly to Meet Your Needs!

LEONARD MARKELS, 165 William Street, New York



AUDION PRODUCTS READY FOR TRADE

Audion Phonograph Co. Prepared to Supply Manufacturers and Dealers With the Audion Tone Arms and Reproducers—New Features

The Audion Phonograph Co., New York, has advised the trade that it is now ready to supply manufacturers and dealers with the Audion tone arm and reproducer. These products, which are made under the personal supervision of Vitalis Himmer, Jr., one of the veterans of the industry, are well known in the trade, but were previously manufactured for the exclusive use of several prominent manufacturers.

Mr. Himmer is now offering these products for the consumption of the general trade, and judging from their popularity and previous successful record, the Audion tone arm and reproducer will meet with a ready sale. A number of patented improvements are embodied in this tone arm and sound box, and Mr. Himmer has made plans whereby he will demonstrate the technical features of his products in a way which will give the manufacturer and dealer a true insight into the basic qualities of his product.

J. H. CHASE WITH COHEN & HUGHES

Will Act as General Sales Manager for That House, and Will Have Charge of Both Wholesale and Retail Victor Business for Them

BALTIMORE, Md., September 6.—Joseph Hall Chase, who recently resigned as sales manager for C. J. Heppe & Sons, Philadelphia, has become general sales manager for Cohen & Hughes, Inc., the prominent music house of this city, who are also noted as successful Victor distributors. In his new capacity Mr. Chase will have full charge of the wholesale and retail Victor business of the company both in this city and in Washington, as well as looking after the other branches of the business. Mr. Chase is well acquainted with local territory, having formerly spent ten years in Washington as head of the Chase Piano Co. In addition to being an expert on salesmanship, he is also qualified as a first-class advertising man and will look after the publicity for Cohen & Hughes in connection with his other duties.

PREPARE FOR BIG FALL DRIVE

The Shelton Electric Co., New York, manufacturer of the Shelton electric talking machine motor, is making preparations for a big fall drive, as the company believes that there will be a larger demand this fall for electric motors than ever before. The Shelton electric motor has been on the market quite some time, and W. Gentry Shelton, president of the company, has devoted considerable time and thought to the perfection of this motor. The result of his work is evidenced in the fact that the company guarantees the motor for one year.

The Shelton motor is designed by one of the foremost electrical engineers in the world, and is built by the largest electrical manufacturing companies in the United States. The motor can be used without changing the cabinet in any way, and develops exactly the same driving power as the spring motor when the latter is fully wound, thus giving a constant steady pull with no variation of speed.

REMOVE TO LARGER QUARTERS

The Presto Phono Parts Corp., manufacturer of Presto tone arms, sound boxes, etc., has just moved from 36 Flatbush avenue extension, Brooklyn, N. Y., to 124-130 Pearl street, Brooklyn, N. Y. In its new quarters the company will have double the floor space that it occupied in its old factory, and according to present arrangements the factory will be equipped with the most improved types of modern machinery for the manufacture of talking machine parts. The company's business has increased so rapidly the past few months that it was found absolutely necessary to take additional space in order to accommodate the requirements of the talking machine manufacturers.

J. H. WHEELER NOW MANAGER

ST. PAUL, MINN., September 8.—J. H. Wheeler has been appointed manager of the Pathé division of G. Sommers & Co., Pathé distributors. Mr. Wheeler is one of the veterans of the talking machine industry, having been connected with the Columbia Graphophone Co. for more than twenty years. He will leave for New York Tuesday to attend the convention of the Pathé Jobbers' Association.

MARKET EDUCATIONAL RECORDS

The Educational Record Co., of Chicago, was recently incorporated under the laws of Delaware, with a capital stock of \$50,000.

It was organized primarily for the purpose of handling the Foresman educational music records, a set of twenty-four double disc records for use in teaching music in the public schools. The directors of the company are Chase E. Bentley, F. B. Pelton, Will N. Chaffee, W. H. Borscheiding and John L. Horsley. The home office is at 30 N. Michigan avenue, Chicago.

VICTROLA STARTS ON LONG TRIP

Instrument and Records Shipped to Arabia by the Fischer Music Shop, Kalamazoo, Mich.

KALAMAZOO, MICH., September 4.—The Fischer Music Shop, Victor dealer in this city, has just started a Victrola and about seventy-five records to accompany it on a long journey to Arabia, where the instrument will find a place in the home of Rev. and Mrs. Henry Bilkert. It is expected that the Victrola will be on the road for three months. It was ordered by the missionaries while they were on a visit to Kalamazoo some time ago.

The Fischer Music Shop at the same time as they shipped the Victrola sent a small supply of needles to a citizen of Kalamazoo who is now in Paris, and who wrote that it was impossible to get talking machine needles in that city.

The Wuchter Music Co., of Allentown, Pa., has just moved into a handsome new store at 927 Hamilton street, where added facilities will be provided for handling the growing business.



Pathe Dealers Attention!!

When you write for a certain model Pathe in a certain finish you expect to get same at once. Do you always get it?

Our stock is always complete. We can furnish any model in any finish on our "Twenty-four Hour Service Policy."

*Try Fischer's
For Service*

THE FISCHER CO.
940 Chestnut Ave. Cleveland, Ohio
OLDEST PATHE JOBBERS

*To Dealers not handling Pathe Line
Write us for our letter, "Pathe for Profit"
By Fischer*



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., 30 Church St., New York

PLEASED WITH RECEPTION OF MOTOR

"We are greatly pleased with the reception that has been accorded the Tiphany motor," said William Rotter, president of the Tiphany Motor Co., New York. "The first advertisement that we carried in The Talking Machine World has demonstrated that there is a big demand for a high-grade motor, and that the talking machine manufacturers are in the market for a motor of this type.

"We have received orders from some of the largest concerns in the country, and every manufacturer who has inspected our motor has made arrangements for good sized contracts, delivery beginning in October. We feel sure that the popularity of the Tiphany motor will steadily increase, when the manufacturers and the dealers begin to appreciate its many distinctive qualities."

RESOLUTIONS ON FOOD QUESTION

The Executive Committee of the Independent Retailers of the Metropolitan District, in a recent conference, which was attended by John E. Hunt, as first vice-chairman of The Talking Machine Men, Inc., adopted resolutions in favor of the campaign for food conservation.

THE "JOFFRE MARCH" FEATURED

No other foreigner, stepping upon the shores of America, ever received a more hearty, a more sincere and joyous welcome than did Marshal Joffre, the "Hero of the Marne," and the idol of the French people, upon his recent visit to the United States. The ovation accorded him was one of the greatest in the annals of the world's history.

All the intense enthusiasm and stirring patriotism aroused in the hearts of the American people by the arrival in their midst of this stalwart French hero has been wonderfully portrayed by the new Pathé selection entitled the "Joffre March."

The Pathé Frères Phonograph Co., the first leading company to place this selection before the public, is more than gratified with the enthusiastic manner in which this offering has been received by Americans throughout the country.

The Joffre March has been coupled with a selection representing the principal Bugle Calls of the U. S. Army, and is unusually interesting. Following this, the American Regimental Band has played a rousing rendition of the most beloved national hymn of all nations, "The Star Spangled Banner."

NEW QUARTERS IN MONTGOMERY

Dahlberg Talking Machine Co. Requires More Room in Which to Handle Growing Business

MONTGOMERY, ALA., September 4.—The Dahlberg Talking Machine Co., Victor dealers of this city, have leased for a period of five years the Inter Se clubrooms, two doors below the present store of the company, where a larger space will be provided for carrying on the business. One of the features will be a large concert hall which can also be used for dancing and the company plans to bring several Victor artists to the city during the winter to appear in recitals.

REMODELED QUARTERS IN MERIDEN

J. A. V. Thomas, well-known Victor talking machine dealer of Meriden, Conn., is now settled in his remodeled store at 21 State street, that city. New demonstrating booths, handsome decorations and a modern lighting system are among the features of the remodeled quarters. While the changes were being made Mr. Thomas conducted his business in the adjoining store. He has been active in business in Meriden for nearly fifty years.

VICTROLAS FOR THE SOLDIERS

ASBURY PARK, N. J., September 6.—The Tusting Piano Co. has lately delivered Victrolas to the following military organizations: Second Company Coast Artillery of Wildwood, N. J.; New Jersey State Rifle Association, National Army Cantonment, Wrightstown; United States Signal Corps Training Camp, Armory, Asbury Park; Company H, Sea Girt, and two to the War Work Committee, Y. M.-C. A., at Sea Girt.

INCORPORATED

The Talking Machine Shop, Inc., Norwich, Conn., has been incorporated with a capital stock of \$5,000.

There's a lot of satisfaction in feeling at the end of each day that you have done your best.

MAGNOLA—A Complete and Splendid Success



Magnola Louis XVI Design
Style 100

Our Manufacturing resources, vast as they are, have been taxed during the whole summer, to keep up with the demand.

Magnola is priced at
retail from \$65 to \$210

Equipment includes:
Tone Deflector, Tone Graduator, Universal Sound-box and Vertical Filing Cabinet for records.

"MAGNOLA-MOBILE"

For Hospitals, Schools, Hotels, etc.

We Help You Sell Magnola

Let us tell you our proposition. Handsome illustrated Magnola catalog sent free for the asking.

Magnola Talking Machine Co.

OTTO SCHULZ, President

711 Milwaukee Avenue, CHICAGO

Southern Wholesale Branch, 1530 Candler Bldg., Atlanta, Ga.

PROGRESS WITH ELECTRIC DRIVE

Chicago Metal Products Co. Find Lively Market for Their Electrophone Motor for Talking Machines—Have Fine Plant—To Put New Automatic Stop on the Market

CHICAGO, ILL., September 8.—The Chicago Metal Products Co., manufacturers of the well known



Drill Press and Finishing Department Electrophone motor, have in the past few months made wonderful progress in the production of their electric drive.

Owing to the fact that they manufacture only one size and type of motor they have



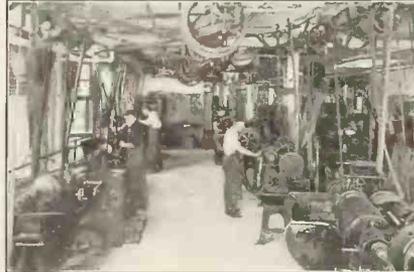
Milling Machine and Tool Department been able to place their product on the market in a comparatively short time.

E. E. Valette, who is factory superintendent and production manager, is in a large way responsible for the fine reputation now enjoyed

by the Electrophone motor. Due to the organization and modern equipment that has been at his disposal, he has very naturally been able to turn out a high grade product.

The company at the present time is occupying about 10,000 square feet floor space, but owing to the already congested conditions is now making arrangements for additional quarters.

J. G. Roberts, secretary and treasurer of the company, is most enthusiastic over the future of the electric motor. "Owing to the many advantages to be found in the electric drive, said he, "we greatly regret that the price of our motor prohibits us from supplying the manufacturers of the more inexpensive cabinet. We have found that it is impossible to produce a satisfactory electric motor at a price in line with the average high grade spring motor, but from the volume of business we have secured



Automatic Screw Machine Department

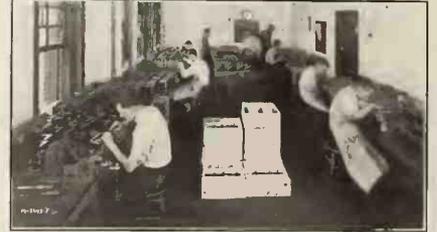
since we have been in position to quote satisfactory deliveries, we are convinced that there is an enormous demand for an electric motor selling at a somewhat high price. We are able to quote for prompt delivery for at least the next ninety days."

"We have at last perfected a fool-proof stop that is really automatic. We have done away with the objectionable feature of setting the stop for each individual record, regardless of the size or make of record used.

"Because of its simplicity we will be in a position to furnish this device for either spring

or electric motors at a surprisingly small cost." Announcement of this new stop will be made shortly.

In this connection are presented interior



A Corner of the Assembling Room views of the busy factory at 501-17 South Jefferson street.

LOOK FOR ACTIVE FALL TRADE

The Lucky 13 Phonograph Co., New York, manufacturer of the "Cleartone" line of talking machines, reports a very satisfactory demand for these machines. D. Bartelstone, president of the company, who has been connected with the talking machine industry for several years, states that he has closed arrangements with dealers throughout the country who will handle the complete line of "Cleartone" machines. The company has also been very successful with its large stock of talking machine parts and supplies, a number of prominent manufacturers and dealers having placed good sized orders for the parts and supplies handled by the company.

EMBODY MANY IMPROVEMENTS

The Manhattan Phono Parts Co., New York, manufacturer of a new patented wooden tone arm, has embodied a number of improvements in this product, and the new tone arms are now being supplied to prominent manufacturers. The company has increased its factory facilities in order to handle the demand for its new tone arm.

**Dealer
Profits
Almost
Doubled**

**Superb October List
Ready for Delivery
SEPTEMBER 20th**

A great list of 10" Records
ready for delivery Nov. 1st

PAR-O-KET

NOW



**35c
Retail**

RECORDS

Par-O-Ket quality must be maintained

It is the Quality of Par-O-Kets that distinguishes them from all other low-priced records. That has made them such tremendous sellers. That has given the public at a reasonable price the best music perfectly rendered.

This change in price nearly doubles your profits, without reducing your sales. Even doubling the retail price would not stop music lovers from buying Par-O-Ket Records, for quality equal to Par-O-Ket Quality cannot be bought anywhere for less than 75c—and this the public knows.

Paroquette Record Mfg. Co.
47 WEST 34th STREET NEW YORK

Distributors Wanted in Every City—Write Today

PATHE JOBBERS' ASSOCIATION MEETS

At the Hotel Claridge This Week—H. J. Brennan, Pittsburgh, Elected President—Many Important Talks—Banquet Closes Meeting

The second convention of the Pathé Jobbers Association was held this week at the Hotel Claridge, New York, and representatives of the various Pathé jobbers throughout the country attended this convention or conference, which was noteworthy for the importance and scope of the subjects discussed at the business meetings.

The jobbers convened on Wednesday morning and elected the following officers for the ensuing year: President, H. J. Brennan, Pittsburgh Pathephone Co., Pittsburgh, Pa.; first vice-president, Jesse Rosenstein, National Piano Co., Baltimore, Md.; second vice-president, G. E. Jennings, Wright & Wilhelmy, Omaha, Neb.; secretary and treasurer, N. G. Barber, Pathephone Sales Co. of New York.

On Wednesday afternoon the jobbers continued their meeting and also spent some time at the New York offices of the Pathé Frères Phonograph Co., where they heard brief talks on recording by Russell Hunting and J. F. Collins. On Wednesday evening they were the guests of the Pathé Frères Phonograph Co. at the New York Hippodrome.

On Thursday the jobbers visited the Pathé Frères factory in Brooklyn, and after having luncheon at the factory, returned to the Hotel Claridge, where informal discussions of timely topics were held. The annual banquet was held Thursday evening at the Hotel Claridge, and an excellent program was provided for the jobbers' entertainment, including the appearance of several famous artists recording for the Pathé library. There were several informal addresses by E. A. Widmann, president of the Pathé Frères Phonograph Co., George W. Lyle, assistant to Mr. Widmann, and J. F. Collins, general sales manager.

On Friday the jobbers were the guests of the Pathé Frères Phonograph Co. at the Coney Island Mardi Gras, and they departed for home enthusiastic and optimistic to a degree in their predictions for a record-breaking business this coming fall.

SOLDIERS ENJOY MANOPHONE

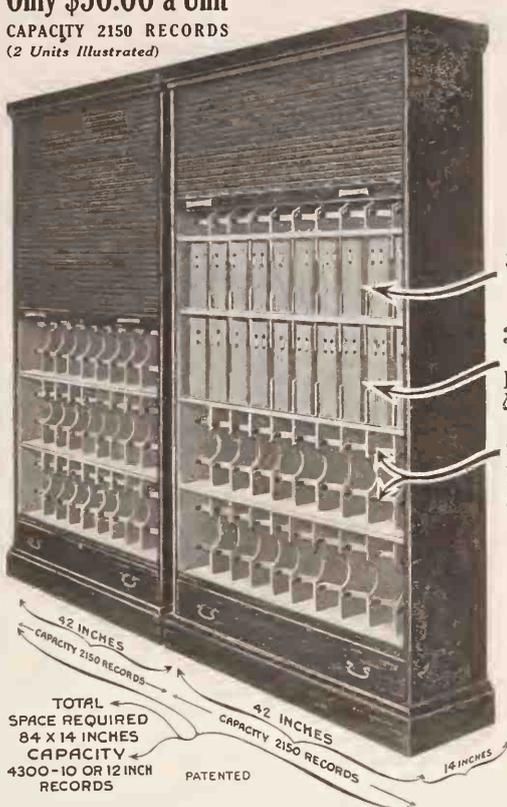
Captain of Michigan Company Thanks Manophone Officials for Gift

One of the most efficient companies in the Michigan National Guard is Company B of the Thirty-second Infantry, which is located in Adrian, the home of the Manophone Corp. Recently a Manophone was presented to this company by the executives of the Manophone Corp. and upon receipt Captain Benner wrote:

"Please accept my sincere thanks for your kind remembrance. It is needless to say that this gift is appreciated by every member of the company, for it is being played from morning to night and the music enjoyed by all."

Only \$50.00 a Unit

CAPACITY 2150 RECORDS
(2 Units Illustrated)



MODEL No. 2150—A Locking Sectional Roller Panel Door Cabinet, equipped with Ogden Patented Filing Device. Made of Quartered Oak and Birch, finished to match all interiors.

Write for Our Manual of Filing Dept. K.

350-10 inch Records

350-12 inch Records

Patented Adjuster for Using 10 inch Records

Soft, Flat Springs Hold Records Upright and Prevent Warping.

MODEL No. 2150—Capacity 2150 thin records, 10" or 12", 1075 thick records. Largest capacity, smallest space. Instantly you find any record. Special models adapted to all makes of records.

UNCONDITIONALLY GUARANTEED

Ogden's Patented Cabinets

Protect against Dust, Warping and Theft. Save Time, Space, Money. Prices Subject to Change.

OGDEN SECTIONAL CABINET CO., Inc., Lynchburg, Va.

STEPHENSON, INC., ARE VERY BUSY

Demand for Precision-Made Motors Necessitates Increased Manufacturing Facilities

Stephenson, Inc., manufacturers of the Stephenson Precision-Made Motors, report that although they have yet to celebrate their first birthday, the demand for the product during the past few months has made necessary a considerable increase in manufacturing facilities. DeCamp & Sloan, Inc., Newark, N. J., who manufacture the Stephenson motor, and who until September 1 occupied three floors in the factory building, have moved to their own building on Pennington street, where they have three times the floor space of the old quarters.

Frank T. Nutze, of Stephenson, Inc., reports that the company has already closed some very desirable contracts for future delivery and with increased facilities will be able to meet demands promptly. He will shortly leave on a trip West.

JOBBERS PRESENT RESOLUTIONS

An informal luncheon was tendered to the board of directors and several department heads of the Victor Talking Machine Co. by the resolutions committee of the National Association of Talking Machine Jobbers at the Bellevue-Stratford Hotel, Philadelphia, on September 7, at which time the jobbers presented to the Victor Co. officials engrossed resolutions expressing appreciation of the speech of L. F. Geissler and of the Victor entertainment given during the Atlantic City convention.

OPEN NEW COLUMBIA DEPARTMENT

One of the features of the new store of the Steele Furniture Co., Berry, N. H., is the new Columbia Grafonola department which was opened to the public on September 1. A full line of machines and about one thousand records are already in stock.

Use a Wooden Tone-Arm

It Eliminates Metallic Sounds
It Adds to the Value of Your Machine



This Tone Arm is Guaranteed to Give Absolute Satisfaction

Why Wooden Tone Arms Are Superior

1. Selected kiln-dried, poreless wood, especially imported for this purpose.
2. Barrel-joint, up and down movement that experience has proven the most effective for toneproof reproduction.
3. Improved Sound Box—not a megaphonic transmitter, but advancing a different idea along the natural way of the echo.
4. Our perfect Ball-Bearing Base has proven to be a phenomenal success, and is considered by critics as one of the best on the market.

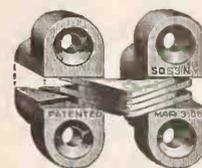
MANHATTAN PHONO PARTS CO., 32 Union Sq., New York

Write At Once for Samples and Quotations



SOSS

INVISIBLE HINGES



Add Distinction

They are universally used on player-pianos, music cabinets, and for many other purposes. On such work hinges have always been made as inconspicuous as possible, but SOSS Hinges are *Invisible*.

Construction

SOSS Hinges are manufactured with exceptional accuracy from the highest grade of material. Each year shows the increased use of SOSS Hinges wherever particularly fine construction is called for.

Write for illustrated catalogue "T"

SOSS MANUFACTURING COMPANY

435 ATLANTIC AVENUE

CHICAGO, 160 North 5th Ave.
LOS ANGELES, 224 Central Bldg.

Branch Offices

SAN FRANCISCO...164 Hansford Bldg.
DETROIT—922 David Whitney Bldg.

BROOKLYN, N. Y.

Canadian Representatives—J. E. Beauchamp & Co., Montreal, Can.

WILLSON NOW GENERAL MANAGER

Appointed to This Important Post in the Columbia Co. by President Whitten—Also Becomes Vice-President of American Graphophone Co.

Francis S. Whitten, president of the Columbia Graphophone Co., New York, announced recently the appointment of H. L. Willson as general manager of the company. Mr. Whitten had held this position the past few months in addition to his other duties.

Mr. Willson has been associated with the Columbia Co. for the past twelve years, and is



H. L. Willson

recognized as one of the foremost authorities on talking machine merchandising. During his successful career with the company he was manager of the Chicago branch, assistant to the general manager and more recently assistant general manager.

His appointment as general manager has met with the hearty approval of every member of the Columbia service, for Mr. Willson has won the esteem and affection of every one of his co-workers. Possessed of an intimate knowledge of the most important details of the talking machine industry and an indefatigable worker, he has aimed to co-operate with Columbia dealers along practical lines, and has made a careful study of the problems which confront the dealer in his daily work.

In his new post, Mr. Willson will work in close touch with every member of the Columbia organization, paying particular attention to the continuance of the sales and executive policies which have been such impressive factors in the remarkable success of the Columbia Co. in recent years.

President Whitten has also announced the appointment of H. L. Willson as a vice-president of the American Graphophone Co.

PATHE ARTIST IN AN ACCIDENT

Jacques Thibaud Badly Scalded by Hot Water as Result of Escapade of Young Son, but is Soon Able to Resume His Usual Work

Jacques Thibaud, the famous violinist and exclusive Pathé artist, had an accident a few weeks ago at his summer home at Monmouth Beach, Long Island, which had its comic side despite the fact for a time it seemed to threaten the artist's preparation for the coming musical season.

The wife and three children of the violinist have recently come from France to the Thibaud cottage at Monmouth Beach. One of the young Thibauds, who prefers bathing in the ocean to a bath at the hands of his nurse, was fleeing from the nurse who was carrying towels, soap and a large pitcher of hot water and laid his course through his father's studio followed by the panting nurse. The result was that both child, nurse, hot water and violinist were piled upon the studio floor and the violinist's arm was seriously burned.

Medical aid was quickly summoned and, although the burn was extensive, it did not prove serious and within a few days the violinist was again at work preparing his repertoire for the coming concert season. During the summer Thibaud seldom visits New York except to come to the recording room of the Pathé Frères Phonograph Co., where he is playing for some series of new violin records to be put out shortly by that company.

GRAFONOLA FOR BATTERY "D"

New Jersey National Guardsmen Receive Welcome Gift From Mother of Senator Richards

CAMP EDGE, SEA GIRT, N. J.—September 5.—The boys of Battery "D" recently received as a gift from the mother of Senator Emerson Richards a handsome Columbia Grafonola, together with a library of well-selected records. Senator Richards made the presentation speech in behalf of his mother, and although it is not customary for the soldiers to evince any enthusiasm when in formation, an exception was granted in this particular case, and at the request of First Sergeant Lewis three long hurrahs were given for the Senator, his mother, and the Grafonola.

C. E. Jones, of the Hartford Sweet Shop, Hartford, Wis., has taken the agency for the Sonora phonograph.

NEW STORE FOR HENRY MIELKE, INC.

Handsome New Showrooms Opened at 242 East Eighty-sixth Street, New York, Where the Victor Line Is Featured Exclusively—Congratulations and Souvenirs Mark Opening

Henry Mielke, Inc., Victor dealers, opened their new showrooms at 242 East Eighty-sixth street on September 1. The new store is one of the show places of the district and is one of the most up-to-date that has been opened in the city this year. The store is splendidly equipped and has beautiful interior decorations, all the interior being the work of Frank Lentz, a prominent scenic artist. One of the features of the new decorations is the hand-painted Victor dog on the ceiling in the front of the store.

The main show rooms occupy a twenty-foot front, while the show windows of the store stretch almost across forty feet. An "Egyptian" room, which is of unique design and is intended for concerts, lectures and for educational work, runs parallel with the showroom. There are seven sound-proof demonstration rooms, with many conveniences, for their use. The rooms are all of Circassian walnut, as is the whole interior woodwork, including the record department and racks for the record stock.

Besides letters and telegrams from business associates and personal friends on the day of the opening, Mr. Mielke also received a number of floral offerings wishing the firm success. Among those who sent floral pieces were the S. B. Davega Co., Chas. H. Ditson & Co., Blackman Talking Machine Co., and the employes of the store. A souvenir, a bronze Victor dog in the form of a paper weight, was given to each visitor. A striking window display on the opening day consisted of a new No. XVII Victrola, and also a Victor machine of the vintage of 1894, the personal property of Mr. Mielke. The contrast of the different machines and what they represented in the way of progress attracted much attention.

Henry Mielke, the head of the company, is vice-president of The Talking Machine Men, Inc., the association of talking machine dealers. Henry Mielke, Inc., formerly were located at 1680 Second avenue. The new store did a thriving business on the opening day and a large number of new prospects were also obtained. Mr. Mielke is very optimistic as regards fall business and expects the demands for the coming season to far exceed those of previous years.

Talking Machine Hardware

We manufacture all the hardware used on these cabinets

- | | | |
|--------------|-------------------|-------------|
| Lid Supports | Door Catches | Sockets |
| Needle Cups | Sliding Casters | Tone Rods |
| Needle Rests | Continuous Hinges | Knobs, etc. |

BEST QUALITY

LOWEST PRICES

WEBER-KNAPP COMPANY - Jamestown, N. Y.

PEPTIMIST PREACHES PERSONALITY

House Organ of the Columbia Graphophone Co.
Contains Excellent Essay on This Subject

The fourth issue of the "Peptimist," the newsy house organ published by the Columbia Graphophone Co. for the members of its sales staff, made its appearance recently and attracted considerable attention.

The leading article gives the names of the winners of the President Whitten cups for the month of June, which were published recently in *The World*, and another article presents photographs taken in the new Columbia Fifth avenue shop. Under the heading "The Persistence of Personality," there was published the following interesting discourse:

"There is no greater gift you can cultivate in dealing with your men than personality. The salesman with a personality does not have to be a good talker, does not need to know everything, does not need to beg, plead or browbeat, and does not need to prove before he is believed.

"Fifteen years ago a man tried to sell us an encyclopedia. We could not afford an encyclopedia in those days or we would have bought one. If that man came into the office today we would buy. We saw him once. We have remembered him fifteen years. He had personality.

"In all time, in all history, in all selling, nothing persists as personality. Arguments may change—become stronger or weaker. The personality of a salesman is never forgotten. Make a man say of you, 'I like him,' and you can sell him. Perhaps not this time, not the next time, but some time. A man with a personality can go back. He will be welcomed even if he talks business.

"Cultivate your personality. Pick out your positive points. Magnify them. Develop them. Personality will persist where talk tires. It is possible to be too much of a salesman—it is never possible to be too much of a man.

"Let it be said of you as was once said of another, 'Wherever he went he could go again.'
"Let your personality persist after you."

NEW EXPORTERS' ENCYCLOPAEDIA

Thirteenth Edition for 1917-18 Just Issued—Full of Valuable Information for Manufacturers and Others Interested in the Export Business

The thirteenth edition of the Exporters' Encyclopaedia for 1917-18 has just been issued, and should prove of great value to anyone who is engaged in the export trade. It contains complete information regarding packing for export, shipping rules and regulations, details as to the preparation of consular invoices and the various documents demanded by various port officers. Facsimiles of consular documents are given together with translations of the same into English.

A new feature of the latest edition is a series of sixty-four maps of various countries designed especially for the use of the exporter, list of leading banks and bankers in various countries, steamship lines and agents and most direct shipping routes, cable rates, commercial terms used in foreign trade, facts about the consignments of goods, lists of foreign and American consuls, lists of contraband of war, regulations covering drawbacks, methods of Custom House

Room 419

136 Liberty St.

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

New York City

Phone. 8540 Rector

clearance, facts about foreign draft and foreign weights and measures, marine insurance, etc., are all included.

The encyclopaedia is published by the Exporters' Encyclopaedia Co., 80 Broad street, New York. Price \$7.50 per year, including monthly corrections and information service.

OPEROLLO CO. ISSUES NEW FOLDER

Booklet Entitled "I Am the Wonder of Wonders" Tells the Story of the Company's Various Models in Interesting Manner

The Operollo Phonograph Co., Inc., Detroit, Mich., in a very attractive folder entitled "I Am the Wonder of Wonders," tells the story of its various models in the first person. This folder is furnished to its various dealers throughout the country. Three models are shown therein, models F, A and the Model Master, the number de luxe of the line. The Operolla company has devoted its energies to producing a line of small floor models that have proved very popular, judging from the reports from dealers.

NEW QUARTERS FOR VICTROLA SHOP

The Victrola Shop in Passaic, N. J., which is operated by the James K. O'Dea Co., and under the management of T. F. O'Brien, has moved from its old quarters at 235 Main avenue to a fine store in the Beam Building, 253 Main avenue, where ten separate demonstrating rooms, provided with special lighting and ventilating systems, have been installed.

Holders of common stock in the Victor Talking Machine Co. of record August 15 have received a special dividend of \$15 per share.

GIVES VICTROLA TO SOLDIERS

Wm. M. Ross Presents Machine to Men of Company C, Sixty-ninth Regiment

Shortly after one of the local newspapers had called attention to the fact that Company C of the Sixty-ninth Regiment, New York, which had been largely recruited in Long Island City, needed some music to enliven things during their hours of relaxation, Wm. M. Ross, of the A. I. Ross Music Stores, Victrola dealers, with stores at 131 Main street and 309 Steinway avenue, Astoria, immediately offered a Victrola to the soldiers.

A committee from Company C called at the Ross store on Steinway avenue shortly afterwards and selected a machine with a supply of records and the outfit was taken to the armory for transportation to Mineola, where the Sixty-ninth Regiment, now the 165th U. S. Infantry, is in camp preparatory to starting for France.

NEW EXPORT LICENSE FORMS

Manufacturers Desiring to Ship Goods Abroad Must Make Application for Licenses on New Forms Recently Issued by the Government

The New York Export License Office in the Custom House announced this week that hereafter all applications for export licenses must be made on one of several new kinds of forms received from Washington. One form will be devoted exclusively to applications for proposed shipments of materials included in the embargoed list to countries not associated with the United States in the war, and to their colonies, possessions and protectorates. For the present applications to ship coal or fuel oil should be made out on the form, known as A-1.

Form A-2 is to be used for proposed shipments of ordinary articles included in the embargoed list to those countries which are at present associated with the United States in the war, and to their colonies, possessions, etc.

Form A-3 is to be used for proposed shipments to countries associated with the United States in the war, or to their colonies and possessions, for shipments of other than ordinary articles on the embargoed list, which at present means that this form should be used for proposed shipments of pig iron, steel billets, iron and steel plates, iron and steel scrap.

The Guild Aeolian Co., of Wheeling, W. Va., will shortly occupy a new store at 1420 Market street, where the Aeolian line will be featured.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

From the
DORAN CO.
45 MICHIGAN AVE.
DETROIT

SOLD BY
HURTEAU WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

GEO. A. SMITH-SCHIFFLIN CO.
136 Liberty Street, New York City

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (formerly 1240)
PHONES - PROSPECT 2-100 - CENT 1404
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA and N.C.
109 E. BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

The quality of Columbia *tone* today is really beyond serious competition. When it comes to *tone control*, however, a Columbia dealer is not merely beyond competition—he is almost beyond argument.



Columbia Graphophone Co.
Woolworth Building, New York

SALUTE LIEUTENANT EASTON

Mortimer D. Easton, Son of the Late President of the Columbia Graphophone Co., Has Been Appointed First Lieutenant in the New National Army—Friends Extend Best Wishes

Mortimer D. Easton, a director of the American Graphophone Co., and a son of the late Edward D. Easton, president of the American



Lieut. Mortimer D. Easton

Graphophone Co. and the Columbia Graphophone Co., has been appointed a first lieutenant in the new national army. Mr. Easton, who has been spending several months at Fort Myer, Va., as a member of the Officers' Reserve Corps, has been assigned to duty at Camp Lee, Petersburg, Va., and is at present spending a week in New York prior to leaving for the scene of his new duties.

Mr. Easton is well known in talking machine circles throughout the country, as he was connected in recent years with several divisions of the Columbia Graphophone Co.'s sales organization. He is popular with the Columbia dealers and his associates, all of whom have congratulated him upon his appointment as an officer in Uncle Sam's new army.

SIGNIFICANCE OF NAME "VICTROLA"

The Victor Talking Machine Co. Call Public's Attention to the Fact That It Is a Registered Trade-Mark Designating Victor Products

The Victor Talking Machine Co. had an advertisement in the Saturday Evening Post of September 1, using double page space, one-half of which is occupied by a large reproduction of the Victor trade-mark and the other half by the following announcement: "So the Public May Know."

"Victrola is the registered trade-mark of the Victor Talking Machine Co. designating the products of this company only.

"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."

INTRODUCE VALUABLE INNOVATION

Descriptive Matter in English as Well as in the Native Tongue Now Included in Foreign Record Lists Issued by the Victor Co.—Will Be Found of Great Assistance to Salesmen

In sending out the list of September foreign records, the Victor Talking Machine Company adopted an innovation that should prove of particular value to the dealer and salesman in enabling him to handle the foreign record business with increased knowledge and intelligence.

In the new lists, which are presented in the usual folder form, the cover of the folder bearing the reproduction of the flag of the particular nation represented in national colors, the descriptive matter regarding each record is run down one side of the page while in the parallel column appears an English translation of that description. The title of each record listed, where no detailed description is given, is followed by a key to the character of the record printed in English, such as: "Duet with Or-

chestra," "Baritone with Piano," and so forth.

With the English description at hand a salesman does not have to depend upon the customer to practically sell himself but can talk intelligently about the character of the record and actually sell it. The value of the descriptive matter accompanying the main supplement of records in English has been fully proven by this fact.

INCORPORATED

Among the incorporations filed with the Secretary of the State at Albany, N. Y., this week, was that of the Grand Talking Machine Co., of Brooklyn, for the purpose of making phonographs and musical instruments; capital \$5,000. The incorporators are: L. Abrams, S. H. Gottlieb, H. A. Kaplan, New York.

Adolph Winters, of Richmond, Cal., is remodeling his establishment so as to install a number of soundproof booths for the demonstration of Victor and Columbia talking machines.

Tone Quality + Artistic Cabinets

The ANGELUS



Style No. 100
Price \$100.00

Genuine Mahogany
DIMENSIONS: 48 in. high, 21 1/4 in. wide, 22 in. deep.
Heavy double spring motor. 12 inch turntable.
Ball-bearing tone arm. Plays all disc records.
Equipped with tone moderator, automatic start and stop.

Here is a line of machines that have all the necessary qualities to produce sales.

Four models, retailing from \$40 to \$125

Splendid tone quality and A No. 1 cabinet work.

Every machine guaranteed.

Prompt deliveries assured.

We sell through the dealers only.

Liberal trade discount.

Write today for open territory

ANGELUS PHONOGRAPH CO.

1249 Lexington Avenue New York

F. J. LEISER, Pres. and Genl. Mgr.

AN UNUSUAL RECORD OF SERVICE

Three Generations of Tauer Family Now Employed at the Factory of the Starr Piano Co., Richmond, Ind.—Oscar Tauer, Sr., Over Forty Years in Service of Starr Co.

RICHMOND, IND., September 5.—Three generations of piano builders in the same family employed at the same time is the rare boast that the Starr Piano Co. can make. The accompanying cut shows Oscar Tauer, Sr., Oscar Tauer, Jr.,



Three Generations in the Starr Co. Employ

and Oscar Tauer "the third" standing on the steps of the administration building of the company in this city. The last named are son and grandson respectively of Oscar Tauer, Sr., all now working at the Starr factories. For forty years Oscar Tauer, Sr., has faithfully served in the capacity of lumber buyer and superintendent of the mill room. Almost seventy, he is one of the oldest employes at the plant, and still retains the same position. "Oscar," as he is known by everyone, came into the employment of the company only a few years after its organization in 1872, and likes to tell of the many changes at the plant as it grew from a small three-story building to its gigantic proportions of today, and also the changes in the manufacture, distribution and marketing of musical instruments which have gradually taken place since he first became connected with the piano manufacturing industry.

Oscar Tauer, Jr., has been at the factory since 1890. He began learning the piano makers' trade as a finisher, then later piano action regulating, at which he continues to work. His son is in the same department learning the business under the direction of his father.

The Starr Piano Co. is very proud of the fact that it employs three generations of the Tauer family, and points out that this is one of the things that has placed the Starr musical instruments where they stand to-day—the highest standard of workmanship by those who have been in the same employment year after year and have learned their work thoroughly.

SOME EXCELLENT PATHE PUBLICITY

Twenty-One Brooklyn Dealers Issue Full-Page Advertisement for the Pathephone

A full-page newspaper advertisement featuring the Pathé products was used recently in local newspapers by twenty-one Pathé dealers who co-operated in the preparation of this page under the name of the Brooklyn Association of Pathephone dealers. This advertisement attracted much praise and attention, for artistically and commercially it was one of the most impressive talking machine ads that has appeared in the local papers for some time.

The main illustration of the advertisement portrayed Lucien Muratore, the famous French tenor, in the uniform of a soldier, singing "La Marseillaise" to his comrades at the front. Mr. Muratore is an exclusive Pathé artist and the illustration used was reproduced from an actual snapshot photograph.

The text of the page was entitled "Rousing Patriotic Music of America and Her Allies," and there was presented a selected list of Pathé patriotic records, together with a list of the new Pathé records for September. The illustrations and text also referred to the Pathé sapphire ball, one of the distinctive features of the Pathephone.

RECEIVER FOR MAJESTIC PHONO. CO.

Assets of Record Manufacturing Company Set at \$1,500 With Liabilities of \$6,000

A petition in bankruptcy was filed on Tuesday August 21 against the Majestic Phonograph Co., manufacturers of phonograph records at 247 West Nineteenth street, New York, by the Textile Publishing Co., the Nestor Mfg. Co. and Emson, Inc. Judge Mayer in the United States District Court appointed Albert Falck receiver in \$500 bond. The assets of the company are said to be \$1,500, and the liabilities about \$6,000.

PREPARING FOR HOLIDAY TRADE

H. W. Krienitz, Victor Dealer in Milwaukee, Rents Store for Storage Purposes

MILWAUKEE, WIS., September 5.—Harry W. Krienitz, a Victrola dealer at 326 Grove street, this city, is preparing for the holiday business by renting a store at 318 Grove street; this store to be used as a stockroom, repair shop and to get Victrolas in readiness for deliveries. Mr. Krienitz to have his original salesroom at 326 Grove street for the sale of Victrolas.

BUY YOUR SAPHIRE NEEDLES WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

Supertone supplies are made right and are the ideal needles for securing good music.

Don't delay but write today for prices

Supertone Talking Machine Co.
18 West 20th Street 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.

WE ARE
P R E P A R E D

To Your Without Fill Order Delay

Avail Yourself of Our

SPECIAL SAMPLE OFFER

WM. F. NYE New Bedford, Mass.

CAPT. FREDERICK W. VOGEL'S DEATH

Former Edison Dealer in Plainfield, N. J., Succumbs to Stomach Trouble While Waiting for Commission as Major in Regular Army

Capt. Frederick W. Vogel, of the Seventy-first Regiment, New York, formerly an Edison phonograph dealer in Plainfield, N. J., died on August 17 in Mt. Vernon Hospital from stomach trouble while preparations were being made to operate on him. He was forty-one years old, and is survived by a widow and thirteen-year-old boy. Capt. Vogel was to have been made a Major in the regular army and his commission was expected this week. He was buried with full military honors on August 19 in Mount Hope Cemetery.

Capt. Vogel took a prominent part in the recent convention of Edison phonograph dealers, New York, and was a member of the triple quartet who sang "America" at the banquet. On that occasion he was the picture of health. A week later he participated in the ceremonies attending the presentation of an army and navy model Edison phonograph to Company K of the Second New Jersey Regiment in Plainfield. He was taken sick while on duty with his company in New York State.

His death made a profound impression at the Edison laboratories, with which he had been in contact for a long period. Letters of condolence were sent to his family by the Edison officials.

INCORPORATED

The Molectograph Corp. Co., Dover, Del., has been incorporated with a capital stock of \$500,000 to manufacture and deal in sound reproducing instruments.

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

SAPHIRE 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

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.
Write for special proposition to Jobbers.
MANUFACTURED BY
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York
Established 1859

MUSICAL FORCES IN THE WAR

When Organized for a Common Purpose They Represent a Formidable Army, Declares Newspaper Writer—How Musical Interests Can Best Render Service to Government

Many casual observers among the general public, and some Congressmen, judging by their recent attempt to put over the excise tax, apparently have little conception of the manner in which music and the music trade can be of direct assistance to the Government in the conduct of the war. That the musical forces of the nation really constitute an important asset in the time of war, however, is well set forth by a writer in a New York daily paper who says in part:

"The musical forces of the United States, if organized for a common purpose, would present a formidable army, as valuable in the present crisis as the army that is being summoned to the colors to fight. Music is the great recruiting force—it is music that instils patriotism into fighting men, and it is music that soothes their tired nerves in camp. Every person who has any connection with a musical interest can do his bit, be he singer, violinist, bandmaster, piano manufacturer, phonograph maker, music publisher, composer or concert director.

"Many of our musicians have already made their influence felt. Prominent singers have thrilled audiences by singing 'The Star-Spangled Banner' and other patriotic songs. If every singer put one song pertaining to war on every one of his programs the stimulus would be great. Orchestras are playing patriotic selections at every concert and in the theatres.

"The song writers and the song publishers can do a world of good by spreading copies of patriotic songs throughout the country, and by giving them to the soldiers for use in the training camps. Manufacturers of musical instruments can make instruments that will be suited for use in the camps. Talking machines, pianos or small organs would be of great service.

"The music trade papers have given space in the advertising columns for articles pertaining to the war, such as the Liberty Loan, the Red Cross, food topics and others. The musical clubs all over the country can do their little bit by giving programs of patriotic music and stimulating a war spirit. The musical managers can arrange concerts that will be in the nature of patriotic rallies and can assist materially in organization details."

NOVEL RECORD CATALOG

The Columbia Graphophone Co., New York, has issued something novel in record catalogs, in the nature of a twenty-eight-page catalog listing all selections issued during July and August of this year. These records are listed under different headings and the catalog is conveniently sized for the general use of Columbia dealers. A glance through the pages of this catalog will give a fair idea of the diversified character of the records issued by the Columbia Co. during the summer months; these records including selections that will appeal to lovers of every type of music.

ESTATE OF JOHN K. STEWART

CHICAGO, ILL., August 30.—An inventory of the estate of John K. Stewart, former head of the Stewart-Warner Speedometer Co., filed in the Probate Court, affixes the value of the estate at between \$6,000,000 and \$7,000,000, including \$50,000 worth of stock in the Stewart Phonograph Co., which has become quite an institution for the manufacture of talking machines, motors and other supplies.

CELEBRATES SILVER WEDDING

C. S. Gardner, Supervisor for Thos. A. Edison, Inc., Receives Congratulations and Gifts From Associates on Important Occasion

C. S. Gardner, of the staff of Thos. A. Edison, Inc., and supervisor for New York, Philadelphia, Pittsburgh and Williamsport, for the phonograph division of that company, recently celebrated the silver anniversary of his wedding,



C. S. Gardner and Family

and the occasion was marked by the receipt of congratulations, and a number of substantial gifts from his associates.

Mr. Gardner was one of the first traveling men employed by Mr. Edison in the United States, and has covered practically the entire United States and Canada in the interests of that concern. The accompanying photograph

shows Mr. Gardner and his family, consisting of Mrs. Gardner, their son, J. Wesley Gardner, a sales engineer for Thos. A. Edison, and Miss Sara Kathryn Gardner.

MCCORMACK FEATURED IN VICTOR AD

September Magazines Carry Advertisement Showing Noted Tenor's First Effort at Singing at Street Corner in Athlone, Ireland

In connection with the usual assortment of record hangers and other advertising material to exploit the September record list sent to its dealers by the Victor Co., there is included a reproduction of the effective Victor advertisement which appears on the back covers of the leading magazines for September. The advertisement is devoted exclusively to John McCormack, and the illustration shows the famous Irish tenor as a boy singing at a street corner near Athlone, Ireland, on "Fair Day." The text of the advertisement is full of human interest, and naturally ends up with the statement that McCormack makes records for the Victor exclusively.

HEINEMAN CO. DECLARES DIVIDEND

The Otto Heineman Phonograph Supply Co., New York, has declared a dividend of 1 3/4 per cent. on its preferred stock for the first quarter of its fiscal year. This placed the stock on a 7 per cent. basis, and the stockholders were gratified with the splendid report which was submitted for their approval at a recent meeting.

A certificate of incorporation has been issued to the Superior Phonograph Co., of Dayton, O., capitalized at \$10,000. The incorporators are: V. J., L. W., Ada L., and Florence Brumbaugh and A. E. Emrick.

KEEP A MULTIPLEX "CATALOGUE" OF RECORD HANGERS

Speed up Record Sales

With this Multiplex Fixture



Don't throw away last month's record hanger.

Nor let it hide those of July, June, or previous months.

They are effective advertisements—splendid record sellers.

They prevent old records being overlooked and stimulate the sale of new records.

File them attractively, conveniently on the

MULTIPLEX Hanger Displayer

Then each hanger, or record list, will work twelve months instead of one.

Helps customers make selections. Makes a valuable catalogue, so handy to refer to, so easy to sell from.

And it only costs \$8.50 complete.

Order one today—and we will bill it through your jobber

MULTIPLEX DISPLAY FIXTURE CO.
918 North 10th Street ST. LOUIS, MO.

MULTIPLEX DISPLAY FIXTURE CO.
918 North Tenth Street, St. Louis, Mo.
Gentlemen—Send us by Express:
No. 515-6-Wing Multiplex Selling Fixtures. \$8.50 each, \$_____

and bill through _____
(Name of Jobber here)

For further information check here (Our firm name)
_____ (Address)

KNOW WHERE YOU ARE "AT"

Timely Article in Philadelphia Paper Regarding the Necessity of Accurate Accounting Should Prove of Interest to Talking Machine Men

Nine-tenths of the failures which occur in the business world are due, not to business conditions, as many of the failures like to believe, but to nothing else than slovenly business methods. The following little article dealing with this subject was clipped from a Philadelphia paper, and as it hits the point and seems to cover the ground so thoroughly it is deemed worth reprinting:

"In every business cash must be the factor of trade. A store which sells on long-time credit must buy goods the same way, and the longer time you sell on the greater must be your profits. Bear in mind first of all you must have a proper system of bookkeeping, not an elaborate one; but a ledger, a day book, cash book and invoice book will suffice. Enter in the cash book a concise account of every dime taken in and paid out, balance same each week, month or quarter, as the case may be; but the more frequently the better. Thus at all stages of the game you can tell where you stand in a cash way; you will not be compelled to guess but KNOW.

"In your ledger be sure to include every item, even to the amount you draw from the business or pay yourself as salary. Enter carefully a complete amount of money paid out for help and equipment. Don't forget a nickel, for you fool no one but yourself by a slovenly system of accounting. Keep an account with the people you buy from and a definite system of knowing when you are out of a certain article; also from whom you purchased same, leaving nothing to guesswork.

"Credit stock sold at the end of each day; thus you may know the amount of goods you have on hand. This gives you the book value of your stock.

"In a loose-leaf or bellows book paste your invoice. Never mail same to your houses to



NEEDLE CUPS

AND

METAL PARTS

For the Manufacturer

We specialize in needle cups, both open top and closed, and the metal parts for the phonograph. Our facilities and equipment enable us to produce these parts at a remarkably low figure and to make quick delivery on both small and quantity orders. Write for samples and prices.

Special exclusive parts made to order on contract. Send your samples and we will quote

STERLING METAL NOVELTY MFG. CO.

174-180 WORTH STREET
NEW YORK

be receipted and never let the same go out of your possession. As you receive the receipt paste it in book beside your bill. Thus a complete record is at hand. Remember, keep your accounts straight and your accounts will help you keep an orderly business and a systematic store."

C. R. WAGNER WINS HIS COMMISSION

C. R. Wagner, vice-president of the Musical Instrument Sales Co., New York, who has been a member of the Officers' Training Corps at Plattsburg, N. Y., for the past few months, has received his commission as a first lieutenant in the new army. Mr. Wagner, who visited some of his friends in the local trade recently, will spend a month at the Yaphank, L. I., army camp, and will then assume his duties in the Quartermasters' Division.

Sonneborn's Sons, of Laporte, Ind., have recently installed two new soundproof demonstrating booths in their Victrola department. They now have three booths in service.

PRIZES AWARDED IN MUSIC CONTEST

Musical Instruments and Music Books Given to Successful Contestants in Home Music Contest of Evening Mail—C. M. Tremaine a Judge

Prizes were awarded recently in the successful Home Music Contest, which was conducted under the auspices of the New York Evening Mail, and in the course of which nearly 1,000 manuscripts were submitted for consideration. The judges were David Bispham, the noted baritone; C. M. Tremaine, director of the National Bureau for the Advancement of Music, and Sigmund Spaeth, the editor of the "Music in the Home" page of the Evening Mail.

The first prize, a \$200 Grafonola, was awarded to Mrs. Eliza W. Durkin, of Kenton, O., for her poem "To Music." Other prizes awarded included a \$25 Victrola, \$20 and \$10 assortments of Victor and Columbia records, ten song albums of Chappell's Portrait Series, various other music albums and musical instruments.

In discussing the contest Mr. Tremaine said: "It is encouraging to receive so many practical and concrete testimonials to the development of American musical life."

EMERSON RECORDS FOR SEPTEMBER

Excellent Selections, Covering Wide Field, Offered in the Latest Supplement

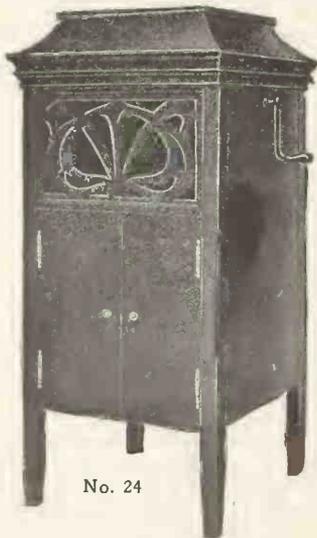
The September list of records issued recently by the Emerson Phonograph Co. contains a splendid array of selections which can be featured to advantage by Emerson dealers. This list has several timely patriotic selections, an excellent assortment of popular hits, together with instrumental and novelty solos. Emerson records are now being merchandised by dealers in every small and large town throughout the country, and their popularity is evidenced in the fact that the factory has been oversold for nearly a year.

TO FEATURE 'TALKERS' EXCLUSIVELY

BLOOMINGTON, ILL., August 27.—After fifteen years in the retail sporting goods and bicycle business, during eleven of which he handled the Victor line of talking machines and records, C. A. Fenn of 112-114 East Front street, this city, has announced that he has closed out his sporting goods stock and will in future conduct an exclusive talking machine store. Mr. Fenn has a well-equipped place of business, including six large soundproof booths, each eight by twelve feet, in the rear of his store, and a large concert hall, forty feet deep in the front. He states that he believes the possibilities that lie in the talking machine business make it desirable for him to tie up with that line exclusively.

The National Vitaphone Corp., Plainfield, N. J., has been chartered with a capital stock of \$2,000,000 to manufacture talking machines, etc. The incorporators are A. M. London, J. H. Green, Jr., and C. B. Repp.

DEALERS:—Build Your Own Machines



No. 24

This is Your Opportunity to secure a splendid cabinet, nicely polished, at very low cost.

Height, 43 1/4 inches
Width, 19 3/4 inches
Depth, 21 1/4 inches

Beautiful in design and finish. Sound chamber scientifically constructed, producing a wonderfully loud and sonorous tone. Triple veneered panels, mahogany finish, polished nickel trimmings.

Complete with needle cups.....\$15.00
Equipped with Tone Modifier, 50 cents extra

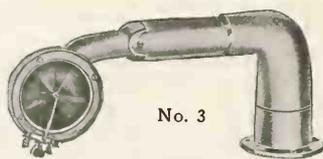
Or, if you prefer it, we will sell you this machine fully equipped with powerful double spring motor, worm driven silent gears. 12-inch turntable. Universal tone arm and sound box plays all Disc Records.

Completely equipped\$23.00
Equipped with Tone Modifier, 50 cents extra

Tone Arms and Sound Boxes

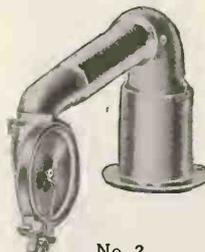
(Genuine Mica)

Our new universal tone arm and sound box, No. 3, has proven a big success. Has all the desired requisites in the way of producing a clear, rich and musical tone.



No. 3

Price\$1.50
In Lots of One Thousand



No. 2

Real Mica, 95c
in 100 Lots
Imitation Mica, 85c

ANDS KOCH, Manufacturer

296 Broadway

NEW YORK

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

British Talking Machine Trade Keeps Up Remarkably Well in Spite of Dull Conditions of Summer and the Natural Effect of the War—Encouraging Outlook for Development of Export Trade—Commercial Intelligence Service Established to Help Post-War Trade—What the New Record Lists Offer—Royalty Visits "His Master's Voice" Factory—Development of Trade Between Australia and United States Causes Alarm—Noted Professor Pays Homage to Mechanical Music—What the Talking Machine Means in the Trenches—General News

LONDON, E.C., ENGLAND, August 31.—In the domain of the talking machine trade all is as well as can be expected, dog-days and war-time troubles considered. Certain elements tend to produce a slight depression at times, but the thinking men of the trade continue to maintain not only a cheery semblance, but an actual healthy optimism which carries its good influence far and wide. We do not believe in a blind optimism any more than unrestrained pessimism. A careful sifting of the facts, an occasional study of the situation, must reveal to even unreciprocity minds the stupendous fact that the gramophone trade is being maintained on a remarkably healthy plane. This view is not so much a personal one as so much one of actual facts. It would be idle to discount the hundred-and-one problems which the trade has continually to face. It is just because of those problems having been successfully tackled that we say fear naught and carry on. Carry on with the determination to surmount every difficulty that besets your path and you will be surprised how strong in strength of purpose one can become. The troubles of to-morrow are as nothing to those

of yesterday. The gramophone trade has simply annihilated every adverse element; has even turned some to advantageous account.

Where then is the call for anything but cheery optimism? Are we not in fact doing a roaring trade—we are; if you who read these lines, as an individual, are not, whose fault is it? Certainly not the public's. Records can be sold quite easily to-day, and you can get all you want to sell. No! There are some in the trade who would have us believe that all is not well, that things are marching from bad to worse, and all the rest of it. We know to the contrary. Never have sales been better, comparatively speaking. Certainly, it is not so easy to trade under present circumstances as in pre-war times. There's the rub. Though for our part, we think there is much more zest and satisfaction in trading under difficulties than there is in trading without them.

All this leads to the fact that a few dealers are prone to despondency; are getting tired. It is nerves, nothing else.

An impartial survey of trade conditions shows that sales are somewhat slack, as, be it noted, is not unusual at this period of the year. There are not wanting signs though that the coming season is of bright prospect. Already big orders for delivery ahead are being placed with manufacturers whose only trouble at the moment is whether or not conditions of labor, etc., will permit of prompt consignments. We shall see. Meanwhile, let us have a look at the.

Oversea Trade Prospects

In this field of trade endeavor the outlook is distinctly encouraging. Notwithstanding submarines and consequent shipping losses, British export trade in general is being maintained to

the tune of over £10,000,000 per week, and all the piratical efforts of the enemy cannot prevent it. Without boasting, or seeming to, we think it a matter upon which to claim a reasonable amount of credit. It demonstrates better than words that we can continue to maintain a fair connection with oversea buyers, and to this object even gramophone and record manufacturers should set their hand in a strenuous attempt to build up a larger export trade than hitherto. This branch of the business demands special study. There are problems which require concentrated effort and special treatment connected with export that does not obtain in regard to the home trade, and if manufacturers will only relegate their elucidation to an expert shipping clerk, the path will prove easier for travel. Through the British Trade Committee it has been made known that priority treatment in the delivery of motors and accessories will be accorded to those firms who cultivate a goodly percentage of export business. Buyers abroad there are in plenty. It only remains to get into touch with them. The medium is of course publicity, and publicity in this regard is obviously the advertisement columns of this trade newspaper.

Post-War Trade Intelligence Service

According to the Telegraph's parliamentary correspondent, the Government has devised a scheme for the establishment of a Commercial Intelligence Service, in order that the commercial interests of the nation may be looked after and fostered more effectually after the war than it has been before. The task was entrusted to the Foreign Office and the Board of Trade and the proposals have received the ap-

(Continued on page 122)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktiesselskab, Frihavnen, Copenhagen.

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, Solyanof Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahan, Post Box 410, Durban; Ivau H. Haarburger, 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, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenso Marques.

HOLLAND: American Import Co., 22a, Amsterdamsveerkaade, The Hague.

ITALY: A. Bossi & Co., Via Orsini 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 121)

proval of the Cabinet, but will not be put into operation until they have been announced to Parliament. Lord Robert Cecil and Sir Albert Stanley, as representing the two departments concerned, have, however, consented to submit the scheme to the Commercial Committee of the House of Commons, whose secretaries, Colonel Pryce-Jones and Mr. Lewis Haslam, have summoned an emergency meeting for its consideration.

Alarm at Trade Between Australia and U. S. A.

A newspaper report from Melbourne says: "Representatives in this country of all the leading British manufacturers view with the utmost alarm the present trend of the Hughes Government's policy of encouraging the closest trade relations with the United States. The latest proposal is to appoint a special Australian representative at Washington. American agents and official trade commissioners here are eagerly taking advantage of every opportunity to press America's ability to capture the entire trade in manufactures which Australian factories cannot supply, whereas the British trade commissioner is gravely hampered in meeting the attack through the absurd Board of Trade restriction of his powers."

A Live British Firm Open for Export Trade

The Rex Gramophone Co., whose announcement elsewhere makes known their desire to cultivate trade relationship with keen oversea buyers, are making a specialty of horn, hornless, and portable disc machines of various qualities and design. I have personally inspected these instruments and am in a position to assert that no better value could be found, price considered. All models are made up to the special designs of the proprietor, Mr. Francis Nottingham, and in workmanship and general finish I must frankly admit that they are really excellent instruments, of good tonal quality, too. The motors are throughout of Swiss manufacture, and some of the other parts, if not all, are guaranteed British make. It may be mentioned as

a sidelight upon the determination of this firm to offer an all-British machine, that within the near future certain of the models will be equipped with British made motors. At the moment I am not permitted to say more than that this mechanism is well on the road to success. As a matter of fact, I have inspected a sample. It is frankly not all that can be desired; there is room for improvement, but without doubt it is superior to similar German types. And that's the best news. A guaranteed British motor will, it is expected, soon be available. Meanwhile, all oversea traders interested in the firm's offer should write them for trading terms and full particulars, etc.

New Grammavox Records

From the Sound Recording Co., Ltd., Swallow street, Piccadilly, London, I have received a proof of a new record list shortly to be issued. It includes several successes from the latest revues, and other recent London "hits," and in addition I notice that the topical element is strongly represented by such numbers as, for instance, "Eat Less Bread," "My Meatless Day," "Sugar," etc. "God Be With You," "My Life Is Love," from the "Maid of the Mountains," and other popular ballads are contributed by Miss C. Aulsebrook, a recent newcomer to the gramophone, who, though, has already won her spurs as an artiste of exceptional promise.

Germans Sell Business of Allied Subjects

It is reported that the Berlin Gramophone Co.'s business has been sold by order of the German Government to the Polyphone Co., Leipsic. The same thing, of course, is taking place in England; indeed, most of the enemy concerns have already been disposed of to British subjects.

The Making of "His Master's Voice" Cabinets

M. E. Ricketts, sales manager of the Gramophone Co., Ltd., gives an interesting account in the latest issue of The Voice of the cabinet work and factory at Hayes. He proves by argu-

ment and diagram that the same careful methods of construction are embodied in all instruments whether they be for sale in Glasgow or Calcutta. The cabinets are so jointed, glued and veneered that they will defy any climate. It is a most able and technical exposition of "His Master's Voice" quality. All salesmen should carefully study it.

An Interesting Offer from England

Elsewhere in this section will be found an interesting announcement by Louis Young & Co., 54 City road, London, who are large importers of motors and gramophone parts, etc. They claim to secure for you a saving of about 50 per cent. in price on gramophones, motors, tone arms, sound boxes, needles, etc. With a factory output of five hundred motors per day, prompt despatch is assured. To our oversea friends such news will be very welcome. Catalogs and terms are obtainable upon application, as above.

A Professor's Homage to Mechanical Music

"Is mechanism, pure and simple, destined to be called to the aid of composers in the performance of their works?" asks a writer in the Daily Telegraph. For our part we think the answer is an unqualified "yes." The gentleman in question admits that already there have been signs pointing that way, as in the use, for instance, of piano players (and we might add, records) for the accompaniment of songs and instrumental pieces. And he continues: "Manifestly there must be potentialities in this direction undreamt of in the philosophy of composers of a past generation, or even of the present."

The subject was touched upon by Edwin Evans in the last of his interesting and suggestive causeries on "The Foundations of Twentieth Century Music." There are indications, according to his authority, that composers in days to come will rely for expression more on the notes themselves than on the manner in which they are played. At first sight this prophecy

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WE can save you about 50% on exports of Gramophones in either Horn, Hornless or Trench Types. Also in Motors, Tone Arms, Sound Boxes, Needles, etc. Our factory's capacity (with full supply of metal) is 500 motors per day.

We have had years of experience in the invention and manufacture of Talking Machine goods and can guarantee satisfaction.

Write right now for catalogue and terms, and to save time mention your requirements.

MARKS:

"Ajax"

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Telephone
Central, 1812

FROM OUR LONDON HEADQUARTERS—(Continued from page 122)

would seem to reduce the art of interpretation to a very simple formula. But let Mr. Evans explain for himself. "Obviously," said he, "dynamics will play an important part, and for that reason mechanical instruments, which at present provide short cuts for the amateur, will ultimately play a vital part in musical evolution."

Let us examine a little further into Mr. Evans' visionary outlook. Composers will, he made bold to declare, write direct for an improved piano player, thus freeing themselves at one stroke from all the mechanical restrictions appertaining to the use of ten fingers. In these improved instruments, no doubt, the key-board will disappear as being superfluous and cumbersome, and its disappearance may pave the way to "more minute sub-divisions of the octave." For, as he went on to point out, by means of rolls it is "no more difficult to produce fifty-three notes to the octave than the present artificial twelve." An interesting peep into musical futurity, you observe. But, for the realization of Mr. Evans' predictions, we must wait, presumably, till "after the war."

Royalty Visits "His Master's Voice" Factory
 After the King and the Queen, H. R. H. Princess Mary! It occurred some time ago, but the story is worthy of telling if only because we learn a little of the human side of our beloved Princess. An account of the visit appears in No. 7 of the Gramophone Co.'s house-organ, The Voice. It interestingly relates how Princess Mary paid what was less than a state visit, and more of a useful one, to the village of Hayes. Was she content to merely pass through the different departments, have a word here and there with the munitionieres, sign the visitors' book, and pass on? No. Her Royal Highness is of more practical and kindly turn of mind. Imagine the surprise of the girl-workers, on going to the canteen for their mid-day repast, to find the grace and beauty of their Princess, attired in the blue overall costume of the factory, personally presiding at the counter! Surprise and delight were only equaled by the extra amount expended upon their meals, for the girls under cover of an imaginary hunger came again and again to enjoy the pleasure of Royal serving.

The "Guardman" to the Fore

Just as the Guardman is holding the field way over in France and elsewhere, so, in the record field, is the British "Guardman" disc fighting the commercial battle with great success. In order to give their dealers a clear chance to carry new stocks for the opening season, the Invicta Record Co. instituted a liberal exchange scheme during the period August 1 to 15 inclusive. Worn out and broken, or unsalable records were taken on an exchange basis of four to one, that is credit given for the one returned, four new records to be ordered, three only charged for.

This scheme was introduced simultaneously almost with the issue of a spanking list of good new records of up-to-date and topical variety.

Of the ten-inch series, there are fifteen double discs, that is thirty titles—vocal and instrumental—comprising that popular class of selection which has made the name "Guardman" a byword among enterprising dealers.

Particular attention should be drawn to the list of new twelve-inch double records, six in all, and of which five (ten titles) are instrumental numbers. Three of the records carry parts one, two, three, four, five of Tschaiakowsky's famous Casse Noisette Suite—March, overture, miniature, Danse Trepak and Danse Chinoise, Danse Arabe, and Danse des Mirlitons, all magnificently rendered by the Band of H. M. Scots Guard. This is a splendid achievement. They are all well recorded, and needless to say, have received a right royal reception.

Gramophone Memories of War Time

Many will be the pathetic, or the joyful, stories of the gramophone told in the years to come by men who have experienced the emotional fear of life "out there" in that hell of hells, where one more or less counts life cheap. The memories of a tune, of a song, that reveals once again the scene—at night, for instance, in a dug-out, when all is comparatively quiet—the sudden scream of an eight-incher as it hisses like an express train through the air, across the ruins of what was once a peaceful habitation of man—the car-splitting burst and—another comrade or two gone "west" or laid in mortal agony—the while an invisible artist peals forth the air of a splendid old English ballad—then silence, as of the grave! What memories! Will those men who know, will they curse the gramophone, or will they respond to its mood and at a touch awaken to life the terrors of the past? A Westminster Gazette correspondent supplies the link. He is an officer who, as an average man, loathed gramophones, and would have scorned the suggestion that a gramophone might possess a soul.

He went to the front. He turned for relief to the gramophone, and soon he seemed to have heard the records all his life. Again he said that he loathed gramophones—"as a drunkard may loathe the smell of alcohol in the early morning." But one day he was "chipped" and sent back to England. For months he shunned gramophones and forgot.

Then came a day when our average man heard a gramophone playing one of the old tunes: "And when I told them how wonderful you are, they wouldn't believe me, they wouldn't believe me—"

Then the shock!

As lightning rends the black pall of a starless night, so the notes rip and tear through the screen of environment which has shut him off from memory of his life in France. Memories stir within him. The well-tuned nerves quiver to the music of the life he had forgotten. Smells and pictures come to him. The earthy nettle smell of tear gas, the dank smell of a deserted dug-out, the smoke from a new-lit brazier, candles standing drunkenly in their own grease, flickering and guttering. The mice, long

Soundboxes

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W. H. Reynolds (1915) Ltd.

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Write for new illustrated Complete Catalogue

since tolerated, peeping through the cracks and running along the table. . . . The tired faces of men he knew too well, he finds it in his heart to love them now. The stand-to before dawn, and the hour, so often calm but sometimes terrible, when the paling stars give place to gray-banked clouds, the rising sun and the welcome warmth. They wouldn't believe me. Rest billets near a river beyond the sound of the guns, but the water is unclean, it has flowed through the German lines. . . . And our average man thinks very kindly of the other men who had heard that old gramophone with him. He has seen their names in the casualty list, and only one is still with the company. He has been carrying on all the time. Our average man suddenly realizes that, though he has been out of it, the same life has been going on over there, but the gramophone is playing other records and other men are listening to them. As the gramophone stops, and the needle whines complainingly, he makes his decision.

Medical boards and depots held him for a time, offers of staff appointments tempted him; but before the month was out he was on a transport watching the lights of "Southampton" sinking into the night.

It was only a gramophone; but perhaps for a moment, and time is immeasurable, it shared a soul with our average man. Only a gramophone! Playing on old tune!

A mere box of machinery—a needle—an inanimate dumb disc. But in combination, at the touch of human fingers, it plays upon the heart-strings, the memory, and brings back scenes and faces to live vividly anew.

Truly a wonder-box! Pause and think for (Continued on page 124)



GRAMOPHONE RECORDS

10 Inch Double Sided "NEEDLE CUT" for Overseas Keen Buyers

A British Firm of Repute Manufacturing HIGH CLASS PRODUCTS

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FROM OUR LONDON HEADQUARTERS—(Continued from page 123)

one moment of the thousands who, when this great war has ceased, and peace reigns once more, will see in the gramophone the one great gift that brought into their life "out there" the welcome touch of sunshine and—thoughts of home.

The Latest Columbia Records

Described as a summer issue the Columbia August supplement is replete with items specially selected for their brightness and suitability to sunny days. Of the new revues there are records of "Bubbly," "Cheep," "Zig-zag" and the "Maid of the Mountains," in addition to the first Columbia records of Little Tich and Neil Kenyon, and a brilliant bunch of popular airs by familiar artists. The dainty soprano, Miss Florence Smithson, contributed a welcome record to Columbia this month bearing—"A Dream of Delight," and "My Heart Is Calling You." These are the two song successes with which her name has been most closely identified during the present season.

The Court Symphony Orchestra's rendering of W. H. Squire's "Slumber Song" is extremely pleasing. With it is coupled "On the Volga—Russian Boatman's Song," a typically native air, though of a somewhat—to English ears—barbaric flavor. Infinitely tender is Hubert Eisdell's rendering of "Mavis" (Craxton), and "If I Might Come to You" (Squire). His sweet tenor voice makes expressive play of these two songs, and so perfect is the combination that it would seem almost as if they were specially composed for him.

New Companies Incorporated

Silvaton Gramophones, Ltd., capital £10,000; office, 74 Coleman street, London, E. C.

The United Talking Machine Co., Ltd., capital £1,500; objects, to acquire all or part of the business carried on as the United Gramophone Co., and the Midland Gramophone Co. Director, F. Covell; registered office, 14 Broad street corner, Birmingham.

T. E. Osborne a Live Advertiser

Our Belfast friend, Thos. Edens Osborne, described as the pioneer of the gramophone in Ulster, has taken considerable advertising space of late in his local newspapers, to make known the several lines of instruments in stock suitable for trench warfare. One speaks in the sense that if the soldier fights on his stomach, he fights quite as much on the satisfying mental refreshment of good music. It is as necessary a food for nerves as is bully beef, for instance, for his "little mary." In this respect the War Office now recognizes the great value rendered by the gramophone in relieving the enemy of campaigning underground and its soothing influence in the soldiers' rest camps, hospitals, etc. The trench gramophone is an absolute necessity, that is certain.

Mr. Osborne's showrooms are usually well inhabited and particularly by officers on leave who have called for a few records to send to their less fortunate brothers at the front.

The Difficulty of It

Apart from all the many troubles relating to official trade restrictions, the difficulty of running a record manufacturing concern these days is as much due to dislocation of labor as anything. It applies equally to the executive branch as to the factory. A typical example is that of the Invicta Record Co., Ltd., manufacturers of the popular "Guardsman" records. It is also, as I will show, a splendid example of how difficulties that are said to be made to be overcome have been most successfully surmounted by the exercise of British determination. All non-rejected men of military age, eighteen to forty-one years, being liable for service, have for the most part been called up. It has, of course, been a gradual process, but nevertheless, owing to inability to obtain even unskilled substitutes quickly, all record factories have to a certain extent suffered dislocation of output. Yet output has somehow been maintained and in certain cases, that of the Invicta, for instance, has even been increased—and substantially, too, into the bargain. How this happy achievement has been accomplished is a story of grim persistency in finding and training unskilled, and often by reason of age, unsuitable labor. But still it has been done, and the record production has gone on without detriment to the quality thereof.

The executive and office organization has been equally affected, though in this section the remaining staff is bearing the burden of those who have been called upon to wear the King's uniform. Of the two directors, Mr. Barton is in the H. A. C., and for the present is able to assist only in an advisory way the remaining director, Mr. Barraud, who while not altogether enjoying the best of health, is grappling with the work very successfully and willingly undertakes the additional responsibility entailed by Mr. Barton's temporary absence in the King's service.

The foregoing is brought into greater prominence by the recent appeal of the company's general manager, A. C. Simmons, who, classed B3 (clerical work abroad), was appealed for by the firm. At appeal courts applicants are usually questioned as to what they are doing for their country. Mr. Simmons was able to show that he was devoting considerable time to Red Cross work, and conditional upon a continuance of this useful work, which he said he would do gladly, the tribunal granted a further six months' exemption.

These little sidelights are interesting as showing some of the minor difficulties—vastly important in the aggregate—of conducting business in war time. And despite all, it is a remarkable fact that the gramophone trade has been most successfully maintained and is likely to so continue, difficult though the problems are at times to solve.

American National Melodies on Zonophone

In the matter of patriotic records doubtless

my American readers are fully supplied by their own record companies, and from a buying view will not perhaps be so much interested in the above announcement as will the thousands of United States citizens in other parts of the world. Wherever the reader be, though, I can assure him or her that the records under mention center a wonderful combination of all the virtues applicable only to real good records. 1771 is the number of this double zonophone disc, upon which is embossed a selection from, "Camptown Races"—"Tramp, Tramp, Tramp, the Boys Are Marching," "Marching Through Georgia," "Old Folks at Home," "John Brown," "Star Spangled Banner," "Dixie," "Massa's in the Cold, Cold Ground," "Old Black Joe," "Yankee Doodle," "Kemo Kimo," "Hail Columbia," arranged by G. W. Byng. It is brilliantly recorded by that fine instrumental combination, the Black Diamond Band, which in quality gives place to no military band. It is a delightful record and one that will enjoy enormous sales in the United Kingdom and overseas.

In the program under mention—the latest issued by the way, is to be found a galaxy of splendid records covering a pleasing and wide variety of vocal and instrumental numbers. It makes more than certain that the British Zonophone Co., Ltd., will be busier than ever at their big Hayes factory.

Hough Rewards Loyal Service

In the neighborhood of Cranbourne street the other day your correspondent took the opportunity of calling upon Percy Willis, manager of the Edison Bell & Winner Depot, to congratulate him upon his recent appointment as sales-manager of the J. E. Hough, Ltd., Corp. He acknowledged that the appointment had been duly ratified and was good enough to impart a few details anent his long service with Mr. Hough, the mention of whom, by the way, opens up an historical vista of the talking machine trade which carries us back close upon twenty-five years. At the time our friend joined Mr. Hough—about twenty years ago—the latter gentleman was "running" a shop in the Broad street Place, city. Phonograph records in those days were all originals and cost from seven shillings and sixpence each, and up. Quite a good and profitable trade was reaped for some years. As the business developed, and with the introduction of the molded cylinders, Mr. Willis was entrusted with the management of the first retail shop in London, opened by the firm in Cheapside, for the sale of phonographs and records. He was afterwards appointed manager of the Edison Bell Consolidated Phonograph Co., Ltd., Charing Cross road, of which the Earl of Denbrigh was chairman, and James E. Hough managing director. This company was ultimately liquidated, and a new company formed by Mr. Hough—who had bought up the big Edison Bell factory at Peckham, under the style of J. E. Hough, Ltd.

Much as I would like not to, I am ruled by limits of space to severely exclude the many historical and interesting reminiscences which

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10 inch and 12 inch Lateral Cut

We can ship you immediately, any quantity of Records:

BANDS ORCHESTRAS INSTRUMENTAL SOLOS VOCAL

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

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It's not only the great names in the Columbia list—it's the uniform high average of every record in it that spells Columbia with a big "C."

Columbia Graphophone Co.
Woolworth Building, New York



FROM OUR LONDON HEADQUARTERS—(Continued from page 124)

play across my memory when the Edison Bell interests are mentioned. Let it suffice for the present to say that Mr. Willis was, as a matter of course, called in the service of the new company though not of a new "guy'nor." Men like Hesse, Robbins, and one or two others I could name, like Willis, have been linked up with the fortunes of J. E. H. for years; indeed, they have become pillars of strength in loyalty and good service, and Mr. Hough never loses an opportunity of showing suitable appreciation.

It was to Mr. Willis' initiative, I believe, that the old Edison Bell West End connection was regained in added strength by the opening under his experienced care of the Cranbourne street showrooms, not a stone's throw, by the way, from the old Charing Cross road premises. Thanks to the unremitting ability exercised by our friend and the loyal co-operation of his assistant, the depot is to-day, as almost right from the start, a sort of rendezvous for West End buyers, among whom are counted hundreds of officers who never fail to call when on leave, for a few records to take back for the benefit of their friends at "the front."

In his appointment as sales manager of J. E. Hough, Ltd., I venture to opine that Mr. Willis will, by his experience and great knowledge of the trade, fully justify the trust which his friend and chief has so pleasingly and I think wisely shown in him. Good luck!

British Trade with Canada—A Valuable Report

The report of the Canadian Trade Commissioner, C. Hamilton Wickes, on the Dominion's trade in 1916, issued yesterday as a White Paper, states that the war, which threw Canada largely on her own resources, has produced as a consequence "a development of new industries likely to show permanent and profitable results." Imports showed an increase over 1915 of 70 per cent., being £153,300,302, against £90,109,555, while domestic exports were £218,341,280, as compared with £122,825,969, an increase of over 77 per cent. The manufacturing establishments of the Dominion increased from 15,796 in 1905 to 21,291 in 1915, and the capital so employed from £169,317,004 to £396,998,285 during the same period, a rise of 134 per cent. The value of the products of the establishments was in 1915 £278,503,390.

In regard to war materials, the United States in 1916 supplied Canada with these to the value of £23,726,830, or 98.4 per cent. of the total.

The Commissioner states that in the course of a recent visit to the Western Provinces he was "impressed by the prevalent desire amongst

business men for improved relations with the United Kingdom, and for a larger trade in British goods." But "it was generally remarked" that British firms, with striking exceptions, were "ill-informed as to what the West can buy and use," and "gave Canadian buyers the impression that they did not want to effect sales." "If," says the report, "the United Kingdom trader is to regain the trade which has been partly lost during the war, he must ascertain the terms, and be prepared to allow equal terms as regards credit with manufacturers of similar goods in the United States." Also, he must, besides making "the article the public requires," follow this by "organized distributive effort." United States firms, it is pointed out, send "well-trained salesmen into Canada in large numbers."

ENERGETIC FACTOR ENJOYS HOLIDAY

T. Edens Osborne of Belfast Pays Visit to England, Visits Shakespeare's Country, and Calls on Trade Friends—Cutting Off of Imports Causes Loss—Business in Disc Machines Shows a Substantial Increase

BELFAST, IRELAND, August 23.—Thos. Edens Osborne, the energetic talking machine factor and dealer, returned recently from a short holiday in England, where he spent most of his time in Warwickshire, and especially in Shakespeare's country, including Stratford-on-Avon, Warwick, and its historic old castle, Kenilworth and its ruins, and many other places of interest including Anne Hathaway's cottage, etc.

Mr. Osborne also visited Liverpool and Birmingham and looked over the trade in those cities. He took special pleasure in inspecting the large stock of gramophones and records held by one of the largest factors in England, namely, the Johnson Talking Machine Co., of Liverpool and Birmingham. In the latter city he was particularly interested in the manufacture of gramophone motors at the Johnson Co.'s factory, this company being one of the few concerns who make disc record motors and turn out the instruments complete.

While in London Mr. Osborne visited the warehouse and showrooms of the Columbia Graphophone Co., and visited his friends, Louis Sterling, the managing director, and Mr. Liedtke, the general manager, who extended to him a most cordial reception.

In connection with his local business Mr. Osborne stated that, owing to restrictions of imports by the British Government, he had been unable to obtain any direct supplies of certain lines of goods from the United States for some time past, which had occasioned him considerable loss. He hopes for an early termination of the war, however, which will enable him to import machines and records from the United States in regular quantities. He states that war conditions have not reduced his output of disc machines and records to any extent and that he has in fact enjoyed a substantial increase in turnover since the commencement of the conflict.

ADD TWO NEW MODELS TO LINE

Tonola Phonograph Co. Market Two Handsome New Art Styles With New Electric Motor

MINNEAPOLIS, MINN., September 5.—The Tonola Phonograph Co., of this city, has recently added to its line two handsome art models, designated as the "Jacobean" and the "William and Mary Grand." Both of these models embody distinctive and artistic case designs, and another unusual feature is a new battery type electric motor which is operated by dry cell battery, the rotating power being applied magnetically to the turntable, thereby making the turntable itself the armature of the motor and the fly-wheel absolutely noiseless, no gears and no winding.

NEW EMPIRE RECORD CATALOG

Complete Lists to Date Included in New Volume Just Issued—Interesting Selections

The Empire Talking Machine Co., Chicago, has just issued a very comprehensive catalog of Empire records which embraces all selections up to and including those issued for August, 1917. All the records are to be found in an alphabetical list and for convenience are also listed according to various classifications, ranging from instrumental selections to popular songs and quartet numbers. The full list is very complete and interesting. Both ten and twelve-inch records are found in the catalog, which, by the way, is provided with a most interesting introduction regarding Empire talking machines and records and the ideals of the manufacturer of those products. The Empire records are of the hill and dale type, and attachments may be had for playing them on machines designed for lateral cut records.

FINAL REPORT ON REX CASE

Paul E. Haessler, trustee in bankruptcy in the case of the Rex Talking Machine Corp., Wilmington, Del., has filed a second and final accounting, and a meeting of the creditors will be held on September 12 at 202 Equitable Building, Wilmington, Del., to pass on the report.

A pleasant smile will take the ouch out of grouch.

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All Makes of Talking Machines
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Enquiries Solicited

SOME IMPRESSIONS OF THE PATHE ARTISTS' COLONY

Zoe Beckley and Cartoonist Brinkerhoff, of the New York Evening Mail, Find Much of Interest in the Daily Activities of the Artists on Vacation at Spring Lake, N. J.

"A l'il Russian cake—vaire gude, vaire, how-you-say daintie?" Zoe Beckley and Cartoonist Bob Brinkerhoff, of the New York Evening Mail, conducting a surprise raid on the Pathé artist colony at Spring Lake, N. J., threw up their hands and surrendered to Mlle. Rosa Raisa.

But let Zoe Beckley herself tell how Pathé's flock of songsters disport themselves at play.

"Get up early some morning, take the boat and train down to Spring Lake, N. J., and stroll out upon the beach. There you will stumble over a full dozen of assorted artists of the very first quality disporting in their bathing suits,

lion maidens' sighs. Riccardo Stracciari is the muscular baritone doing the double somersault dive or something, assisted by Pompilio Malatesta, basso. (Aren't their names perfectly enchanting? I could go on setting them down page after page for the sheer delight of their Italian rhythm.)

"We have very much fun," corroborated Mlle. Raisa. (Do you call a Polish girl "mademoiselle," especially if she has been musically educated in Italy and linguistically perfected in England? I don't know: I took a chance.)

"Some days we peek-peek! We build fire and make coffees and roast corns, vairy deeleeicious!

to ask further. I wouldn't be surprised if their roast "corns" cost as much as a gallery seat at the opera.

Yet these golden-voiced children of music insist and maintain that they live the simple life in their colony by the sea. They swim and walk and drive their motors and go to the "cinema," which sounds prettier than "the movies," but looks the same. They play jokes on each other and have parties and impromptu concerts at each other's houses, and get arrested for speeding just like ordinary every-day cottagers along the coast who don't earn the price of a Rolls-Royce every time they sing a role.

It was Giacomo Rimini who got himself arrested, bad boy that he is. He says a Ford attacked him—came right up and ran into his Scripps-Booth and then fell over and played dead. Just as if a Ford would ever attack anybody. I'll bet somebody put alcohol in its gasoline.

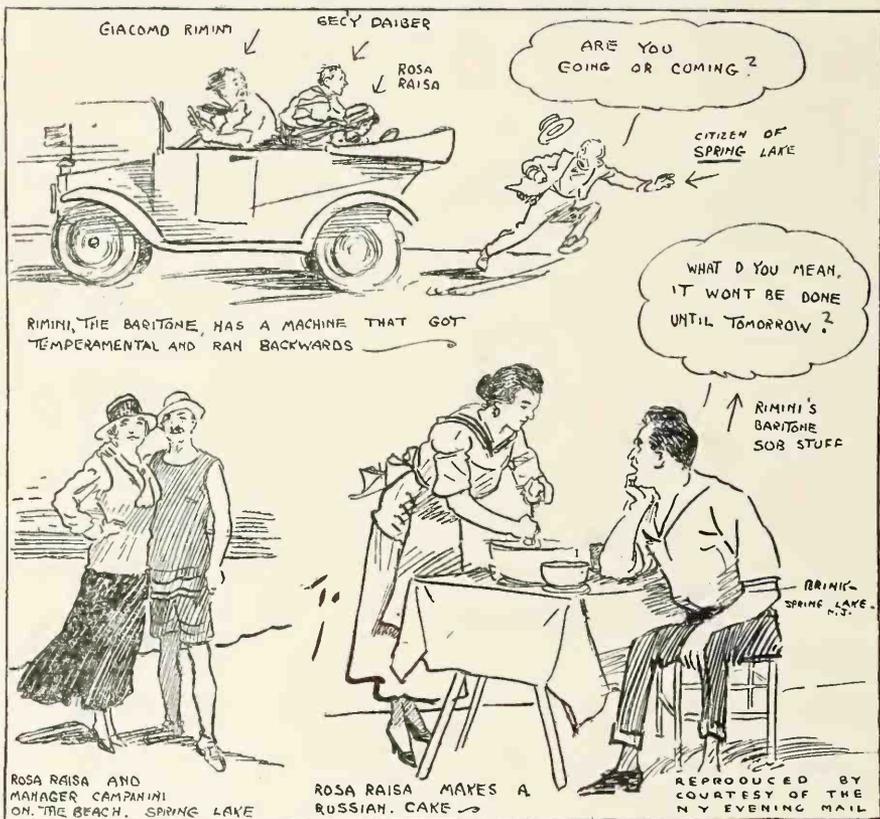
The policeman dragged Giacomo to court, however, which proves that Spring Lake policemen have no soul for the beautiful—but I won't start trying to describe Mr. Rimini's looks or my sentimental soul will run away with my typewriter. Suffice it to say that the judge, too, evidently wears blinders, for he fined Mr. Rimini \$16, a dollar for every mile he was going over and above the speed limit. According to the cop, that is. Giacomo says in four languages that he hopes to die and never see his native Verona again if he was going more than fourteen miles an hour.

The only thing that darkens the sunshine of the Jersey coast for this merrie brotherhood is the war—the cloud that is blotting the light of the whole world. They all have relatives "over there." Mlle. Rosa lifts a pair of lovely hands and a still lovelier pair of eyes to heaven and says, "Poor Poland!" in a tone that brings the water to your eyes. And Giacomo Rimini drags from an inner pocket a battered postcard showing the photograph of a heart-stabbing military funeral—twenty-six citizens killed by a dropped bomb.

"I knew every one of them," says Rimini, with his smile vanished and a sort of something in his throat.

"But—but we mustn't theenk of it, my friend," says Raisa, wiping her hands on her frilly apron and coming round from behind the table where the yellow bowl is with the beaten egg yolks and the halved peaches which go into the little Russian cake. "If we theenk of the sadness of the world we shall never sing."

And to sing is their very life.



Pathé Artists Caught at Play, by Brinkerhoff

shouting and laughing in the seafoam with their million-dollar voices, just as if there were no such things as colds or rheumatism or bronchitis or laryngitis or temperament or anything that interferes with high C's and overtones.

"The lovely lady with the black hair and big gray eyes and the shapely bathing suit is Rosa Raisa, before mentioned, the lady of the little cake. The beauteous gentleman with the mad hair, the distracting shoulders and the ravishing smile is Giacomo Rimini, baritone and motor speeder. He of the dark mustache and distinguished bearing is Cleofonte Campanini, manager of the notable coterie. The one with the chin is Giulio Grimi, tenor and object of a mil-

For you see we work hard. All morning we practice. And I am—what you call?—ouse-keeper, shop-girl—that is, I buy all the thing for the deeners. I go out to the farms and buy egg and many cheecken, very fine and fat, and the green fresh vegetable. I buy all myself."

I inquisited mademoiselle sternly as to the prices she pays. I wanted to know whether opera prima donnas are economical, even if they do not have to be. I hoped mam'zell shopped round till she found bargain "cheeckens" and "vegetable" that were not only fresh but frugal.

Alas, no. Mlle. Rosa confessed to a fowl that was 52 cents a pound! I was too aghast

PRESENTED TO COMPANY K

An Army and Navy model Edison phonograph was presented to Company K of the Second Regiment, New Jersey, recently before 1,500 persons in Proctor's Theatre, Plainfield. The presentation was made by Assemblyman Wm. N. Runyon. The machine was placed through Vogel & Briggs, local Edison dealers.

The Talking Machine Sales Corp., Philadelphia, has been chartered with a capital stock of \$50,000 to manufacture, sell and deal in talking machines of all kinds.

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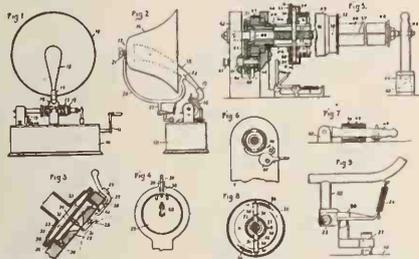
THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 8.—SOUND REPRODUCING MACHINE.—Louis P. Jackson, Schenectady, N. Y. Patent No. 1,232,924.

This invention relates to improvements in sound reproducing machines and has for its object the provision of an improved machine of this character in which the distinctness with which the sound is reproduced is increased and which is more simple in construction and convenient of operation and adjustment than those heretofore known.

One of the objects of the invention is to provide an improved sound distributing means whereby the sound is reproduced in its original tones without the presence of disagreeable noises and is evenly diffused throughout the surrounding space. In one aspect the invention comprises an imperforate bell-shaped sound diffuser into the crown of which the sound is conveyed from the reproducer. By constructing the diffuser in this way and having the entire vibrating surface free to vibrate a remarkably even distribution of the sound is effected. In



another aspect the invention comprises improvements in the reproducer consisting mainly in the provision of a diaphragm and other members of lignum vitæ or similar material. Cushion members of chamois skin or the like are likewise provided, together with other improvements in the reproducer. Other features of the invention comprise improved speed varying means whereby the machine may be adjusted for records of different periods in addition to other features, including an improved support for the cylinder.

In the accompanying drawing illustrating the invention, Figure 1 is a front view of the complete machine; Figure 2 is a side elevation thereof; Figure 3 is a sectional view of the reproducer; Figure 4 is a front view of the same; Figure 5 is a side elevation partly in section of the cylinder and driving mechanism; and Figs. 6, 7, 8 and 9 are details of various parts.

STYLUS OPERATOR.—Ellis S. Oliver, Newark, N. J. Patent No. 1,235,591.

This invention relates, generally, to improvements in phonograph apparatus; and the present invention has reference, more particularly, to a stylus-adapter or holder, and a needle or stylus therefor, both of a novel construction, with a view, primarily, of providing a device for permitting the needle or stylus to be used a great many times upon the same disc-record, without destroying the record-producing face of the disc or plate.

The present invention has for its principal object to provide a novel and simply-constructed stylus-adapter or holder and needle therefor of the general character.

The invention has for its further object to provide a novel stylus-adapter with which the needle or stylus is capable of easy adjustment, so that the same needle or stylus may be used for varying the tone produced by the sound box of the phonograph.

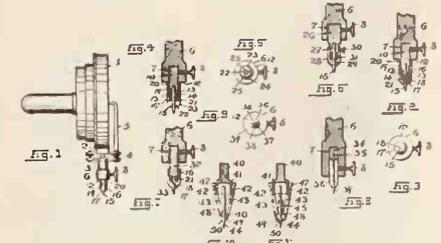
A further object of the present invention is to produce a novel and simple stylus-adapter, in which the stylus or needle is held in such a manner and is of such construction that the accompanying "rattle" and scratching sound when playing a talking machine record are re-

duced to a minimum, so as not to be perceptible.

The stylus-adapter and stylus or needle of the present invention are more especially adapted for use with that type of sound-record impressions or grooves consisting of a series of lateral or horizontal indentations or impressions formed in the face of the sound-disc or record.

With the various objects of the present invention in view, the said invention consists primarily in the novel stylus-adapter and stylus or needle therefor.

Figure 1 is an edge view of a sound box, the vibrator arm of which is equipped with a novel stylus-adapter or holder, and a stylus or needle therefor, the same representing one embodiment of the principles of the present invention, said stylus-adapter or holder and the stylus or needle being shown in elevation. Figure 2 is a vertical sectional representation of a socket member or element shown in said Fig. 1, and the novel stylus-adapter and stylus or needle, the adapter being represented in vertical section and the stylus or needle being shown in elevation; and Figure 3 is an end view of the same, said Figs. 2 and 3 being made on an enlarged scale. Figure 4 is a vertical sectional representation of a socket member or element and a stylus-adapter, and a stylus or needle therefor, said needle being shown in elevation, and the said view illustrating a modification of the principles of the present invention; and Figure 5 is an end view of the same. Figs. 6, 7 and 8 are views similar to Figs. 2 and 4, said views showing other modi-



fications, but all embodying the principles of the present invention; and Figure 9 is an end view of the construction represented in said Fig. 8. Figs. 10 and 11 are vertical sectional representations of stylus-adapters and elevations of needles for the same, said views illustrating other modifications of the principles of the invention.

TALKING MACHINE.—Eldridge R. Johnson, Merion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,235,695.

This invention particularly relates to adjustable closures for varying the area of, and otherwise controlling the sound outlet aperture of a talking machine having an inclosed sound amplifier.

The principal objects of this invention are, to provide a talking machine having an inclosed amplifier, with a closure formed of pivoted doors or shutters for controlling the sound emitted from the mouth of the amplifier; and to provide means operatively connecting said doors or shutters for contemporaneously effecting their relative movement oppositely into selected relatively angular positions.

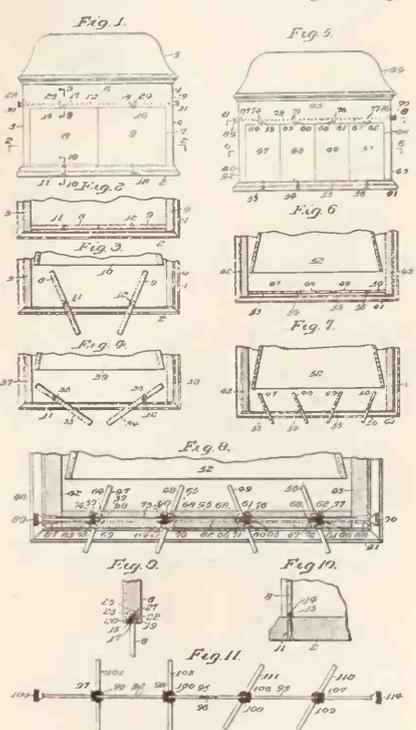
Other objects of this invention are, to provide a talking machine with doors or shutters pivoted on substantially vertical axes, and arranged to deflect the sounds emitted from the sound amplifier, laterally in substantially horizontal planes; and to provide concealed means connected to turn one or more shutters in one direction, contemporaneously with the turning of another or other shutters in an opposite direction upon their respective pivotal axes.

Further objects of this invention are, to provide a talking machine having pivoted doors or shutters with means operatively connecting selected doors or shutters, and means to contemporaneously effect the actuation of the doors or

shutters of each set or group of selected doors or shutters independently upon their respective axes of rotation.

This invention also comprehends a talking machine having doors or shutters pivoted eccentrically and connected to be contemporaneously actuated in opposite directions into different relatively angular positions.

In the accompanying drawings, Figure 1 is a front elevational view of a well-known type of talking machine provided with doors or shutters connected to be actuated in accordance with this invention; Figure 2 is a fragmentary plan sectional view of the front portion of said machine taken on the line 2—2 in Fig. 1; Figure 3 is a fragmentary plan sectional view similar to Fig. 2, but showing the doors or shutters rotated on their respective axes to their partially open position; Figure 4 is a fragmentary plan sectional view similar to Fig. 3, showing a slightly modified arrangement of the pivoted doors or shutters; Figure 5 is a front elevational view of a talking machine provided with a convenient embodiment of a modification of this invention; Figure 6 is a fragmentary plan sectional view of the front portion of the machine shown in Fig. 5, taken on the line 6—6 in said figure; Figure 7



is a fragmentary plan sectional view similar to Fig. 6, but showing the shutters rotated on their respective axes to their partially open position; Figure 8 is an enlarged fragmentary plan sectional view, showing the means for operatively connecting the shutters, taken on the line 8—8 in Fig. 5, but showing the shutters rotated to an open position; Figure 9 is a fragmentary transverse vertical sectional view taken through the upper shutter bearing on the line 9—9 in Fig. 1; Figure 10 is a fragmentary sectional view taken through the lower shutter bearing on the line 10—10 in Fig. 1; and Figure 11 is a diagrammatic or skeletonized plan view, partly in section, showing the means for independently actuating selected groups of shutters.

MECHANICAL REPLAYER.—Robert G. Brown and John E. Strietelmeier, Elyria, O. Patent No. 1,234,621.

This invention deals with phonographs and it proposes an improved replaying mechanism embodying constructions broadly disclosed and claimed in the co-pending applications of Robert G. Brown, No. 2,834, filed January 18, 1915, and the division thereof No. 120,305, filed September 15, 1916.

Heretofore it has been somewhat difficult for the ordinary purchaser to affix to his phonograph a replaying attachment owing to the fact

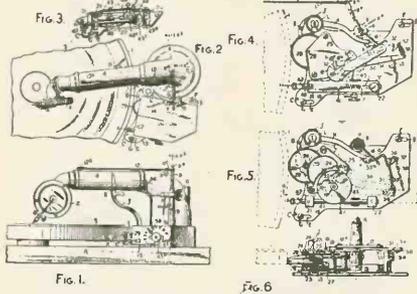
(Continued on page 128)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 127)

that its accuracy of operation requires it to be rather precisely located with respect to the turntable.

A primary object of this invention is to so construct the base of this attachment that the aforesaid locating can be very accurately determined and to provide the base with elements that will practically compel the ordinary purchaser to mount the appliance correctly.

Another object is to devise an appliance particularly adapted for "mail order" sales, and which will be free from elements not ordinarily well understood, such as electrical appliances and which will, in lieu thereof, embody very simple mechanical parts such as mechanical trip



devices in place of electrical contact systems which, though perhaps better, may prove more troublesome.

Another object is to simplify the controlling mechanism by utilizing a simple worm and an elementary star wheel co-operating therewith.

Another object is to devise an attachment which can be used in conjunction with phonographs having a tone arm pivoted by means of a universal joint to the frame of the machine.

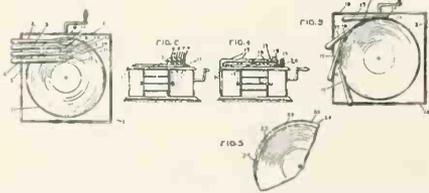
Figure 1 is a side elevation of a phonograph embodying this invention and showing the controlling indicator and the tone arm elevator. Fig. 2 is a plan of the same. Fig. 3 is a fragmentary perspective of the adjustable control. Fig. 4 is a skeleton plan showing particularly the dual-fulcrum control lever. Fig. 5 is a plan with certain overlying elements removed. Fig. 6 is a side elevation as cut off by the line 6-6 of Fig. 5.

TALKING MACHINE.—Hubert A. Myers, Toledo, O., assignor to Harvey E. Banta, Goshen, Ind. Patent No. 1,234,197.

This invention relates to recording and reproducing mechanisms.

This invention has utility in connection with sound mechanisms for simultaneously recording or reproducing tones or notes from different musical instruments or different voices.

Referring to the drawings: Figure 1 is a plan view of an embodiment of the invention in a disc machine; Fig. 2 is a side elevation of the device of Fig. 1; Fig. 3 is a plan view of an embodiment of the invention in a disc machine



wherein the needles are disposed in a successive or approximately tandem relation instead of a parallel relation, as in Fig. 1; Fig. 4 is a side elevation of the device of Fig. 3; and Fig. 5 is a fragmentary detail of a record.

CABINET TALKING MACHINE.—Henry C. Miller, Waterford, N. Y., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 1,234,555.

This invention relates to improvements in cabinet talking machines of the type in which the amplifying horn is inclosed within the cabinet.

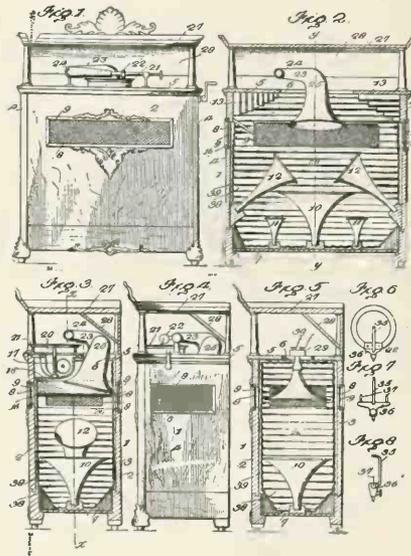
According to the present invention there is provided a downwardly extending sound amplifier, and co-operating therewith a series of

tone sympathizers or resonators, some of which are located in the cabinet below the plane of the end of the amplifier and others of which are located above said plane.

In some of the sound reproducing machines as at present constructed, it sometimes occurs that the amplifier or horn, in addition to magnifying and amplifying all the sounds and tones passing therethrough, also acts as a resonator for some one or more of the tones amplified by it, to the exclusion of other tones or overtones of the scale. The result of this is that when during the reproduction of a selection certain tones occur, those tones are given an undue amplification over that given to the other tones of the selection. This result is objectionable because in reproducing a given selection, a relatively unimportant tone of the selection is liable to be given undue prominence, volume, emphasis, or amplification, whenever that note or tone occurs, thereby making the reproduction different in character from the rendition of the original selection from which the record is made.

One object of the invention is to provide a series of tone sympathizers or resonators which, co-operating with the amplifier or horn, will respectively vibrate in sympathy with or respond to substantially every tone and overtone in the musical scale, thereby giving to each note or tone of a selection which is being reproduced the proper amount of amplification and thereby rendering the reproduction or reproduced sound more nearly balanced and more nearly like the original rendition of the recorded selection.

Another of the objects of the invention is to



provide means for diffusing the sound in all directions and with all the overtones properly magnified, augmented or amplified in order to produce a more perfect reproduction of the recorded selection.

In carrying out this invention substantial results are obtained along the lines above indicated, by arranging or providing a sound chamber or sound passage with a series of hollow tubular sound sympathetic or resonating devices into which the sound enters as it comes from the amplifier and from which it is given back or returned properly augmented into the sound chamber or sound passage. The various sounds, tones and overtones of a given selection being reproduced, are substantially picked up by those pockets, tubes or resonators which vibrate respectively in sympathy with said sounds and enrich the character of the reproduction, such enriched sounds passing from the chamber or passage to the atmosphere through appropriate openings in said chamber or passage.

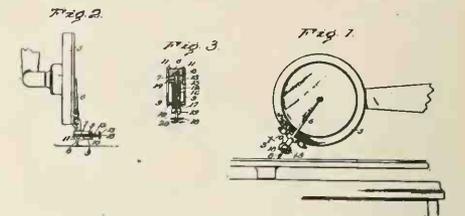
In the drawings, forming a part of this specification, and in which the same parts are designated by the same reference characters, throughout the various views, Figure 1 is a front ele-

vational view of the invention, as applied particularly to a sound reproducing machine; Fig. 2 is a section taken on the line x-x of Fig. 3; Fig. 3 is a vertical central section taken on the line y-y of Fig. 2; Fig. 4 is a side elevational view of the same; Fig. 5 shows in a section similar to that of Fig. 3 a modified form of the invention; and Figs. 6, 7 and 8 illustrate details of construction.

TALKING MACHINE STYLUS HOLDER.—William T. Moore, Louisville, Ky. Patent No. 1,234,375.

This invention relates to devices for holding the stylus or needle of talking machines, and its object is to provide a holding means which enables the needle to be easily and quickly applied and removed.

In the drawing: Figure 1 is a side elevation,

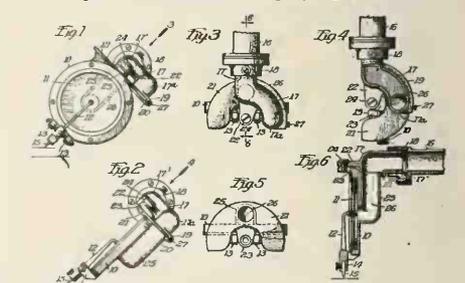


and Fig. 2 is a front elevation showing the application of the device, and Fig. 3 is an enlarged section on the line 3-3 of Fig. 1.

REPRODUCER FOR TALKING MACHINES.—Albert A. Huseby, Chicago, Ill. Patent No. 1,236,942.

This invention relates to improvements in reproducers for talking machines, and has reference more particularly to that type of reproducers commonly known as universal reproducers or sound boxes, which are adapted to play records of both of the well known vertically and laterally undulating types. Some sound boxes of this character employ two separate needles or styluses for playing the two kinds of records, respectively, while others employ but a single needle or stylus, the position of which, however, is changed when changing from one record to the other. Lately attempts have been made to provide a sound box employing but a single needle and wherein the needle undergoes no relative change in position when the sound box itself is turned through an angle of ninety degrees in adapting it to play the other type of record. The purpose of the present invention is to provide an improved sound box of the last mentioned type, wherein the sound box is pivoted to the tone arm on an axis that coincides with the axis of the stylus socket, so that the stylus undergoes no change of either angular or relative position when the sound box itself is turned from one playing position to the other.

Figure 1 is a front elevation showing a sound box in position suitable for playing a record of



the laterally undulating type. Fig. 2 is a similar view showing the sound box turned through an angle of 90 degrees and in position for playing a record of the vertically undulating type. Fig. 3 is a top view of the sound box shown in Fig. 1, viewed in the direction of arrow 3. Fig. 4 is a similar view, partly in horizontal section, of the sound box shown in Fig. 2, viewed in the direction of the arrow 4. Fig. 5 is a top plan view of the sound box detached from the tone arm extension. Fig. 6 is an axial section on the line 6-6 of Fig. 3.

Look out for the stacked deck in the hands of the fellow who advertises his honesty!

RECORD BULLETINS FOR OCTOBER, 1917

COLUMBIA GRAPHOPHONE CO.

POPULAR SONGS
A2333 Good-Bye Broadway, Hello France, Peerless Quartet 10
Throw No Stones in the Well That Gives You Water... Arthur Fields 10
A2336 Somewhere in France Is Daddy... Peerless Quartet 10
Laddie Boy... Campbell and Burr 10
A2334 That's the Kind of a Baby For Me, from "Ziegfeld's Follies"... Sam Ash 10
How Can Any Girl Be a Good Little Girl, When She Loves a Naughty Little Boy?... Anna Wheaton 10
A2335 Let's All Do Something... Arthur Fields 10
When Johnny Marches Away... Harry McCleskey 10
A2301 Spirit of '17... Peerless Quartet 10
Hello, My Soldier Boy... Clark and Burr 10
A2314 Sweet Enigma... Campbell and Burr 10
There's Something About You, Makes Me Love You... Sam Ash 10
A2312 When Your Boy Comes Back to You, Charles Harrison and Broadway Quartet 10
Sons of Eberly, Andrea Sarti and Columbia Stellar Quartet 10
A2330 Some Sunday Morning... Jones and O'Connell 10
Whose Little Heart Are You Breaking Now? Campbell and Burr 10
A2338 Blue Jay and the Thrush... Lewis and Fagan 10
Down at the Water-Fall... Lewis and Fagan 10
A2308 The Rosary... Henry Burr 10
Silver Threads Among the Gold... Henry Burr 10
A2322 The Vacant Chair... James Harrod 10
Bell Brandon... James Harrod 10
A2323 Jesus, Lover of My Soul... Henry Burr 10
Face to Face... Henry Burr 10

DANCE RECORDS
A5985 Where Do We Go From Here?—One-step. Introducing "Good-Bye Broadway, Hello France," "If I Had a Son For Each Star in Old Glory," "You Don't Have to Be Irish," "Prin- ce's Band Help! Help! I'm Sinking—Fox-trot. Introducing "There's a Million Reasons Why," "Knocking at the Knitting Klub," "Give Me the Right to Love You," "Isn't She the Busy Little Bee," Prin- ce's Band 12
A5982 "Old Timers" Waltz. Introducing "The Bow- ery," "The Sidewalks of New York," "Sweet Rosie O'Grady," "Daisy Bell," "Comrades," "Little Annie Rooney," "The Band Played On," Prin- ce's Orchestra 12
A5983 New Orleans Jazz—One-step Introducing "My Dixieland," Prin- ce's Band 12
A2317 Pack Up Your Troubles in Your Old Kit Bag— One-step. Introducing "Soldiers in the Park," Prin- ce's Band 10
What Kind of an American Are You?—One-step Introducing "Honor Thy Father and Mother," Prin- ce's Band 10
A2319 Merry Widow Waltz... Prin- ce's Orchestra 10
Every Little Movement... Waltz. Introducing "Love Dance" from "Madam Sherry," Prin- ce's Orchestra 10

SYMPHONY SERIES
A5981 Ave Maria (Masegni)—In English. Violin Obligato by Frank Gittelson... Lucy Gates 12
Sing, Smile, Slumber... Lucy Gates 12
A5984 Raymond Overture—Part I... Prin- ce's Band 12
Raymond Overture—Part 2... Prin- ce's Band 12
A2337 Menuett (Beethoven)—Violin Solo, Francis MacMillen 10
Souvenir (Drdla)—Violin Solo, Francis MacMillen 10
A5980 Forgotten... Vernon Stiles 12
Daddy... Vernon Stiles 12
A5979 Selection from "Oh, Boy! Introducing "Flubby- Duh," "Red in the Face," "An Old-Fashioned Wife," "A Pal Like You," "When It's Nesting Time in Flatbush," "Till the Clouds Roll By," Prin- ce's Orchestra 12
Selections from "His Little Widows," Introducing "I Want 'Em Back," "In Cabaret Land," "A Wife for Every Day in the Week," "My Love's a Secret," "That Creepy, Weepy Feeling," Prin- ce's Orchestra 12
A2311 Lelia Pasillo Waltzes... Louise and Ferera 12
Hawaiian Dreams... Louise and Ferera 12
A2320 Kiss Me Again—Saxophone Solo, Fred H. Brown 10
Love, Here Is My Heart—Saxophone Solo, Fred H. Brown 10
A2316 Hong Kong—One-step... Guido Deiro 10
My Little China Doll—Fox-trot... Guido Deiro 10
A2325 How Can I Leave Thee? Columbia Stellar Quartet 10
Stars of the Summer Night, Columbia Stellar Quartet 10
A2309—Three Drops of Brandy (Old Irish Reel)— Irish Bagpipe... Patrick Fitzpatrick 10
Donneybrook Fair (Old Irish Jig)—Irish Bag- pipe... Patrick Fitzpatrick 10

VICTOR TALKING MACHINE CO.

POPULAR SONGS
18340 The Ragtime Volunteers Are Off to War, Van and Schenck 10
Southern Gals... Van and Schenck 10
18343 They Go Wild, Simply Wild, Over Me, Marion Harris 10
Some Sweet Day... Marion Harris 10
18347 Isle of Iloha... Wright and Dietrich 10
Pua Mohala... Wright and Dietrich 10
18352 How Can I Forget... Alan Turner 10
Just As Your Mother Was... Henry Burr 10
18353 I'm All Bound 'Round with the Mason-Dixon Line... Irving Kaufman 10
Sailin' Away on the Henry Clay, American Quartet 10
18354 The Ghost of the Saxophone, Collins and Harlan 10
Mammy Blossom's Possum Party, Collins and Harlan 10
18355 Wake Up, Virginia... Shannon Four 10
The Sweetest Little Girl in Tennessee, Sterling Trio 10
18342 That's the Kind of a Baby for Me, Eddie Cantor 10
The Modern Maiden's Prayer... Eddie Cantor 10
18357 M-i-s-s-i-s-s-i-p-p-i... Frances White 10
Six Times Six Is Thirty-Six... Frances White 10
18345 For Your Country... Medley one- step... Conway's Band 10
Sweetie Mine—Medley one-step... Conway's Band 10
35648 For You a Rose—Medley fox-trot, Joseph C. Smith's Orchestra 12
Mondaine Waltz (Vals Berceuse), Joseph C. Smith's Orchestra 12

35649 Good-Bye Broadway, Hello France—Medley one- step... Conway's Band 12
Rolling in His Little Rolling Chair—Medley one- step... Conway's Band 12
35650 Huckleberry Finn—Medley fox-trot, Conway's Band 12
She's Dixie All the Time—Medley fox-trot, Conway's Band 12
18208 To a Wild Rose... Venetian Trio 10
18312 The Whirlwind (Tourbillon) (Kranitz), Venetian Trio 10
Romance No. 1... Arthur Foreman 10
18328 Italian Airs—Medley... Street Piano 10
Operatic Airs—Medley... Street Piano 10
18329 Ballet Egyptian, Part 1 (Allegretto), Victor Concert Orchestra 10
Ballet Egyptian, Part 2 (Andante Sostenuto), Victor Concert Orchestra 10
18344 Aloha Oe. With Conway's Band, H. Benne Henton 10
When You and I Were Young, Maggie, With Conway's Band... H. Benne Henton 10
18356 Old Zip Coon... Victor Band 10
Fifth of the Lake... Victor Band 10
35637 Fifth Symphony—Finale: Allegro (Part 1), Victor Concert Orchestra 12
Fifth Symphony—Finale: Allegro (Part 2), Victor Concert Orchestra 12
35642 Whispering Flowers... Victor Concert Orchestra 12
The Dying Poet... Victor Concert Orchestra 12
35644 Reconciliation Polka (from "Les Millions d'Arle- quin")... Victor Concert Orchestra 12
Spanish Dance in G Minor (Op. 12, No. 2) (Moszkowski)... Victor Concert Orchestra 12
45130 Laddie Boy... Nora Bayes 10
Over There... Nora Bayes 10
45126 Good Night, Little Girl, Good Night, Lambert Murphy 10
The Blush Rose... Lambert Murphy 10
45132 Doan Ye Cry, Ma Honey, Olive Kline with Orpheus Quartet 10
Flow Gently, Sweet Afton... Olive Kline 10
45133 Prince Igor—Coro di donne (In Italian), Metropolitan Opera Chorus 10
Prince Igor—Coro e danza, Metropolitan Opera Chorus 10
18341 Closer to Jesus, Homer Rodheaver and George Brewster 10
Drifting, Homer Rodheaver and George Brewster 10
18346 Says I to Myself, Says I... Marguerite Farrell 10
Wonderful Girl, Good Night... Marguerite Farrell 10
35641 A Trip to Paradise... Golden and Heins 12
The Death of Towser... Golden and Heins 12
35651 Gems from "Ziegfeld Follies, 1917," Victor Light Opera Co. 12
Gems from "Oh Boy"... Victor Light Opera Co. 12
35652 Pollyanna Arrives... Sally Hamlin 10
Pollyanna and the Boy... Sally Hamlin 10

RED SEAL RECORDS
FRANCES ALBA, Soprano (With Orpheus Quartet)
64687 Deep River... William Arms Fisher 10
EMILIA DE GOGORZA, Baritone
64690 That's Why My Heart Is Going Crazy... Harry D. Kerr-Otto Moizan 10
GIUSEPPE DE LUCA, Baritone—In Italian
74528 La Traviata—Di Provenza il mar (Thy Home in Fair Provence)... Verdi 12
GERALDINE FARRAR, Soprano—In French
87256 Tu me dirais... Rosemonde Gerard-Cécile Chaminade 10
AMELITA GALLI-CURCI, Soprano
74536 The Last Rose of Summer... Moore 10
MABEL GARRISON, Soprano (With Orpheus Quartet)
64697 Little Alabama Coon... Hattie Starr 10
ALMA GLUCK, Soprano—In Hebrew
EREM ZIMBALIST, Violinist
87276 Chanson Hébraïque... Maurice Ravel 10
LOUISE HOMER, Contralto... Key-Arnold 10
87277 The Star Spangled Banner... Key-Arnold 10
JOHN McCORMACK, Tenor
64699 Any Place Is Heaven if You Are Near Me, Lockton-Löhr 10
IGNACE JAN PAOREWSKI, Pianist
64706 Etude in G Flat Major (Op. 25, No. 9), Chopin 10
MAUD POWELL, Violinist (Pianoforte by George Falkenstein)
64705 Little Firefly (Wah-wah-Taysee), Charles W. Ca lman 10
CLARENCE WHITEHILL, Baritone
64707 'Tis But a Little Faded Flower, Mrs. Ellen C. Howarth-J. R. Thomas 10

EDISON DIAMOND DISC RE-CREATIONS

50275 Fourth of July Patrol, New York Military Band with Chorus 10
Yankee Doodle... Metropolitan Mixed Chorus 10
50289 Dixie (Emmett)... Metropolitan Mixed Chorus 10
50290 American War Songs—No. 1. American Brass Quartet 10
American War Songs—No. 2. American Brass Quartet 10
50399 Cavalry Charge—Descriptive (Lüders), New York Military Band 10
Flying Squadron—Descriptive (Kappely), New York Military Band 10
50406 Aloha Sunset Land (Kawelo), Waikiki Hawaiian Orchestra 10
My Sweet Sweeting Waltz (Peters)—Hawaiian guitars... Helen Louise and Frank Perera 10
50410 American Eagle March (Bochstein), New York Military Band 10
50407 New Colonial March (Hall), New York Military Band 10
For Me and My Gal (Meyer), Tenor. Billy Murray and Chorus 10
Nesting Time—Oh, Roy! (Kern)—Série-Comie, Rachael Grant and Billy Murray 10
50416 Kiss Waltz—Her Soldier Boy (Romberg)—For dancing... Jaudas' Society Orchestra 10
Oh Boy!—Fox-trot (Kern)—For dancing, Jaudas' Society Orchestra 10
50422 Battle of the Marne—Descriptive (Luston), New York Military Band 10
Heart of America—March (Pryor), New York Military Band 10
50424 Hawaiian Butterfly Medley—Fox-trot, for dancing... Jaudas' Society Orchestra 10
Allah's Holiday (from "Kaitiaki")—Fox-trot (Friml). For dancing... Jaudas' Society Orchestra 10
50426 Simplicity—Intermezzo (Lee)... Sodero's Band 10
Whistler and His Dog (Pryor), New York Military Band 10
50433 America, Here's My Boy (Lange), George Wilton Ballard and Chorus 10
Where Do We Go from Here? (Wenrich)—Bari- tone... Arthur Fields 10
50439 Everbody Loves a "Jass" Band (Flatow), Arthur Fields 10
I'm a Poor Married Man (Lange)... Billy Murray 10

50440 Canary Cottage—One-step (Carroll). For dancing... Frisco "Jass" Band 10
Daily's Reel—One-step (Daily). For dancing, Van Eps' Banjo Orchestra 10
50441 Oh Johnny, Oh Johnny, Oh—One-step (Olman). For dancing... Jaudas' Society Orchestra 10
That Creepy, Weepy Feeling—One-step—His Lit- tle Widows (Schroeder). For dancing, Jaudas' Society Orchestra 10
50442 My Yokohama Girl—The Passing Show of 1917 (Tierney)—Baritone... Arthur Fields and Chorus 10
Oh Johnny, Oh Johnny, Oh (Olman)—Male voices... Premier Quartet 10
80347 In Dreamy Spain (Rizzi)—Soprano, Elizabeth Spencer 10
In Dusty Caravan (Gilbert-Lee)—Tenor, Walter Van Brunt 10
80348 Tommy Lad! (Margeton)—Tenor... Vernon Dalhart 10
When the Boys Come Home (Speaks)—Baritone, Frederick Wheeler 10
80351 Vacant Chair (Root)—Mixed voices, Metropolitan Quartet 10
Where Is My Wandering Boy To-night? (Lowry)—Tenor and mixed voices, Vernon Dalhart 10
80352 Glow-worm (Lincke)... Imperial Marimba Band 10
Walk in the Forest (Alessios), Alessios-De Filippis Mandolin Orchestra 10
80353 Faust Waltz (Gounod)... Peerless Orchestra 10
Marsovia Waltzes (Blanck-Belcher), American Symphony Orchestra 10
80354 That Creepy, Weepy Feeling—His Little Widows (Schroeder)... Gladys Rice, Marion Cox, George Wilton Ballard and Harvey Hindemeyer 10
There's Egypt in Your Dreamy Eyes (Spencer)—Tenor... Vernon Dalhart 10
82075 John Anderson, My Jo (Old Scotch Air)—Con- tralto... Christine Miller 10
We'd Better Bide a Wee (Claribel)—Contralto, Christine Miller 10
82120 Explanatory Talk for Batti, Batti, o bel Masetto (Chide me, chide me, dear Masetto)—Don Giovanni (Mozart), Marie Sundelius 10
83050 Explanatory Talk for Che farò senza Euridice (I Have Lost My Euridice)—Orfeo (Gluck), Mezzo-soprano, in Italian... Alice Verlet 10
Che farò senza Euridice (I Have Lost My Euridice)—Orfeo (Gluck), Mezzo-soprano, in Italian... Margarette Matzenauer 10
83069 Explanatory Talk for O Mimi, tu pazzi Euridice (Thou False One)—La Bohème (Puccini), O Mimi, tu più (O Mimi, Thou False One)—La Bohème (Puccini)—Tenor and baritone, in Italian... Guido Ciccolini and Arthur Middleton 10
83070 Carnival of Venice—Part I (Benedict)—Soprano, Italian... Alice Verlet 10
Carnival of Venice—Part II (Benedict)—Sop- rano, in Italian... Alice Verlet 10
83072 La Brabançonne (Belgian National Anthem) (Campeunot)—Soprano, in French... Alice Verlet 10
Marseillaise (French National Anthem) (De Lisle)—Soprano, in French... Chorus 10
83071 America (My Country, 'Tis of Thee)—Baritone, Arthur Middleton and Chorus 10
Star Spangled Banner (Arnold)—Soprano, Anna Case and Chorus 10
80334 Can't Yo' Heah Me Callin', Carolina (Tenor), Vernon Dalhart 10
Indiana (Hanley)—First soprano, second soprano and alto... Homestead Trio 10
80350 All Through the Night (Old Welsh Air)—Sop- rano... Betsy Lane Shepherd 10
Loch Lomond (Old Scotch Song)—Contralto, Marie Morrissy 10

PATHE PHONOGRAPH CO.

63010 Fedora (Giordano) "Amor ti vieta" (My Love Forbids) in Italian... Lucien Muratore, Tenor 12
Il Pescatori Canta! (Tosti) (The Song of the Fisherman) in Italian... Lucien Muratore, Tenor 12
63012 L'Africaine (Meyerbeer) "O Paradiso" (Para- dise) in French... Lucien Muratore, Tenor 12
Le temps des cerises (Renard), Melody, in French... Lucien Muratore, Tenor 12
NEW OPERATIC RECORDS
76005 La Traviata (Verdi) "Ah, fors è lui" (The One of Whom I Dreamt), in Italian... Grace Hoffman 14
Rigoletto (Verdi) "Caro Nome" (Dearest Name), Italian... Grace Hoffman 14
60060 La Juive (Halévy) "Recha als Gott dich einst," (When First Thy Heaveny Grace), in German, Leo Slezak 12
Les Huguenots (Meyerbeer) "Ihr Wagnenpaar" (Fairer Than the Lilies), in German, Leo Slezak 12
59011 Andrea, Chenier (Giordano) "Un di m'era di gioia" (A Joyful Epoch), in Italian... Taurino Parvis 12
Hamlet (Thomas) "Come il romito fior" (Pale as a Flower) in Italian... Taurino Parvis 12
60059 Il Trovatore (Verdi) "D'amor sull' all' rose" (Love, Fly on Rosy Pinions), in Italian, Celestina Boninsegna 12
Cavalleria Rusticana (Mascagni) "Voi lo sapete" (Well, You Know), in Italian, Celestina Boninsegna 12
59013 La Marseillaise (De L'Isle), in French, L'Arlesienne (Bizet) "Marche des Rois" (March of the Kings), in French, Dances, Belhomme, Quartet 12
NEW POPULAR OPERATIC RECORDS
26003 Die Fledermaus (Strauss) "Mein Herr Marquis" (Dearest Count), in German, Gertrude Runge, Soprano 10
Die Fledermaus (Strauss) "Spiel ich die Un- schuld" (When I Play Innocence), in German, Gertrude Runge, Soprano 10
26004 Le Pré-aux-Cleres (Hérold) "Les rendez-vous" (The Clervers Meeting), in French, Mlle. Margnan and M. Belhomme 10
Mignon (Thomas) "Duo des hirondelles" (Oh! Light-winged Swallows), in French, Mlle. DePrindal and M. Belhomme 10
25002 O Love That Will Not Let Me Go (Herbert), Tenor organ accomp., in French, George Brewster 10
A Rainbow on the Cloud (Gabriel), Tenor organ accomp., George Brewster 10
40094 Joffre March (Savino) "Dedicated to Marsal Joffre"... American Regimental Band 12
Army Bugle Calls and The Star Spangled Banner... American Regimental Band 12
52024 Cradle Song (Napravnik), Piano accomp., violin obbligato... Grace Hoffman, Soprano 12
Spring (Henschel)... Grace Hoffman, Soprano 12
27003 Tommy Lad! (Margeton), David Bispham, Baritone 10
Marching Through Georgia (Work), Male chorus and hand accomp., David Bispham, Baritone 10
59012 Ah! Moon of My Delight, from "A Persian Garden" (Lehman)... Paul Althouse, Tenor 12
Oh, Lovely Night (Ronald) Night Through the Moon, Frühlingsauschen (Rustle of Spring) (Sinding), Piano solo... Rudolph Ganz 12
Polonaise Militaire, in A Major (Chopin), Piano solo... Rudolph Ganz 12
(Continued on page 130)

RECORD BULLETINS FOR OCTOBER

(Continued from page 129)

POPULAR HITS OF THE MONTH

20206 I May Be Gone for a Long, Long Time. Louis Winsch, Baritone 10
When I See You, I See Red, White and Blue. Louis Winsch, Baritone 10

20205 Somewhere in Ireland (Ball). Justice Lewis, Baritone 10
The World Began When I Met You. Gordon MacHughes, Baritone 10

20207 Buzzin' Along (Marchal). Ada Jones and Joe Remington 10
I Sent My Wife Away for a Rest (Von Tilzer), Billy Golding, Baritone 10

20208 There's a Dear Little Old-Fashioned Girlie (Frost). Campbell and Burr 10
After the Years (Krams). Sam Ash, Tenor 10

20210 Mammy's Lit'l Chocolate Cullud Chile (Blake-Sissle). Noble Sissle, Tenor 10
You're Mamma's Baby (Weidling). Opal Cooper, Tenor 10

NEW PATHE "DE LUXE" DANCE RECORDS

40099 Valse Inspiration (Lienzberg). Pathe Dance Orchestra 12
Mammy Blossom's Pomm Party (Morse)—Medley, one-step or two-step. American Republic Band 12

40100 Have You Seen the Ducks? From "Itchy Koo" (Goetz)—Medley, fox-trot. American Republic Band 12
For the Freedom of the World (Zamecnik)—One-step or two-step. American Republic Band 12

20203 Nightingale Waltz (Czibulka). American Republic Band 10
Yah-de-dah (Kaufman)—Fox-trot. Pathe Dance Orchestra 10

20211 Ching Chong (Wending). American Republic Band 10
Ain't You Coming Back to Dixieland? (Whiting) Medley, fox-trot. Pathe Dance Orchestra 10

40083 American Patriotic Medley, No. 1. Louise and Ferera Hawaiian Troupe 12
American Patriotic Medley, No. 2. Louise and Ferera Hawaiian Troupe 12

20204 Hawaii I'm Lonesome for You (Gumble). Louise and Ferera Waikiki Orchestra accomp. 10
Justice Lewis, Baritone 10

My Sweet Hawaiian Rose (Ruddy). Louise and Ferera Waikiki Orchestra accomp. 10
Justice Lewis, Baritone 10

20212 Hawaii and You (Keiser). Louise and Ferera Hawaiian Troupe accomp. 10
William Wheeler, Tenor 10

The Glow-Worm (Lincke). Louise and Ferera Waikiki Orchestra 10

NEW INSTRUMENTAL NOVELTIES

40097 My Normandy (Folk Song). Clarinet and piano, Havdn Draper and Lillian Bryant 12
Ye Banks and Braes (Old Scottish Melody). Clarinet and piano. Hayden Draper and Lillian Bryant 12

40090 Liebesleid (Love's Sorrow) (Kreiser). Violin solo. Jan Rudenyi 12
Angel's Serenade (Braga). Violin solo. Jan Rudenyi 12

40078 Kiss of Spring (Roife). Whistling solo, Parla Valse (Arditt). Whistling solo. Joe Belmont 12

NEW BAND AND ORCHESTRA RECORDS

20183 On the Alps (Anon). Pathe Military Band 10
The Maiden's Prayer (Badarevszka). Pathe Military Band 10

20192 Juanita (Cairnan)—Spanish Waltz. Pathe Dance Orchestra 10
España (Waldteufel) Spanish Waltz. Pathe Dance Orchestra 10

RELISTING OF TWO VERY POPULAR AND TIMELY INSTRUMENTAL RECORDS

70026 American Parade (Fremaux)—March. Pathe Military Band 14
Le Cimbre (Signard)—March. Pathe Military Band 14

40075 Triumphant March (Anon). Pathe Military Band 12
Back to the Camp (Blankenburg)—March. Pathe Military Band 12

20202 Casey Courting His Girl (Comic Monologue). Russell Hunting, Elocutionist 10
Casey Selling Patent Medicine (Comic Monologue). Russell Hunting, Elocutionist 10

SPECIAL RELISTING OF THREE RECORDS OF BROAD INTEREST

40095 Hello! My Dearie, from "Ziegfeld Follies of 1917" (Stamper). Gladys Rice and Vernon Dalhart 12
Chu-Chin Chow, from "Ziegfeld Follies of 1917" (Stamper). Louis Winsch, Baritone 12

40096 Hello! My Dearie, from "Ziegfeld Follies of 1917" (Stamper)—Medley one-step or two-step. Pathe Dance Orchestra 12
Just You and Me, from "Ziegfeld Follies of 1917" (Stamper)—Fox-trot. Pathe Dance Orchestra 12

20187 America, Here's My Boy! (Lange). David Irwin, Tenor 10
The Man Behind the Hammer and the Plover (Von Tilzer). Lewis Piotti, Tenor 10

EDISON BLUE AMBEROL RECORDS

CONCERT LIST

38272 Danny Deever (Walter Damosch). Bass, orch. accomp. Arthur Middleton 10

REGULAR LIST

GREAT BIG HITS FROM BROADWAY

3297 Ain't You Coming Back to Dixieland? (Richard A. Whiting). Soprano and tenor, orch. accomp. Gladys Rice and Vernon Dalhart 10

3290 All the World Will Be Jealous of Me (E. R. Ball). Tenor, orch. accomp. Irving Kaufman 10

3284 Dear Old-Fashioned Songs My Mother Sang to Me (Henry Von Tilzer). Tenor, orch. accomp. George McFadden 10

3293 Everybody Loves a Big Brass Band (May Hill). Baritone, orch. accomp. Edward Meeker 10

3295 Nesting Time—Oh Boy! (Jerome Kern). Soprano and tenor, orch. accomp. Rachael Grant and Billy Murray 10

3275 Over There (George M. Cohan). Tenor and chorus, orch. accomp. Billy Murray 10

3300 You Said Something—Have Heart (Jerome Kern). Soprano and tenor, orch. accomp. Rachael Grant and Billy Murray 10

3299 You May Hold a Million Girlies in Your Arms, (But There's Only Room for One Down in Your Heart) (Fred Fischer). Baritone, orch. accomp. Arthur Fields 10

SONGS AND BALLADS

3285 Akahi Hoi. Tenor and chorus, accomp. by Hawaiian guitars. Ford Hawaiians 10

3289 Gentle Annie (S. C. Foster). Male voices, orch. accomp. Apollo Quartet of Boston 10

3281 Girl You Can't Forget (W. R. Williams). Tenor, orch. accomp. Manuel Romain 10

3294 I Called You My Sweetheart (James V. Monaco). Tenor, with orch. accomp. George Wilton Ballard 10

3288 Underneath the Stars (Herbert Spencer). Tenor, orch. accomp. Walter Van Brunt 10

3287 When the Bonnie, Bonnie Heather is Blooming (I'll Return, Annie Laurie, to You) (J. G. Ellis). Scotch song, orch. accomp. Glen Ellison 10

INSTRUMENTAL

3279 Hungarian-Plate March (W. English). New York Military Band 10

3280 Fashionian Lustspiel Overture (Keler-Bela). Xylophone, orch. accomp. George Hamilton Green 10

3278 Molly Dear Waltz (Arthur De Blone). Jaudas' Society Orchestra 10

3274 Myona—Hawaiian Waltz (Morgan and Friedland). Waikiki Hawaiian Orchestra 10

3282 Voci di Primavera—Valse (Johann Strauss). Armand Vecsey and His Hungarian Orchestra 10

3276 Valse "Erica" (Rudy Wiedocft). Saxophone, orch. accomp. Rudy Wiedocft 10

3292 Buzzin' the Bee—One-step, xylophone, orch. accomp. Lou Clitha "Frisco" 10

3296 For the Freedom of the World—One-step (J. S. Zamecnik). For dancing. Jaudas' Society Orchestra 10

3298 Hawaiian (Have Another) Fox-Trot (Jung Frey). For dancing. Jaudas' Band 10

3291 Hello, My Dearie—One-step (Ziegfeld's Follies of 1917). For dancing. Jaudas' Society Orchestra 10

3286 Night Time in Little Italy—Fox-trot "Jazz" Band 10

TWO FAVORITE HYMNS

3277 Blest Be the Tie That Binds (Hans George Naegell). Mixed voices, orch. accomp. Metropolitan Quartet 10

3283 Gethsemane (B. D. Ackley). Baritone, orch. accomp. Robert E. Clark 10

IMPERIAL TALKING MACHINE CO.

POPULAR "HITS" OF THE DAY

5484A On the Beach at Waikiki (Stover-Kallimaa). Irving Kaufman 10
The More I See of Hawaii the Better I Like New York (Kalmarr-Gottler). Harry Dunning 10

5485A Send Me Away With a Smile (Weslyn-Piantadosi). Manuel Romain 10
Laddie Boy (Gus Edwards). Henry Burr 10

5486A Joan of Arc (Bryan & Weston-Wells). Henry Burr 10
Bring Me a Rose (Shisler). Sam Ash 10

5487A Sometime You'll Remember (Head). Kathryn Irving 10
That's the Kind of Baby for Me (Ziegfeld Follies, 1917) (Harriman-Egan). Sam Ash 10

COMIC SELECTIONS

5488A At the Button-Hole Makers' Ball (Gerber-Johnson-Glogau). Geo. L. Thompson 10
Says I to Myself, Says I (E. Morna-H. Von Tilzer). Ada Jones 10

5489A Where Do We Go From Here (Johnson-Wenrich). Geo. L. Thompson 10
Constantinople (H. Von Tilzer). Ada Jones 10

5490A Le Chant Du Depart (Song of Departure) (Chenier-Mehul). Soliman Desire 10
La Brabanconne (Belgium National Hymn) (Rogier-Campenhout). Soliman Desire 10

3114A Simon Boccanegra—Il Lacerato Spirito (The Wounded Soul) (Verdi). Enzo Bozano 10
La Tuive (L'Ebre) (Oppressi Ogori) (Haired Follows Laws Severe) (Haleyery). Enzo Bozano 10

DANCE SELECTIONS

5491A It's a Pipp'n—Fox-trot (Motzan). Imperial Orchestra 10
Eye Wasn't Modest 'Till She Ate the Apple (A. Von Tilzer). One-step. Imperial Orchestra 10

5492A When the Sun Goes Down in Dixie—Fox-trot (A. Von Tilzer). Imperial Band 10
It's Time for Every Boy to Be a Soldier—One-step (Tierney). Imperial Band 10

HAWAIIAN SELECTIONS

5493A Maui Waltz (Ukulele accomp.). Louise, Ferera, Greenus Trio 10
Hawaiian Hotel March (Louise & Ferera) 10

NEAPOLITAN SELECTIONS

5494A 'O Surdato 'Nnamurato (The Soldier in Love) (Califano-Cannio). Dominick Pacifico 10
Amor Di Pastorello (The Shepherd's Love) (Bovio-Nutini). Dominick Pacifico 10

PATRIOTIC SELECTIONS

5495A America (My Country 'Tis of Thee). Alan Turner 10
Columbia, the Gem of the Ocean (Shaw). Alan Turner 10

INSTRUMENTAL SELECTIONS

1065A Chimes of Normandy (Selections) (Pianquette). Imperial Band 10
Intermezzo from "Naila" (Delibes). Imperial Band 10

1066A Midsummer Night's Dream—Wedding March (Mendelssohn). Imperial Band 10
Woodland Whispers (Characteristic Morceau). Imperial Band 10

1067A 'Till the Clouds Roll by (From "Oh Boy") (Kern). Imperial Band 10
Spooky Spooks Medley (Intro: Honolulu Hicki Boola Boo) (Claypool-Von Tilzer). Imperial Band 10

EMERSON PHONOGRAPH CO.

SIX STAR SELECTIONS

7220 Over There (George M. Cohan). Patriotic solo, orch. accomp. Harry Evans 10
The Yankee Doodle Boy (George M. Cohan). Patriotic solo, orch. accomp. Harry Evans 10

7224 Indiana (James F. Hanley). Medley and one-step. Introducing "I'm Gone Before I Go." Emerson Military Band 10
Them Doggon'd Trifin' Blues (Will E. Skidmore). Fox-trot. Emerson Dance Orchestra 10

7226 I'm a Twelve O'Clock Fellow (In a Nine O'Clock Town) (Von Tilzer-Whiting-Kalmar). Character song, orch. accomp. Byron G. Harlan 10
When a "Buddy" Meets a "Buddy" (Comin' Thru' the South) (McCarron-Smith). Southern character song, orch. accomp. Arthur Collins 10

7227 My Sweet Egyptian Rose (Friedland-Wood). Baritone solo, orch. accomp. Harry Evans 10
Please Don't Lean on the Bell (Vincent-Harris). Comic song, baritone solo, orch. accomp. George L. Thompson 10

7225 Rolling in His Little Rolling Chair (Halsey K. Mohr). March and one-step. Emerson Military Band 10

Zamp-A-Zamp Rag (Ernest E. Wagner). One-step. Emerson Military Band 10

7219 Keep the Home Fires Burning (Till the Boys Come Home) (Novello-Ford). Patriotic solo, orch. accomp. Harry Evans 10
We'll Never Let Our Old Flag Fall (MacNutt-Kelly). Baritone solo, orch. accomp. Harry Evans 10

PATRIOTIC SELECTIONS

7223 American Festival March (Hugo Riesenfeld). Emerson Military Band 10
Here They Come (Arthur Bergh). Military march and one-step. Emerson Military Band 10

7222 If I Had a Son for Each Star in Old Glory (Uncle Sam I'd Give Them All to You) (Joseph A. Burke). Military march and one-step. Emerson Military Band 10
Get a Jazz Band to Jazz the Yankee Doodle Tune (Chris Smith). Character song, orch. accomp. Arthur Collins 10

7221 Boston Commandery March (T. M. Carter). Emerson Military Band 10

Star Spangled Banner (Francis Scott Key). Emerson Military Band 10

IRISH REELS AND JIGS

7236 Irish Reels. Medley played on bagpipe. Patrick Fitzpatrick 10
Irish Jigs. Medley played on bagpipe. Patrick Fitzpatrick 10

POPULAR SONG HITS OF THE MONTH

7228 I'm a Bringin' Up the Family (Burton Green). Character song, accomp. by Burton Green at the piano. Irene Franklin 10
King of the Bungalow (Grace Straight). Humorous character song, piano accomp. Gene Greene 10

OTHER VOCAL SELECTIONS

7234 The Shipwreck. Descriptive. Peerless Quartet 10
Funiculi, Funicula (A Merry Heart) (L. Denza). Neapolitan folk song. Century Male Quartet 10

7229 Obstinat (Obstinacy) (H. de Fontenaille). Tenor solo in French, orch. accomp. Charles Morati 10
Di Ouella Pira (Tremble, Ye Tyrants) (Giuseppe Verdi). From Act III "Il Trovatore." Tenor solo in Italian, orch. accomp. Frank Woods 10

7230 My Laddie—Scotch Love Song (Thayer-Troubetzkoy). Soprano solo, orch. accomp. Laura Combs 10
O! Thou Sublime Sweet Evening Star (O! Du Mein Holder Abenstern) (Richard Wagner). Baritone solo in German, orch. accomp. Royal Dadmum 10

INSTRUMENTAL AND NOVELTY SOLOS

7235 Liszt Rhapsodie, Part 1 (Franz Liszt). Piano solo. Arthur Friedheim 10
Liszt Rhapsodie, Part 2 (Franz Liszt). Piano solo. Arthur Friedheim 10

7232 The Birds and the Brook (R. M. Suddis). Whistling solo, orch. accomp. Joseph Belmont 10
The Blue Bells of Scotland. Cornet solo, accomp. by Virginia Military Band. Jules Levy, Jr. 10

7231 Mixology (Emerson reel. Accordeon solo. Flaviella Selections from "The Fortune Teller." Accordeon solo. Flaviella 10

HUMOROUS SELECTIONS

7233 A Coon's Dream of Heaven. Humorous dialogue, accomp. by banjo and traps. Golden and Heines 10
Jimmie Trigger. Humorous dialogue, accomp. by cornet, piccolo and drum. Golden and Heines 10

LYRAPHONE CO. OF AMERICA

STANDARD VOCALS

6119 Ave Maria (Gounod). Amy Castles, Soprano, the Australian Nightingale 10
Goodbye (Tosti). Amy Castles, Soprano 10

6120 Danny Deever (Kipling-Damosch). Graham Marr, Great American Operatic Baritone and Male Quartet 10
When the Boys Come Home (Speaks). Graham Marr, Baritone 10

LITTLE MASTERPIECES FOR ORCHESTRA

8117 (a) Scarf Dance, (b) Pierette (Chaminade). Lyric Orchestra 10
Entr-acte et Valse from Ballet "Coppelia" (Delibes). Lyric Orchestra 10

8118 (a) The Flatterer, (b) Air de Ballet (Chaminade). Lyric Orchestra 10
(a) Kiss Me Again, (b) Yesterthoughts (Herbert). Lyric Orchestra 10

5109 Over There (Cohan). Arthur Fields, Baritone, and Peerless Quartet 10
Good-Bye Broadway, Hello France (Baskette). Peerless Quartet 10

5112 Joan of Arc (Wells). Henry Burr, Tenor 10
From Me to Mandy Lee (Lange). Tenor duet, Albert Campbell and Henry Burr 10

5114 Will You Remember (Romberg) from "Maytime." Eileen Redmond, Soprano; James Devlin, Tenor 10
Keep the Home Fires Burning (Novello). Stanley Cochran and Male Quartet 10

POPULAR HITS

5113 Pack Up Your Troubles in Your Old Kit Bag and Smile, Smile, Smile (Novello). Stanley Cochran, Baritone, and Male Quartet 10
Send Me Away with a Smile (Weslyn & Piantadosi). Stanley Cochran and Male Quartet 10

5111 Mother, Dixie and You (Johnson & Santly). Sterling Trio 10
Sweet Emalina My Gal (Creamer & Layton). Peerless Quartet 10

5110 I Don't Know Where I'm Going But I'm on My Way (Fairman). Peerless Quartet 10
Where Do We Go From Here (Johnson & Wenrich). Arthur Fields and Peerless Quartet 10

5115 Don't Slam the Door (von Tilzer). James Sullivan, Tenor; Ada Jones, Soprano 10
When It's Circus Day Back Home (Glogau). Imitations by Gilbert Gerard. James Sullivan, Tenor 10

5116 O'Brien Is Looking for You (Kershaw, Speidel and Bayha). James Sullivan, Tenor 10
There's Nothing Too Good for the Irish (Glogau). James Sullivan, Tenor 10

5117 Down in Borneo Isle (Creamer & Layton). Byron G. Harlan, Tenor; Arthur Collins, Baritone 10
Night Time in Little Italy (McCarthy & Fischer). Byron G. Harlan, Tenor; Arthur Collins, Baritone 10

5118 That's the Kind of a Baby for Me (Egan). Samuel Ash, Tenor 10
Bring Me a Rose (Shisler). Samuel Ash, Tenor 10
UP TO THE MINUTE DANCE NUMBERS

4133 Over There (Cohan). Introducing "You're a Grand Old Flag" and "The Yankee Doodle Boy"—One-step. Lyric Dance Orchestra 10
Captain Betty—Waltz (Baxter). Lyric Dance Orchestra 10

4134 Good-Bye Broadway, Hello France! (Baskette). Introducing "Where Do We Go From Here?" (Wenrich)—One-step. Lyric Dance Orchestra 10
Waters of Venice—Waltz (von Tilzer). Lyric Dance Orchestra 10

4135 You Said Something from "Have a Heart" (Kern). Introducing "Till the Clouds Roll By"—One-step. Lyric Dance Orchestra 10
It's a Pipp'n—Fox-trot (Motzan). Lyric Dance Orchestra 10

COLUMBIA ADVERTISING OF "TONE"

The Columbia Graphophone Co. used recently in the Saturday Evening Post an attractive and interesting full-page advertisement entitled "Tone"; this page being the third in the series of the Columbia "Tone" advertisement. The text of the page is forceful and effective, calling attention to the tone-chamber of the Columbia Grafonola and comparing its acoustic properties, dimensions and curves to those of the famous Stradivari violins.

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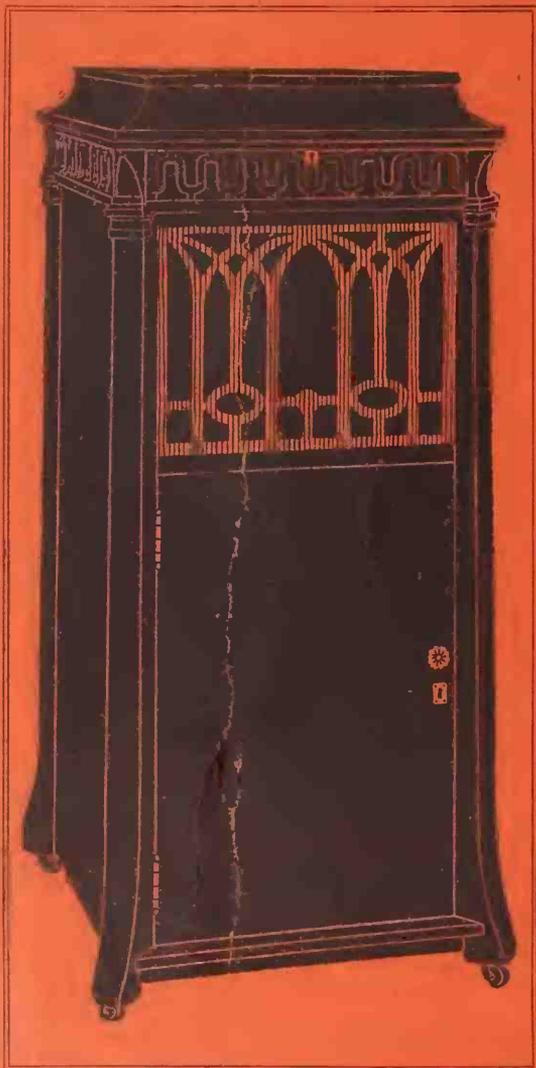
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