The best-known trade mark in the world

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

The instrument of quality

Clear as a bell

That the public buys "The Highest Class Talking Machine in the World" is shown by the tremendous increase in volume in SONORA sales year after year. 1917 is more than 100 times greater than three years ago, and SONORA dealers have grown with us.

For richness and beauty of tone the Sonora is unequalled (having won the highest score for tone quality at the Pan- ama-Pacific Exposition), and for the perfection of individual parts Sonora stands in a class alone.

Any one who is contemplating selling phonographs should be sure to hear the Sonora and ask Sonora owners their opinion of this famous phonograph. It pays to handle the Sonora, because the Sonora practically sells itself.

Announcement of prize winner

The $50 prize offered for the best essay on Selling Sonora Phonographs has been awarded to J. Wesley Brown, Canton, Ohio

$50 $55 $60 $75 $100 $110 $135 $150 $175 $200 $250 $375 $500 $1000

Write today for full information

Sonora Phonograph Sales Company, Inc.

George E. Brightson, President

Executive Offices: 279 Broadway, New York

Boston: 554 Little Building

Chicago: 228 So. Wabash Avenue

Philadelphia: 1311 Walnut Street

Detroit: Mrs. C. L. Marshall, 3 Madison Ave.

Hartford, Conn.: Electrical Supply & Equipment Co.

Indianapolis, Ind.: The Heifer-Stewart Drug Co.

Lancaster, Pa.: Piersol Carpet Co.

Milwaukee, Wis.: Yahr & Lange Drug Co.

Newark, N. J.: Griffith Piano Co.


Dallas, Tex.: De Lecce Phonograph Co.

Saint Joseph, Mo.: C. D. Smith Drug Co.

Salt Lake City, Utah: Stevoll-Patterson Hardware Co.

San Francisco, Calif.: Sonora Phonograph Co., 616 Mission St.

San Antonio, Texas: W. K. Gwyn

Selma, Ala.: Southern Sonora Phonograph Co.

Syracuse, N. Y.: C. W. Smith & Co.

Wheeling, W. Va.: E. E. Hillman, Jewelry

Wichita, Kansas: Southwestern Drug Co.

Minneapolis, Minn.: Minneapolis Drug Co.


A few more choice territories open for distributors. Get our exclusive proposition.

Sonora operates and is licensed under basic patents of the phonograph industry.
MAKING IT PLAIN TO THE DEALER

The Associated Talking Machine Dealers of St. Louis Issue Details of Agreements and Recommendations Which Will Clarify Business

St. Louis, Mo., October 6—The Associated Talking Machine Dealers, which is a part of the Associated Retailers of St. Louis, have been engaged of late in clearing up the wording of their trade rules and recommendations. The necessity for this came when a number of strange looking deals were investigated and the dealer pretended great surprise that he was charged with violation. The dealer would greatly press his set of recommendations and plead that he read them this way or that. The desire of the leaders is to compose a wording that can be read but one way. They think they have it now. The following is the last communication from the secretary to the members:

AGREEMENTS AND RECOMMENDATIONS OF THE ASSOCIATED TALKING MACHINE DEALERS

AS REVISED SEPTEMBER 4, 1917

1. Allowances to be made on cylinder talking machines of any type or make, also all horn machines, music boxes and reproducers with records as follows: Not to exceed 10 per cent. of the price of the machine purchased.

2. It is agreed that no organs, pianos, piano players or player-players be accepted as part payment on talking machines, although some may be more for article traded than amounts here stipulated.

3. Allowances on talking machines listed in latest catalogs on machines equal to or better than the list price to be applied on purchase of new machine.

4. No agreement shall be made with purchaser so as to allow him to have it now. The following is the last communication:

The Associated Retailers of St. Louis.

ADOPTED NOVEMBER 6, 1914

4. That on and after August 5, 1914, on talking machine records, accessories and recommendations are deferred payments, except on contract bearing interest at 6 per cent, per annum from date of sale. All interest to be collected monthly.

5. All records purchased are non-returnable if kept in customer's possession longer than forty-eight hours from date of sale. All records and accessories he sold on deferred payments excepted from warranty period. The dealers during the past two years. The agreements are also made to the effect that they may be more for article traded than amounts here stipulated.

6. To be wise to affect the article adopted February 8, 1916, to follow: "That whenever a smaller machine is traded in on [the purchase] of a larger one will be honored. That if exchange is made within six months of original purchase, etc.,"

September 12, 1917.

Talking Machine Dealers:

For your convenience we have prepared the following summary of agreements entered into by talking machine dealers during the past two years. The agreements are also made to the effect that they may be more for article traded than amounts here stipulated.

The Associated Retailers of St. Louis.

ADOPTED AUGUST 5, 1914

4. That on and after August 5, 1914, on talking machine records, accessories and recommendations are deferred payments, except on contract bearing interest at 6 per cent, per annum from date of sale. All interest to be collected monthly.

5. All records purchased are non-returnable if kept in customer's possession longer than forty-eight hours; except on one-fifth of the original purchase price, with machine, when a maximum of one week will be allowed.

6. At least 25 per cent. of the number of records sent out on any order shall be marked with the name of the customer.

7. Records purchased either at the store or from a company's representative, will be returned free of expense.

8. It is further agreed that a slip reading as follows be furnished to dealers as cost to be inserted with each package of records:

Records according to the accompanying list are sent on approval for the convenience of our customers. They should be carefully handled and must be returned to the store within forty-eight hours. Not more than 25 per cent. of the number of records sent on approval may be retained by the store.

Associated Talking Machine Dealers.

WANT RECORDS FOR THE SOLDIERS

New York Sun in Editorial Makes Strong Appeal for These Necessary Supplies

The value of talking machines and plentiful supplies of records for the entertainment of the soldiers in camp was strongly emphasized recently by the New York Sun in the following editorial captioned: "Discs For the Soldiers."

The editorial read:

"The appeals from Spartanburg and other camps for phonograph records are a matter which should be answered with that generosity and speed that characterize the American who wishes to lighten the soldier's hour. But what records shall be sent?"

"Those that have outlined their usefulness and popularity in New York is the modest description of what one soldier asks. That would be giving, to send records of which the owner is tired, but it would not be sacrificing anything. A step beyond that would be to learn what records the neighbors are weary of hearing. Canvaas the folks next door. Let them act as a drumhead court on the tunes to which they have listened, waitily, these many weeks. If they doom 'Poor Butterfly' to service in the front compartments, away with her. No. 2. How fond you may be of the gloomy ballad. Perhaps the woman in the apartment across the way is grinding under the strings of 'The Little Mustard' or 'Just a Little Bit of Heaven.'" Pack them carefully and send them off.

"A third step would be to give to the soldiers the dollar-less record you have been waiting for yourself. That would be sacrifice, particularly if you let it go without playing it just once. It would be discipline also for the neighbors, who may have been waiting for you to buy it and play it."

A MARITIME TALKING MACHINE

Radiophone Fog Device Was Installed Off Point Judith October 1

The grous of the famous whistling buoy off Point Judith, in Block Island Sound, just this side of Newport, will not be the only noisy warning to mariners along that coast in the future. Judith commenced to speak out her danger beginning October 1, when there was installed at the lighthouse there a radiophone fog warning device. The apparatus will be in operation during fog, mist, rain and falling snow.

The warning consists of the repeating of the words "Point Judith Light" every five seconds over a range of eight miles. After every third repetition the warning, "You are getting closer; keep off," will be sent out with a limit range of two miles. Only an ordinary radio receiver will be required to receive the warning signals.

NEW BOLWAY REPRESENTATIVES

Owing to the remarkable increase of their business in Western New York, Frank E. Bolway, Inc., Syracuse, N. Y., wholesale distributors of the Edison line, have put two new representatives on the road. John Easig, Jr., formerly with the American Phonograph Co., will carry part of the territory in the interest of the disc phonographs, and H. G. Emmons has been equipped with a Ford, with a specially constructed loud speaker car for the Diamond Amberola, and will devote his time exclusively to the exploitation of that line.

WHERE PARSIMONY IS NOT ECONOMY

Parsimony is not economy—more frequently than not it is the cause of financial ruin. It is the question of service of adjusting
A Field For Record Exploitation That is Worth Cultivating by Dealers :: By Henry J. Ellis

A field for record exploitation that is not looked after as carefully as it might be by a number of dealers, especially those in the smaller cities of the country, is that offered by the appearance of the various musical comedies and operettas in the dealer's city while on tour. Retailers in cities like New York, Chicago and Boston, where the majority of musical shows have their first extended runs, look after this business more or less carefully, but dealers in other cities are sometimes inclined to sell their records of musical comedy numbers on the New York reputation alone without looking for the local appeal.

The dealer in the smaller city, where musical shows play anywhere from one night to a week, can develop considerable interest in the records of the show by featuring the records in his window with advance notices of the coming of the production. In most cases this information is readily obtainable through the medium of the local newspapers, and if he wants still further leeway in preparing his campaign, he can follow the routes of the various productions through the medium of the theatrical weeklies, who make a feature of printing such lists well in advance.

The advance men and the press agents of the shows are paid to get publicity for their productions, and the dealer who takes the trouble to inquire will find that they are only too anxious to secure his co-operation in getting that publicity, especially if the service is free. Through this medium, and through the local theatre manager, it is possible for the dealer to secure his cooperation in getting that information regarding the records of various selected productions that are to visit his city, the time when musical comedy records are sold is generally immediately after the purchaser has seen the show and while its music is still fresh in his ear. Furthermore, anything that will call his attention to the records while he still has pleasant memories of the play means sales made. It will be found that the customer who would not bother with a record on the basis of the New York reputation of the musical piece, or on a demonstration, will take an altogether different viewpoint after he has seen the show in his own town. The music sounds different over the footlights, and when he plays it afterward he still has in his mind a mental picture of just how the singer appeared on the stage when the particular selection was rendered.

By getting advance information about the musical productions that are to visit his city, the dealer will have an opportunity of preparing special circulars to send out to his customers, on which can be printed the titles and information regarding the records of various selections featured in the show, and if he has the facilities he can arrange a series of informal recitals in his store at which the music of the production is featured exclusively.

Where one of the big circuits maintains a vaudeville theatre in the city, the dealer can also build up record sales by calling attention to records of the songs that are sung by the performers appearing at that theatre. By cultivating the friendship of the orchestra leader he can get information at first hand regarding the songs used in the different acts before the first show opens, as the rehearsal is invariably held in advance in order that the orchestra and performers may go over the music together. Where acts play a full week this rehearsal is held Monday morning and where split weeks are the rule rehearsals are held both Monday and Thursday mornings. The information will give the dealer a chance to place in his windows records of, or literature regarding, the featured numbers.

PRESENT VICTROLA TO SOLDIERS

Employees of Retail Victor Department of Schmelzer Arms Co. Raise Fund for the Instrument and Supply of Records

KANSAS CITY, Mo., October 5.—L. Earl Elsham, manager of the retail Victor department of the Schmelzer Arms Co., this city, reported that through the combined efforts of Mrs. J. P. Wilcox, mother of one of the salesladies in the department, and other members of the Schmelzer Arms Co. staff, a fund was raised to purchase a Victrola and a nice library of records for presentation to the Third Missouri Infantry camped at Camp Nichols near here.

ADVISE WORTH HEEDING

Simple language makes the best advertising copy because it is easily understood by everybody, says Fame. Words that are apt to send many readers to the dictionary for their meanings should be avoided. The days of "puzzle" advertising are gone by long ago, let us hope forever.

Announcing Our New Style VICTROLA TRUNKS With Record Compartment

This latest addition to the popular Corley Line of Vistrola Trunks is the acme of convenience—safety—and ingenuity. Made from durable hard fibre, reinforced metal corners, strong brass lock and snap catches. Will stand the roughest handling. Strong shaped handles make carrying as easy as a suit case. Everybody wants one! Dealers, be ready for the demand!

If You Haven't Stocked Up You're Missing Good Business

Helps you sell more Victrolas—owners of cabinet machines want a portable Victrola and one of these handy cases for traveling. Simply show them—they sell themselves!

TWO STYLES—TWO SIZES

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<th>Style</th>
<th>Without record tray—for Victrola IV—$5.50</th>
<th>Style 6—</th>
<th>Style 4-T—With record tray—</th>
<th>IV—6.75</th>
<th>VI—7.75</th>
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Prompt shipment of all orders guaranteed. Be sure to order by number and specify with or without Record Tray.

Mail your orders to-day — Or write for descriptive circular.

The Corley Company

ORIGINATORS OF FIBRE VICTROLA TRUNKS

213 East Broad Street

Richmond, Va.
Victrola IV A, $17.50
Oak

Victrola XVI, $200
Mahogany or oak

"Will there be a Victrola in your home this Christmas?"

The big question that gives impetus to your holiday business.

An all-important question for thousands of people all over the country—and for you.

Back of it is the force of Victor advertising, creating the greatest Victor holiday business ever known.


Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and sympathized 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.

Victor Wholesalers

Albany, N. Y., Gately Haire Co., Inc.
Atlanta, Ga., Elrey-Keustell Co., H. C. Stewart & Co.
Austin, Tex., The Talking Machine Co. of Texas.
Baltimore, Md., Cohen & Hughes.
Boston, Mass., Oliver Dixon Co.
Chicago, Ill., E. F. Droop & Sons Co., H. R. Eisenhardt Sons, Inc.
Cincinnati, O., The Whitney & Currier.
Cleveland, O., The W. H. Bercher & Sons Co.
Columbus, O., The Perry B. Whitst Co.
Dallas, Tex., Sanger Bros.
Denver, Colo., The Next Music Co.
Des Moines, Ia., funnel Bros.
Detroit, Mich., Grinnell Bros.
Houston, Tex., E. M. Bergstrom Music Co., Ltd.
Iowa City, Ia., The W. J. Dyer & Bros.
Kansas City, Mo., The W. J. Jenkins Sons Music Co.
Lincoln, Nebr., Ross P. Currie Co.
Littie Rock, Ark., O. K. House Piano Co.
Los Angeles, Ca., Sherman, Clay & Co.
Memphis, Tenn., O. K. House Piano Co.
Minneapolis, Minn., Atkinson Bros.
Montreal, Que., Berliner Gramophone Co., Ltd.
Nashville, Tenn., O. K. House Piano Co.
Newark, N. J., Price Talking Machine Co.
New Haven, Conn., Henry Horton.

New York, N. Y., Philip Werlein, Ltd.
Ogden, UT., E. J. Chapman.
Omaha, Nebr., A. Hoep Co.
Orange, Cal., Sherman, Clay & Co.
Philadelphia, Pa., Louis Houbt Co., Inc.
Pittsburgh, Pa., W. F. Frederick Piano Co.
Portland, Me., The Corley Co., Inc.
Salt Lake City, UT., Consolidated Music Co.
San Antonio, Tex., W. D. Moses & Co.
San Francisco, Cal., C. Bruno & Son, Inc.

San Francisco, Cal., Sherman, Clay & Co.
St. Louis, Mo., Koerher-Brenner Music Co.

Washington, D. C., Cohen & Hughes.
Philadelphia, Pa., Louis Houbt Co., Inc.
Pittsburgh, Pa., W. F. Frederick Piano Co.
Portland, Me., The Corley Co., Inc.

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Omaha, Nebr., A. Hoep Co.
Philadelphia, Pa., Louis Houbt Co., Inc.

St. Louis, Mo., Koerher-Brenner Music Co.


Washington, D. C., Cohen & Hughes.

Omaha, Nebr., A. Hoep Co.
for filing and keeping disc records. These Albums have proven through long usage to be the most convenient and economic way. An Album can be taken out of a cabinet and laid on a table under or near the light, or on one's lap, always ready and easy to handle. Record Albums are the only practical and best method.

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 cabinets of all sizes and styles. 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.

BUSY TIMES IN THE SOUTH

Corley Co. Tells of the Demand for Their Fibre Victrola Trunks—Popular With Soldiers

RICHMOND, Va., October 4.—The Corley Co., Victor distributor of this city, reports that business conditions throughout the South are very fine. Crops are good and dealers report a big demand for Victrolas. The Corley Co., who are the originators of the fibre Victrola trunks, state that they have been in heavy demand throughout the summer months and are now being bought as exceptionally suitable gifts for the troops shortly to go abroad. A new model of this trunk which has just been produced contains a record compartment, an improvement that is bound to meet with great success. Miss Bessie Gatbright, of this organization, attended the meeting of the Victor Educational Department held at Camden last month and has returned enthusiastic over the possibilities in this branch of the business.

CANADIAN COMPANY EXPANDS

Tillman Bros., dealers in talking machines and records in Outremont, Quebec, have moved to new quarters at 1078 Laurier avenue, that city, in order to take proper care of their rapidly increasing business.

THE ONLY BEST METHOD—“NATIONAL” RECORD ALBUMS

for filing and keeping disc records. These Albums have proven through long usage to be the most convenient and economic way. An Album can be taken out of a cabinet and laid on a table under or near the light, or on one's lap, always ready and easy to handle. Record Albums are the only practical and best method.
“Will there be a Victrola in your home this Christmas?”

That is the question which will be put before the entire country in the extensive Victor advertising.

That is the question which is going to be settled in thousands of homes—and settled to your satisfaction.

That is the question which will help to make a new high record for Victor Christmas business.

So don’t lose sight of the value to you of the Victor holiday advertising and “Will there be a Victrola in your home this Christmas?”


**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.
THE BUSINESS OUTLOOK IN THE TALKING MACHINE FIELD FOR THE FALL AND WINTER IS MOST SATISFACTORY.

Reports from all sections of the country indicate that the only cloud in the horizon is the danger of a shortage of talking machines and records to meet the demands of the purchasing public. Of course the bumper crops are to be credited with much of the optimism that now prevails, for there is enough food in sight to win the war—enough to feed the world. The Government reports the biggest crop of food products ever gathered in the United States, which means the biggest crop ever gathered in the nature of an experiment, but have been produced to meet a logical and insistent demand for something unusual and distinctive in talking machine cabinets, as well as other things that go into the house. These period designs are not to be considered as standard with future improvements considered simply in the light of details. With this status established, it is time to devote a greater amount of attention to the external appearance of the machine, for the cabinet offers a boundless field for originality.

For the average person the present types of cabinet designs answer the purpose admirably. They are as compact as possible, and the available space in the interior is utilized to the utmost. A large percentage of the public, however, the rich, and also be it said the near-rich, demand the exclusive. They seek furniture and interior decorations that are unusual and distinctive. They demand pianos cased to special order, and it is logical to assume that the same people demand something other than fine musical qualities in their talking machines.

Having gone into the production of period styles the talking machine interests have given full attention to the matter, with results that are being offered at a range in price from several hundred to several thousand dollars, and in designs to fit the taste and the pocketbook of the great majority.

The expenditure of over eighteen billions of dollars for war necessities by the Government during the present year, and the enhanced value of labor, which means the dissemination of large sums of money for the purchase not only of necessities, but of so-called luxuries such as talking machines and other musical instruments, will result in a business condition that must benefit every talking machine merchant in the country.

We are in the midst of a war, and now is the time for strenuous action in the matter of business development.

Business health makes Government wealth. Hence every merchant should rout the gloom and grouse out of his particular locality, for the men who are inclined to lay their tracks along the pessimistic route are bound to journey into a mental quagmire from which it is difficult to escape.

The great essential to-day is confidence, and it is confidence in the future and the ability to surmount all difficulties that makes for success. We must have confidence that the American nation can accomplish all it has set out to do, and it must be backed by the confidence of the people.

In this connection music can be a tremendous factor for good. Nevertheless some of our legislators would impose a tax upon talking machines and records for the purpose of raising war revenue, forgetting that music is a necessity of our national life.

As a matter of fact, in these days of great war stress music is in no sense of the word a luxury, but a prime necessity of our spiritual and political life. Go where you will throughout the country and observe the effect of music in the work of recruiting, or in stimulating an enthusiastic love for our country—it can't be beat, for music is the common language which all Americans understand.

During the present war the talking machine is a source of stimulation and consolation to millions; it is bringing into the home, as into the camp, a spirit of patriotism, and a helpful sentiment which cannot be cultivated in any other way.

A T the present time practically all the leading talking machine manufacturers include in their lines specially elaborate cabinet designs mostly in period styles and designed for the consideration of those who demand something unusual and exclusive in talking machine cabinets, as well as other things that go into the house. These period designs are not to be considered in the nature of an experiment, but have been produced to meet a logical and insistent demand for something out of the ordinary. We would not be wise to say that the talking machine has to-day been developed to its highest point, for that would be to declare that in the future it must either stand still or fall back. It is safe to say, however, that so far as the mechanical construction and reproducing qualities go, the leading makers of talking machines have developed to a point where they may be considered as standard with future improvements considered simply in the light of details. With this status established, it is time to devote a greater amount of attention to the external appearance of the machine, for the cabinet offers a boundless field for originality.

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bullets on the small regular telegraph blanks such as are furnished by the telegraph companies. Those dealers who displayed these telegrams in their windows have been so enthusiastic over the results achieved that we have decided to send you regularly a telegram similar to the one enclosed. Paste this, with the stickers provided for the purpose, in your window and watch the crowds stop and read. It will draw people, and once you get them in your store it's up to you.

There is undoubtedly sound logic in this letter, as there is a certain attractive influence attached to telegrams that make a peculiar appeal to the general public. It is probably curiosity that is the most powerful factor in this attitude, but whatever it may be, it attracts crowds to the dealer's show window, and this in itself is excellent publicity.

The talking machine dealer can utilize this telegram idea in diverse ways. For example, he can simply give instructions to his distributor to wire him at frequent intervals regarding some new record or some particular feature of a forthcoming or just issued supplement of new records. When these telegrams are received the dealer should paste them inside the window, not with care of position as if by design, but in a careless, off-hand manner that will appear natural and unstrained. These telegrams will surely attract passers-by and prove an excellent publicity medium if the object is to attract interest in the window display.

Despite the strong fight put up by the talking machine interests, as well as other factors in the music trade industry, it is apparent with the publication of the full War Revenue bill as agreed upon by the House and the Senate, that the members of Congress have not been sufficiently convinced of the necessity of music, and have, therefore, assessed upon certain instruments and accessories thereto a special excise tax, over and above the regular taxes that the industry will be called upon to meet in the ordinary course of events.

Section 600 of the War Revenue bill reads in part: "There shall be levied, assessed, collected and paid:"

"(b) Upon piano players, graphophones, phonographs, talking machines and records used in connection with any musical instrument, piano player, graphophone, phonograph, or talking machine, sold by the manufacturer, producer, or importer, a tax equivalent to 3 per centum of the price for which so sold."

There has been presented to the legislators in Washington during the past few months absolute proof of the necessity of music, and nothing should serve to so convince them of the necessity of music in wartime as the fact that practically every unit of the Army and Navy at present in service is equipped with some sort of talking machine or phonograph with records, and that efforts are being put forth with the sanction of the Government to secure machines and records for those organizations not already equipped. In the face of this it seems unreasonable that the music trade should be singled out for this special burden.

The trade has always declared its willingness to stand its fair share of taxation, as well as a full realization of its patriotic duty to do so.

To group musical instruments with a few industries generally recognized as producers of luxuries is not only unfair to the manufacturers in this trade, but likewise to the public to whom music is needful at all times, and particularly during the present period of strife.

It is also to be considered that the fixing of an excess tax upon talking machines and records sets a precedent that may cause further trouble in the future, and unless peace comes unexpectedly we may expect to be called upon to bear more and heavier taxes as the war goes on.

The features of the bill that are to be considered favorably include the fact that, unlike the original draft, the law is not retroactive. It does not tax the stocks in the stores of retailers, unless they happen to be also wholesalers and manufacturers, and places no tax upon articles sold before May 9, 1916, and in which the vendor retains title as security for payment. These features of the bill naturally tend to prevent complications in carrying out its provisions. The same cannot be said of some of the sections of the law covering taxes on excess profits, incomes and other matters.

Even to the most optimistic members of the trade present indications are that the supplies of machines and records, and especially the former, that will be offered to take care of holiday business will very likely be more limited than they were last year. Despite the efforts of the manufacturers to increase output, the fact remains that they have been seriously handicapped both in the matter of obtaining sufficient labor and supplies, to carry on their work at the maximum.

In view of this probable shortage, which will be further complicated by difficulties in freight transportation, it would seem that the retail dealer who does not get a maximum of cash for his machines is foolish indeed. With a limited number of machines at his disposal he must, of necessity, select the customers to whom those machines are delivered, and it is natural that he should select those customers who are able either to pay cash or a substantial amount monthly.

Prosperity is abroad in the land, unemployment is at low ebb, and everyone has money. The retail dealer, therefore, should take full advantage of these conditions. In the face of the present situation and future possibilities he cannot afford to tie up his capital in long time installment contracts. By getting big payments and discounting his bills when due, he puts himself in the position of having cash on hand where it will be most needed.
Edison
Message
No. 9

"The eyes of all the world will be upon you, because you are in some special sense the soldiers of freedom. Let it be your pride, therefore, to show all men everywhere not only what good soldiers you are, but also what good men you are, keeping yourselves fit and straight in everything and pure and clean through and through.

Let us set for ourselves a standard so high that it will be a glory to live up to it, and then let us live up to it and add a new laurel to the crown of America.

My affectionate confidence goes with you in every battle and every test. God keep and guide you!"

—President Woodrow Wilson to the Soldiers of the New National Army.

We commend this message to all those members of the extensive Edison organization who have been called to the colors to do their very important part in "making the world safe for democracy." And when they return to more peaceful pursuits may they continue to apply the same sentiments daily in their social and business life.

THOS. A. EDISON, Inc.
Orange, N. J.
Cer...
As Told By

scores of distributors of musical merchandise in America, who know of the selling superiority of Ready-File over all other systems for filing talking-machine records.

As told by distributors who say that Ready-File is a source of unusual profit, and a business booster for every retailer of talking machine sundries.

Ready-File is the most economical system on the market.—As told by H. R. Eisenbrandt Sons, Baltimore.

Repeat orders have convinced us of Ready-File.—As told by Eclipse Musical Co., Cleveland.

Our orders indicate an almost perpendicular increase in the use of Ready-File.—As told by the Stewart Talking Machine Co., Indianapolis.

Ready-File is readily salable and a welcome adjunct to the dealers' sundry line.—As told by Talking Machine Co., Birmingham.

We are more than pleased with Ready-File and predict an unusually heavy demand for it this fall and winter.—As told by E. J. Chapman, Rochester, N. Y.

Many of our dealers have re-ordered Ready-File.—As told by the Whitney-Currier Co., Toledo.

We look forward to a bright future for Ready-File.—As told by the American Phonograph Co., Burlington, Vt.

We anticipate a steadily increasing demand for Ready-File as the public becomes better acquainted with it.—As told by Hext Music Co., Denver.

If you are not selling Ready-File you're losing dollars every day. We'll prove it, if you give us half a chance. Order now, for raw materials are advancing and freight shipments will be choked by war. Fall business will be unusually good.

READY-FILE CO., INC.
INDIANAPOLIS, IND.
Columbia Records are available just when your customers want them. Not too soon, not too late—but just at the right moment.

**ARRANGE HANDSOME DISPLAY**

BROUGHTON, Conn., October 6.—D. M. Read & Co., of this city, one of the best known furniture houses in this section of the State, recently arranged to handle the products of the Pathé Frères Phonograph Co., Brooklyn, N. Y., and in order to feature the line properly installed a very attractive Pathé department. They advised the public that this line is displayed in their establishment through the medium of extensive advertising in the local newspapers, and also arranged a handsome window display which is shown in the accompanying illustration. This display attracted the attention of all passersby and gave local music lovers an excellent idea of the many distinctive qualities of Pathéphones and Pathé records.

**ACTIVITY WITH DROOP & SONS CO.**

E. F. Droop & Sons Co., Victor distributors, report brisk business in both their Washington and Baltimore headquarters. Orders are coming in fast from their many dealers covering the big season ahead which all expect. E. H. Droop has just returned from a vacation spent among the mountains in his summer home, and looks forward to a very busy season ahead. Plans are now underway to celebrate the sixtieth anniversary of the founding of this firm.

While a man is trying to make a fortune, a woman goes and gets hers told.

**PLANS FOR NATIONAL ASSOCIATION**

Max Landay Appointed by Talking Machine Men, Inc., to Get in Touch with Local Associations in Effort to Form National Body

At a recent meeting of the Talking Machine Men, Inc., Max Landay, of Landay Bros., was appointed a committee of one to get in touch with all the various talking machine trade organizations in the United States with a view to forming a national organization of retail dealers in talking machines. Mr. Landay is desirous of getting in touch with the various organizations now in existence in order that he may be able to communicate with them and supply them with literature on the subject of a national organization, including the plans for its formation and the work it is desired to accomplish. Mr. Landay may be reached at his address, 151 West Thirtieth-street, New York.

**EDUCATIONAL DEPARTMENT POPULAR**

The educational division of the Victor department of the Knight-Campbell Music Co., Denver, Colo., in charge of Mrs. May White Stevens, is rapidly becoming more effective and daily better known throughout the city, according to the Echo, the interesting little house organ issued by the Knight-Campbell Co. It adds further: "Splendid work has been done during the summer playground season, in all the parks. Mrs. Stevens has prepared a wealth of interesting lore for children and grownups, too, and is most successful in creating interest in the Victrola wherever she gives demonstrations. Recently she has been taking part in a series of children's dances at Berkeley Park, where she used the school Victrola exclusively, and materially assisted in working out the figures. Everybody should become thoroughly informed on the splendid work being done by this department. It is most unusual and uplifting, and it will become a power that will open many doors to the influence of music."

**"BLUES" MUSIC CAUSES TROUBLE**

Leads to Arrest of Negro Soldier on Charge of Stealing Machines and Records Valued at $2,500 From Sonora Phonograph Corp. in Chicago—Traced to Camp in Texas

CHICAGO, I11., October 4.—A trail of "blues" from Chicago to Houston, Texas, proved the undoing of Private Burch, Company G, Eighth Illinois Infantry. He arrived here last week under arrest for the robbery of the Sonora Phonograph Corp. Some weeks ago, Phonographs valued at $2,500 and a quantity of records disappeared. The list follows: one dozen "Downtown Strutters Ball," one dozen "Are You From Dixie!", one dozen "Livery Stable Blues," two dozen "Stalemate Blues," two dozen "It Takes a Long, Tall Brown-skin Gal to Make a Preacher Lay His Bible Down."

"There's a dark man in the woodpile," said the sleuths. "We'll just keep quiet and listen for the blues." Then the towns between Chicago and the Texas city began to syncope and groan. Various negro girls were found swinging to the tantalizing melodies and all thanked "my gentleman fryes," Private Burch, of the Eighth. A detective was sent to Houston, where Burch was quietly placed under custody and smuggled out of town. "All Jes' because o' them dawgone blues," he said.

**A VISITOR FROM CHICAGO**

A recent visitor to the talking machine trade in New York and vicinity was W. J. O'Connell, representing Chas. H. Elting & Co., Chicago, Ill., one of whose specialties is motors for talking machines. Mr. O'Connell received a very pleasuring reception at all points and booked some good orders.

No army can remain at the front unless there is a still bigger army back of it, doing business, making money, making guns, making shells, raising food and building hope.

**Better Albums for Your Money—No Matter What Grade Albums You Sell**

**NYACCO**

**Metal Back**

The Quality Album

The heavy Green Pockets are guarded against opening on the side by being both glued and stitched to a heavy piece of flexible Duck Canvas. Then, in turn, the Envelopes are bound to a back consisting of one piece of metal fastened with wire rods. The Album opens easily, and lies ABSOLUTELY flat. Practically indestructible where the strain is greatest.

Write for Samples of our Three Grades

**NYACCO Metal Back Album**

Absolutely Guaranteed

NYACCO Metal Back Album

New York Album & Card Co., 23-25 LISLE STREET, NEW YORK

No. 1012—One of our popular priced styles, not a metal back. Every green record envelope is an individual, bound in cloth, and riveted at the back. Weight of record therefore cannot weaken album. Best on the market at the price. Guaranteed.
Domestic

Blue Records—

The new DOMESTIC 10-inch blue record is now on the market. From every standpoint it is a high-grade product and marks a distinct advance in the art of sound recording.

In musical tone, volume, clear definition and wearing qualities the new DOMESTIC challenges comparison with any record on the market. Every selection appearing in Bulletin No. 1, which is now ready for distribution, is an artistic masterpiece, possessing qualities hitherto classed as exceptional in sound recording.

Arrangements have been completed to record the highest grade talent on DOMESTIC Blue Records and in Bulletin No. 1 appear vocal solos, vocal duets, vocal trios, vocal quartettes, instrumental trios, bands, accordion solos, Hawaiian selections, orchestras and banjo selections, all by well-known artists.

Bulletin No. 2 will be issued shortly and in it will appear 12-inch as well as 10-inch recordings. Further bulletins will be issued at frequent intervals.

In introducing our 12-inch records, we will incorporate an entirely new feature by having three selections on a 12-inch record. This new departure, together with the exceptional tone quality of DOMESTIC Blue Records, will insure attractive sales conditions.

DOMESTIC Blue Records are made in vertical cut and reproduced with a sapphire ball. In color they are a rich blue, giving a distinctive and attractive appearance. DOMESTIC 10-inch blue records contain two selections, list at 70 cents each. DOMESTIC 12-inch blue records contain three selections, list at $1.25 each.

Machines—

The new Floor Model DOMESTIC TALKING MACHINES have created a sensation. In appearance, mechanics, selling features and tone, they lead the market.

Domestic No. 100, $100.00
Domestic No. 135, $135.00

There are four other DOMESTIC models, each possessing exclusive and attractive features:

“Popular” $15.00 "Favorite" $20.00 "Premier" $35.00 "De Luxe" $50.00

If you are not already an established DOMESTIC dealer write for catalogue and full particulars.

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.
DOEHLER DIE-CASTINGS

SHEER MERIT has attained for Doeehler 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 Doeehler 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.

SALES OFFICES
CHICAGO
4414 No. Campbell Ave.

DETROIT
914 Ford Building

ROCHESTER
159 St. Paul Street

BOSTON
723 Oliver Building

FLAG FOR T. A. EDISON ASSOCIATION

Polishing and Grinding Department of Phonograph Works Present the Colors

ORANGE, N. J., October 3. — "Let's get an idea of the greeting that will go up when Old Glory waves over Germany," suggested W. R. Bartley, superintendent of the polishing, buffing and grinding department of the Edison phonograph works, one afternoon last week when presenting a flag to the Thomas A. Edison Association.

The emblem is the gift of Mr. Bartley's extensive resources make possible.

Mr. Bartley

It's an easy matter to take a day off, but it isn't every man who can put it back.

THE PATHE POPULAR IN MINNESOTA

L. L. Lane tells of the progress of G. Sommers & Co., Distributors, of St. Paul

L. L. Lane, advertising manager of G. Sommers & Co., St. Paul, Minn., distributors of the Pathé products in that section of the country, was a visitor to New York this week. While here Mr. Lane spent some time in the Pathé factory in Brooklyn, N. Y., and he was greatly pleased with the splendid manufacturing facilities which are at the disposal of the Pathé Frères Phonograph Co. and its jobbers.

Mr. Lane stated that the company's Pathé business is progressing very satisfactorily, and as the company has a corps of efficient traveling salesmen, the Pathé dealers in the Northwest are receiving splendid service.

G. Sommers & Co. recently prepared a very attractive circular which displayed every model in the Pathé line and called attention to the many distinctive qualities of Pathé product. This circular was well received by the trade and produced satisfying results in the shape of some excellent orders.

THE TALKING MACHINE WORLD

THE PATHE POPULAR IN MINNESOTA

L. L. LANE TELLS OF THE PROGRESS OF G. SOMMERS & CO., DISTRIBUTORS, OF ST. PAUL

The Queensboro Music Shop, Inc., Jamaica, N. Y., has been chartered to deal in talking machines and musical instruments with a capital stock of $3,000. The incorporators are D. A. Wren, T. B. and E. Palisor.

UKULELES

"Hanalei Royal Hawaiian"
and
"Kumalae Gold Medal"

Strictly hand made of thoroughly seasoned native Hawaiian Koa, superior to all other wood in tone quality. Exclusive specimen engraved for Hanalei, Ukuleles—see for terms. Illustrated circulars and wholesale price lists on request.

SHERMAN, CLAY & CO.

143 Kearny Street
San Francisco

Sole Distributors
Columbia makes the look

EVERY ounce of energy, brain, and skill of the entire Columbia organization is working night and day for just one thing:

To bring music-hungry men and women into your store.

We make Columbia Grafonolas just as good, just as beautiful, just as honestly as we know how.

We make Columbia Records that we are absolutely certain the people want.

We tell the people about Columbia products, we awaken desire in their minds for Columbia goods, we give them the original impulse that lands them in your place of business ready to buy.

You know how easy the rest is.

Columbia's Third Mid-Month Record List On Sale October 10th

The wide variety which this list embraces and the big selling value in every one of these records is another instance of how Columbia studies your market and gives you just what your market wants.

These records will also be included in the regular November Supplement so that they will have a doubly large sale.

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
<th>Length</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A2355</td>
<td>SEND ME AWAY WITH A SMILE.</td>
<td>M. J. O'Connell</td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>A2356</td>
<td>MY SWEETHEART IS SOMEWHERE IN FRANCE.</td>
<td>Sterling Trio.</td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>A2357</td>
<td>I'VE GOT THE NICEST LITTLE HOME IN D-I-X-I-E. Peerless Quartette.</td>
<td></td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>A2358</td>
<td>IN SAN DOMINGO. Sam Ash.</td>
<td></td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>A2359</td>
<td>YOU CAN ALWAYS COME BACK TO ME. George Wilson.</td>
<td></td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>A2360</td>
<td>THE SECRET OF HOME, SWEET HOME. Charles Harrison.</td>
<td></td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>A2361</td>
<td>DEPARTURE OF AMERICAN TROOPS FOR FRANCE. Prince's Band and Columbia Male Quartette.</td>
<td></td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>A2362</td>
<td>ARRIVAL OF AMERICAN TROOPS IN FRANCE. Prince's Band and Columbia Male Quartette.</td>
<td></td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>A2363</td>
<td>O, SOLE MIO (O, SUN I LOVE). Giuseppe Agostini.</td>
<td></td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>A2364</td>
<td>MARIA, MARI (AH! MARI, AH! MARI). Giuseppe Agostini.</td>
<td></td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>A2366</td>
<td>LEVINSKY AT THE WEDDING—Part 2. Julian Rose.</td>
<td></td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>A2367</td>
<td>TRAMP, TRAMP, TRAMP THE BOYS ARE MARCHING. Charles Harrison and Columbia Stellar Quartette.</td>
<td></td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>A2368</td>
<td>THE BATTLE CRY OF FREEDOM. Charles Harrison and Columbia Stellar Quartette.</td>
<td></td>
<td>12-in.</td>
<td>$1.25</td>
</tr>
<tr>
<td>A2369</td>
<td>CASTLE VALSE CLASSIQUE. (Waltz) Earl Fuller's Rector Novelty Orchestra.</td>
<td></td>
<td>12-in.</td>
<td>$1.25</td>
</tr>
</tbody>
</table>
The public
up your store

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 constant 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 Columbia Grafonola 100 when showing it to a prospective buyer.

Any one of them may clinch the sale.

Columbia Grafonola 100

phone Company

New York City
THE TALKING MACHINE WORLD

COMPETITION AND CO-OPERATION

Is the Subject of a Most Stimulative and Helpful Article That Should Be Studied and Remembered by Progressive Talking Machine Men

Under the heading "Competition and Co-Operation," there appears in the book "Merchandising Helps for Victor Dealers" an article that is well worth the close attention of every member of the talking machine industry. This book is published by the New York Talking Machine Co., New York, and the Chicago Talking Machine Co., Chicago, Victor distributors, and the article reads in part as follows:

"The first step toward making a sale is to create desire. If a person doesn't desire a thing he won't buy it. Often he desires it without being able to buy it, but he never buys a thing he can afford without first having been made to want it.

The big thing in business is to make people want the article you are selling. Make them really want it and sooner or later they'll find a way to buy it. But to make them want it you must constantly remind them of it—you mustn't let them forget it—you must keep its advantages, the pleasure to be derived from it, constantly before them so that when at last they are in position to purchase they'll still be keen for the thing you have to sell instead of having lost interest in that through having become interested in something else.

Every year increasing numbers of automobiles are sold and every year people say: "Next year they won't sell so many." But they do—sell more—and the reason is that never for a single day is the public permitted to forget the pleasure to be derived from automobile ownership.

There wasn't the same craze to own a horse and carriage thirty years ago that there is to own an automobile today, when every man you meet has already decided on the car he can afford it. Horses and carriages were not nationally advertised—they were not pushed locally as automobiles are pushed today. There was competition among carriage manufacturers and dealers but no co-operation. When there were two or three concerns selling carriages in the same city each imagined that the other was to own an automobile and there will be business for everybody.

Get together! Realize that your competition is not with other talking machine dealers but with the fellows who are persuading the people of your city to spend their money for things other than talking machines.

Make people as keen to own a talking machine as they are to own an automobile and there will be business enough for everybody.

Don't try to do all the educational work yourself. Get all the talking machine men in your city working together so that by your united efforts you can create a talking machine atmosphere just as the automobile men have by their united efforts created an automobile atmosphere.

Everybody wants a Victrola if they only knew what it meant to the family to have one. You're not selling a talking machine, you're selling entertainment—education. You're selling season tickets to grand opera, to vaudeville, to band concerts, to sacred concerts. You're furnishing dance music for the family, played by the world's greatest bands.

If it satisfies, your machine "goes big." No use risking your business future by using an inferior motor.

Use a Dayton Motor and be certain you have the best. Why? Because it is the practical answer of the best engineering talent to the demand of manufacturers who had to have "something better." Because it is made by the best mechanics in "The City of Precision," where National Cash Registers, Delco Starters, Wright Airplanes and hundreds of other delicate products have developed wonderfully skilled men.

Because it has made good everywhere and is proclaimed by the users as "the best motor in the world."

Let us prove it's the best for you, too—in quality, price and service.

WRITE TODAY FOR FULL PARTICULARS

The Thomas Manufacturing Co.
Dayton Motors, Dayton Tone Arms, Dayton Sound Boxes
322 Bolt Street
Dayton, Ohio

Install Motor Satisfaction

Your customer, Mr. Builder, will judge the value of the talking machine you sell him by the performance of the motor. It's the one moving part—hence the one part that must be perfect. If it satisfies, your machine "goes big." No use risking your business future by using an inferior motor.

Write Today for Full Particulars

The Thomas Manufacturing Co.
Dayton Motors, Dayton Tone Arms, Dayton Sound Boxes
322 Bolt Street
Dayton, Ohio

Percy Grainger plays the piano, accompanied by his band.

Percy Grainger has won international fame as a pianist and composer of remarkable ability and originality. He is popular here and abroad, and his compositions have won recognition from the world's leading musical critics.
FIRST ANNUAL MEETING OF NORTHERN OHIO ASSOCIATION

Elaborate Banquet and Other Gala Features of Sessions Held in Cleveland Recently—Mrs. Heaton Tells of Victor Educational Work—Some Prominent Speakers

CLEVELAND, Oct. 6.—Members of the Talking Machine Dealers’ Association of Northern Ohio met in the Hotel Statler on Monday afternoon, September 19, for their annual meeting. The ladies’ auxiliary, the Statler Garden Club, assisted in the program. The meeting was called to order by President L. Meyer, of the association, and the business was transacted by the following committee: L. Meyer, C. Wiswell, and J. A. Ryan.

After the meeting and banquet, the next session of the association will be held on the 6th of October, 1915, at the Hotel Statler.

Mr. Davis, of Wm. Taylor Son & Co., said that he was sorry he opposed interest-charging proposition for so long a time, and that he wished to apologize for the fight. Mr. Davis now regards the interest charge as a vital part of the success of the talking machine business. He is pushing the system with all his might. He told a number of funny stories in an entertaining style that caught his hearers’ fancy from the start.

USING BILLBOARD ADVERTISING

Portland, Me., Oct. 8.—The United Music Stores Co., 550 Congress street, which conducts one of the finest talking machine stores in the state, has recently remodeled its warerooms in order to handle its fast growing trade. The company handles the Columbia line of grapho phonographs, as well as the Bell Talking Machine Corporation’s lines.

United Music Stores Co.’s Billboard Publicity phones and records exclusively and has built up a splendid business with these products. It takes advantage of every opportunity to use timely and effective publicity, and the accompanying sign which appears on the bill field of the local club gives a fair idea of the far reaching scope of its publicity campaign.

Billboards and newspaper advertising are included in its publicity work, and they have received excellent results from this policy is evidenced in the company’s rapidly growing business.

GUTTMAN LOCATES IN SHEBOYGAN

John S. Guttmann has joined the forces of the United States Phonograph Corp., Sheboygan, Wis., and will have charge of the electro-plating department of that company. He will soon leave for the West with his family and establish his home at Port Washington, which is convenient to his new field of operations. Mr. Guttmann was formerly with the Pathé Frères Phonograph Co., of Brooklyn, in the same capacity.

The future is ours—we have but to reach out and take the title deed.
BOSTON, MASS., October 4.—The month has opened with a generally better feeling in the trade. That demand is on the increase is evidenced by the fact that they have made unusually early efforts to get well stocked up with goods before the heavy demand sets in. Some dealers have been somewhat reluctant to order as large a stock as they would like because of the limited storage facilities; but the more daring ones secured their stock first and then hustled around to find adequate room in their own neighborhood. In spite of the early placing of orders jobbers feel that there is to be a scarcity of machines in the course of the next few weeks.

Boston Symphony to Make Victor Records

Quite the most important item of news this month is the announcement that the Boston Symphony Orchestra has finally been induced to accept the flattering overtures of the Victor Co. Accordingly this evening the entire body of musicians left for Camden, N. J., to remain until Friday. Elaborate preparations have been made for the reception of the orchestra, which will make records under the most improved conditions. The Boston season of the Symphony Orchestra has not yet begun, and the players because of this Camden engagement were called together one week earlier than usual, and they have been rehearsing under the direction of Assistant Conductor Schmidt. The pieces chosen for reproductive purposes are necessarily short and will be brilliant in orchestral coloring. Both Charles Ellis, the manager of the orchestra, and Dr. Carl Muck, the conductor, have been greatly interested in this undertaking and everything possible has been done at this end to make this one of the most important events in the life of this famous orchestra, which has no equal in the country, and it has become quite the thing for young women to hark to the 'call of their soldiery friends and send them the desired discs.

Lively Demand from Army Camps

An interesting feature of the present war-time activities is the demand for machines and records that is coming from the various military camps. Several of the camps are equipped with Victor, Edison, Columbia and other makes of machines, this provision having been made in many cases by philanthropic individuals and organizations before the men went into training. Now comes the urgent call that the wholesale business is far ahead of what it was a year ago. Oscar W. Ray Captures Whitten Cup

Oscar W. Ray, New England manager for the Emerson Phonograph Co., Inc., was married a few weeks ago to Miss Marie B. Lyons, daughter of Mr. and Mrs. Honore B. Lyons, of Flathouse, Long Island, and long associated with Vogue in the metropolis. The ceremony took place at the Chateau Frontenac, Quebec, and was performed by Rev. Andrew T. Love, D.D. Following the wedding Mr. Ray and his bride went to the wilds of Nova Scotia, where they remained for a fortnight at the quarters of the Kedgemakegoe Rod and Gun Club, which is thirty miles from Annapolis. The couple are due back in Boston about this time.

W. A. Hines Captures Whitten Cup

The many friends of W. A. Hines are congratulating him on being the winner of the President Whitten cup, awarded for the best showing of the New York and New England district salesmen; and what is even better Mr. Hines, so they say, stands a good chance of again coming out ahead for September, the exact standing of the competing salesmen not being known at this writing. Mr. Hines, if it will be recalled, is a comparatively new man in this territory, having only come up to Boston from New Haven a few months ago. As reflecting pleasantly on Manager Mann's competent force it is of interest, too, that a close second in this race for the premiership was C. C. Sheppard, who also is a new man here, having come lately from Philadelphia, where he is widely known in the trade.

Cupid Does Wholesale Business

Cupid has been busy this summer in the talking machine business and his visits to the Columbia Co. of New England, of which Arthur C. Erisman is manager, have been so frequent that everyone is quite familiar with the little youngster. Every time he has shot forth his arrow it has struck the mark and among those who have been hit (of course the injury wasn’t serious) have been John O’Hara, Roy Sylvester, James Halahan, Marton C. Barstow and Miss Margaret Smith, now Mrs. Taylor.

Fred Erisman Pleased with Dallas

The friends of Fred Erisman, who lately left the wholesale department of the Columbia Co. to take charge of a store at Dallas, Tex., have heard pleasantly from him. He likes Dallas immensely and he says his store at 1011 Elm street is exceptionally located and he is doing a good business. The only trouble is the wonderful hospitality of the people who have been showing all sorts of courtesies on him and Mrs. Erisman since their arrival.

J. F. Carr Joins Columbia Staff

J. F. Carr, who has been manager of a retail store in Providence, R. I., has come to Boston and is in charge of the trade promotion department of the Columbia Co. Mr. Carr is going to the Columbia factory to make a study of conditions first-hand and to consult with some of the head men. Since being in town Mr. Carr has made many friends among the Columbia dealers.

Hallet & Davis Co. Activity

The phonograph division of the Hallet & Davis Co. has no time these days to watch the many parades that pass by the warerooms, for the manager and salesmen are on the job all of the time. Orders are coming in rapidly, and this, with the constant stream of travel to the phonograph warerooms, keeps the staff pretty busy.

The demand for the Solophone division model of the Pathé is one of the things that is keeping the staff busy, and the regular Pathéphone styles and Pathé records are running a close second in attention.

Increased Call for Edison

The F. H. Thomas Co., at 691 Boylston street, is finding business very good these days, and there is a greatly increased call for the Edison

THE EASTERN TALKING MACHINE COMPANY

77 TREMONT STREET

BOSTON, MASS.
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

machines in which the Thomas Co. specializes. On the Exeter street side of the building there is a bulletin board with the words “Watch this space,” and it daily is attracting much attention, for everybody passing to and fro, thus becoming familiar with it, realizes that there is to be some interesting announcement each day.

The display of Edison models shown in the window is an extensive and handsome one.

Arnold Feldman in Charge in Providence

Manager Hibshman, of the Vocalion Co., states that the fall business has made a good start, and from the inquiries that are being received in person and by mail there is every indication that there are some fine prospects to be heard from in the immediate future. Arnold Feldman, who has been attached to the Boylston street establishment of the Vocalion Co. as floor manager, has been put in charge of the Providence store. Mr. Feldman has made a marked success since coming with the ware rooms and has made a number of friends in Boston. Albert Feldman, his brother, who has been with the Boston house for about a year, bids fair to be a good salesman and already is a well-informed man in the business.

Many New Sonora Agencies

The New England branch of the Sonora Phonograph Co., of which Richard M. Nelson is manager, has placed the machines in several of the large furniture stores during the past month, notably the Atkinson Furniture Co., the Morse Furniture Co., which handles the Sonora exclusively; the Shawmut Furniture Co. In addition Manager Nelson has placed the machines in Taunton with the Bastock Furniture Co., in Lawrence, in Everett with the C. F. Fair Co., in Chelsea with the Garfield Co., and in Waltham in the Bassett Furniture Co. Through Manager Nelson a sale of $10,000 worth of Sonoras lately was placed for shipment to Norway and Sweden.

Same Interesting Personals

Theodore Bauer, formerly of the publicity department of the Boston Opera Co. and now connected with the Columbia laboratories, was a recent Boston visitor, renewing old friendships.

W. H. Wagner, of the Dictaphone department of the Columbia, is making great headway despite the fact that he has been here only a few months. He handles the Back Bay territory.

General Sales Manager George W. Hopkins of the Columbia Co. is an expected visitor here in the course of a few days.

Henry Dolan has severed his relation with the Columbia Co. and has gone with the Grafonola Co. of New England, where he is back with Arthur Erisman, his old employer. Mr. Dolan will devote all his time to window dressing.

C. D. Rodman, of the Household Furniture Co. of Providence, and A. H. Fuller, of Maysfield, were recent visitors to Manager Mann, of the Columbia Co.

Mr. Murphy, formerly in charge of the talking machine department of the old Henry Siegel Co. store in Boston, was a recent visitor here from St. Louis, where he is now located.

Miss Marie Morrissey, one of the Edison artists, was a Boston visitor a few days ago, and was pleasantly entertained at the Boston office of the Pardee-Ellenberger Co., Inc.

The attaches of the Boston office of the Pardee-Ellenberger Co., Inc., have been made acquainted with the marriage of T. E. Dean, the company's traveling man for the State of Maine. His bride was Miss May Kelley of Bangor. While Mr. Dean and his wife were

(Continued on page 22)
TRADE IN BOSTON AND NEW ENGLAND

on their honeymoon here they were entertained by Guy E. Coner and Mrs. Coner.

Wallace Currier, whom everybody remembers so pleasantly in Boston, has disposed of his Portland, Me., Edison shop and returned to this city. Mr. Currier, who is well informed on the talking machine business, has several excellent propositions under consideration.

Emilio De Gogorza, the baritone, whose records for the Victor are considered among the most popular on the market, met with a painful accident in this city ten days ago and is now laid up at the Hotel Touraine. He was near Copley Square when he was struck by an automobile and severely injured about the body.

A Boston visitor a few days ago was Alfred Telfer, of the Bayonne Talking Machine Co., of Bayonne, N. J., whose establishment is one of the largest in his home city.

Jerry Spillane, formerly one of the Eastern Talking Machine Co. staff, and who went overseas, has quite recovered from his recent illness, so his old friends hear, and is now employed as a cook at the front.

Miss Eva Young, a valued employe of the Pardee-Ellenberger Co., Inc., who has been with Manager Silliman at the Boston headquarters since they were opened six years ago, was married September 25 to Aubrey R. Goodwin, and the best wishes of the bride's friends took very palpable form.

Mr. and Mrs. Harry Rosen have sent out cards announcing the arrival, at their home, 6 Ivy street, Fenway, Boston, on September 4, of Harry Leon Rosen, who is already giving evidence that he is a "talker" of some importance.

TAKES OVER PROVIDENCE STORE

Arthur C. Erisman Now in Charge of Department of Collender, McAuslan & Troup Co.

Providence, R. I., October 4.—Arthur C. Erisman, of the Grafonola Co. of New England, with headquarters in Boston, has taken over the talking machine department of the Collender, McAuslan & Troup Co. of this city, and he says he is going to make that place the center of good music and he will press hard for cultivating a better taste for the best in this field.

NEW DITSON BUILDING OPENED

Victor Department, Under the Management of H. A. Winkelman, Convenienly Located on Second Floor of Ten-Story Structure

Boston, Mass., October 4.—The Victor department of the Oliver Ditson Co. is now splendidly located in the new store, 178 and 179 Tremont street, near the corner of Boylston street. The building is of white marble and is one of the handsomest structures along this thoroughfare. The Victor department is located on the second floor and from the front windows there is a splendid view across Boston Common. Manager Henry A. Winkelman has a finely equipped office and he has been giving the most careful attention to getting settled as soon as possible after the company moved into the building. On two sides of the floor are the booths and these are as soundproof as it is possible to make them. These rooms are all open to the daylight. Persian rugs cover the floor, and these, with the handsome furnishings, give a homey aspect to the rooms. The department is reached by excellent elevator service. Manager Winkelman and his competent staff are to be congratulated on having so handsome, convenient and well appointed a place.

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.
We announce the Amalgamation of the

Otto Heineman Phonograph Supply Co., Inc.
NEW YORK, N. Y.

and

John M. Dean, Inc.
PUTNAM, CONN.

The world-famous DEAN NEEDLES will continue to be manufactured under the present efficient management of Messrs. Charles E. Dean and John M. Dean, Jr., and this plant will be known as the

JOHN M. DEAN DIVISION
of the

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., INC.

Otto Heineman
President

MEISSELBACH
TONE ARMS MOTORS SOUND BOXES
NEW ORLEANS A BUSY TALKING MACHINE TRADE CENTER

Jobbers and Dealers Tell of Increasing Sales for Talking Machines and Records With Outlook for Fall and Winter as Excellent—Now Concentrating on Records for Christmas Delivery

NEW ORLEANS, La., October 6—Business conditions in the Crescent City and throughout the South generally are excellent and the outlook is such as to incline talking machine men generally to believe that the present fall and coming winter will be productive of splendid results in a sales way. This is the opinion of dealers handling all makes of machines. The views of the majority are to be found in the following summary of conditions.

Howard Weber, manager of the wholesale Victrola department of Philip Werlein, Ltd., reports unusual business for the present month, although he has been considerably handicapped by reason of the small machine shipments from the factory. The outlook for fall is the most promising in this section of the country for a number of years, and the prospects for fall business are exceedingly bright.

Ashston Music Co., Victor dealer, states its business has increased considerably over corresponding month of last year.

Grafonolas and records are moving faster than previous years and becoming more popular every day in New Orleans, so says W. J. Wright, manager of the Grafonola department of the L. Grunewald Co., Inc. Patriotic records are in great demand, and the large record sales are due to the latest hit, "Where Do We Go From Here?" Mr. Wright made a change in the department so as to be ready for the large Christmas trade. He has included Mr. Lohit on his sales force, and Miss Burton is holding down the stenographic end and taking in the cash.

The Victrola department at Maison Blanche has contributed a talented vocalist to the New Orleans public in the person of John Polizzi, a popular member of the sales force.

Mr. Polizzi made his professional debut at the Strand Theatre, a popular theatre, last week and fairly took his audience by storm with his fine tenor voice. The week previous he sang behind the scenes to add realism to a certain picture and made such an impression that patrons demanded to know his identity and to see him before the footlights. Subsequently he came forth in "Vesti la giubba" from "Pagliacci," and because of his enthusiastic reception was promptly engaged for another week.

The third night of his appearance in the "job song" was set aside as "Maison Blanche" night at the Strand and a big representation of his friends from the store turned out in compliment to him. At the conclusion of his singing Polizzi was presented with a massive loving cup made of flowers, the gift of a coterie of his admirers.

S. J. Schwartz, a firm member and son of the general manager of the store, whose interested hobby is theatricals, is guiding the young Italian and predicts for him a brilliant future. Mr. Schwartz looks to a future either in opera or concert work and intends he shall make a diligent study to attain that end.

As a result of the newspaper publicity given the event the Victrola department was up for concert work and intends to add realism to a certain picture and make such an impression that patrons demanded to see him before the footlights. Subsequently he came forth in "Vesti la giubba" from "Pagliacci," and because of his enthusiastic reception was promptly engaged for another week. The week previous he sang behind the scenes to add realism to a certain picture and made such an impression that patrons demanded to know his identity and to see him before the footlights. Subsequently he came forth in "Vesti la giubba" from "Pagliacci," and because of his enthusiastic reception was promptly engaged for another week.

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F. W. C. Hayes, manager of Philip Werlein, Ltd., retail Victrola department, reports a very satisfactory business for the month of September, even though handicapped by a shortage of machines. "We have put all our efforts in plugging the record business," said Mr. Hayes. "We have been using a few novel ideas to get this business and the results have been very gratifying. We have been featuring buying Victrolas for Christmas delivery and this has proven to be an exceedingly good business getter even this far in advance of the holidays and we can already report a fine business along these lines."

Miss Bernice Jalenak, of the Dugan Piano Co., Victor dealer, has just returned from an extensive trip East, combining both business and pleasure. She states that the problem with her concern is not selling but getting enough Victor goods to supply the demand. A lot of additional, up-to-date, sound-proof, demonstrating booths have just been installed. Miss Jalenak says the September sales have "broken all records."

Miss Edna Huff, manager of the Victrola department of the Collins Piano Co., reports that their record business has increased to such an extent that they have been forced to add two extra boys to their delivery force, in addition to their regular auto service. Some extra booths and a mezzanine floor have been incorporated into their store, the mezzanine to be reserved for interviews with patrons as well as employees. Three style XVII have been sold in the past month and prospects for as many more in the near future. The record business has exceeded that of September, 1916.

One of the most successful ideas of the Edison Diamond Disc Shop is the dance studio in connection with the store. They have engaged Gladys Louque, who is well known as a teacher, to instruct the children. The Diamond Disc Shop pays part of the child's tuition. So far a large number of children have enrolled, and they all seem to be very enthusiastic. Another feature is the daily concerts, to which the public is invited, and has proven to be quite a drawing card.

THE RELIABLE "TALKER" MAN

Here's to the steadfast, reliable man, The man with the tongue that's true, Who won't promise to do any more than he can. But who'll do what he says he'll do.

He may not be clever; he is often quite blunt, Without either polish or air; But, though it's not in him to "put up a front," When you need him he's always there.

So here's to the man on whom one can rely, And here's to his lasting success! May his species continue to multiply.

And his shadow never grow less—Chicago Tribune.

Schmelzer Arms Co.

Victor Distributors
KANSAS CITY, MISSOURI

All orders shipped on the day received if the goods are in the house. Stocks are as complete as manufacturing conditions permit.
BUY NOW
And Be Sure of Selling Later

SAL-TER

FOUR BIG STYLES

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

New Salter Cabinet, Model No. 27
For Victrola IX and IXa
333/4" High. Top, 223/4"x19"

No. 20
Cabinet (Opened)
For Victrola IX and IXa
333/4" High. Top, 223/4"x19"

No. 111
Cabinet (Opened)
For Columbia "Favorite" $50.00 Machine
333/4" High. Top, 23"x193/4"
STRIKING EMERSON DISPLAY
At French-American Red Cross War Exhibition Recently Held at Coney Island

The Emerson Phonograph Co. of New York, installed an unusually effective display booth in the French-American Red Cross War Exhi-

bition at Coney Island, which received a great deal of attention from visitors to the exhibit.

The numerous stirring patriotic selections from the Emerson October records were played from time to time and the excellent recording of George M. Cohan's big song hit "Over There" was featured among the crowds around the Emerson music booth, great popularity with the visitors. Judging from the number of selections, the Emerson Phonograph Co., of New York, was one of the attractions at the minor curve 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.
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.
The Columbia Grafonola 100 is the biggest $100 worth you can offer your customers. It has everything they want in a talking machine at a reasonable price.

Columbia Graphophone Co.
Woolworth Building, New York

NOVELTY IN DEMONSTRATION ROOMS
Silverstone Music Co. to Have No Machines Visible, at Least in Operation, in Demonstration Rooms in New Home—Novel Concert Hall

Sr. Louis, Mo., October 4.—When the Silverstone Music Co. opens its new store some time after November 1, President Silverstone hopes to have in working order a decided novelty in the way of machine demonstration rooms. In these rooms there will be no machine visible, at least no machine in operation. There may be one there merely as a decorative feature, but, if so, it will be made very evident to the person that this machine is not producing the music he hears.

The same will be true of the concert hall. In this hall the stage and the machine will be invisible and the auditors will be forced to pass judgment on the music solely from a sense of hearing, not in any part from watching the machine that is producing it.

"The problem I am seeking to solve is one of psychology," declares Mark Silverstone, president of the company and who worked out the plans for the first of the Edison Disc machine tone tests on a large scale. "I have for a long time been wondering just how much of the 'caused music' impression and the idea of comparison of the value of talking machines was due to sight.

The prospect sees the machine and passes judgment on whether that machine compares in appearance with another machine and, I believe, carries this judgment into his value of the tone or music value of the machine. I want to determine how much this is true.

"I am arranging a series of demonstration rooms where no playing machine will be visible but where it can be made visible at any time. The idea will be to take the prospect into the room and turn on the music from the invisible machine without warning. Then it must be up to the customer to pass judgment on what he hears, not what he sees. I confess a strong personal interest in this problem."

Mr. Silverstone believes that he has worked out the "stage setting" of this problem in his designs for the new building that he is equipping as the future home of the Edison in St. Louis. The designs and material will be in keeping with the Edison product throughout. The front of the main floor room is designed in a general way in what is called "bank style," handsome and dignified. The woodwork on the main floor will be quartered sown oak, silver gray finish, which is the handsomest thing in business finish shown here in a long time.

TO CONTINUE VICTROLA DEPARTMENT
Lord & Taylor, New York, have removed all pianos and player-pianos from their premises, and while no definite announcement has been made, it is understood that they will retire from the piano business. The Victrola department will be continued.

WHITE WITH THOS. GOGGAN & BRO.
Will Manage Wholesale Department of Prominent Texas Music House—Formerly on Traveling Staff of the Victor Talking Machine Co.

Houston, Texas, October 1.—W. P. White, formerly connected with the traveling department of the Victor Talking Machine Co., has joined the forces of Thos. Goggan & Bro., of this city, and will manage the wholesale branch. Mr. White's experience in both wholesale and retail lines of a specialty selling, together with the most efficient training the Victor Co. gives its travelers, has well fitted him to assist the Victor retailers in this section of the country. Thos. Goggan & Bro., who have establishments at Houston and Galveston, are wholesalers of Victrolas and records.

RECEIVER FOR E. B. JORDAN & CO.
A petition in bankruptcy was filed late last month against Ed. B. Jordan & Co., Inc., 129 Degraw street, Brooklyn, by the following creditors: David Doland & Co., S. W. Connell and Michael J. Fugarty, Judge Verder appointed Oscar A. Lewis receiver in bond of $35,000. E. B. Jordan & Co. have long been known in the talking-machine trade as manufacturers of cabinets.

Later Mr. Jordan, who, by the way, was formerly Collector of Internal Revenue in Brooklyn, filed a voluntary petition in bankruptcy in the Federal Court, estimating his liabilities at $465,242 and his assets at $104,500.

WHY HE SMILED
"Now," began the careful buyer, "suppose we get right down to bed rock prices." The salesman smiled compassionately. " 'Home, James!'" he murmured to the imaginary chauffeur. "Bed rock is not where any prices loaf, just now. Suppose we step into the hydro-airplane—and see if we can catch up with these prices before they reach Mars!"

LANSING
Khaki Moving Covers
Protect from Rain and Dust
and will enable you to deliver your phonographs free of blemishes of all kinds.

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

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

GRADE A
$7.50
E. H. LANSING
611 Washington St. BOSTON

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

NO. 3 CARRYING STRAP SHOWN IN CUT. $1.00

THE TALKING MACHINE WORLD
WHAT have you to offer to meet the tremendous demand for the phonograph record today?

The question with the dealer today is the record question. The phonograph cannot be sold without the record and the record is the backbone of the phonograph business.

But heretofore the dealer has not been able to offer a satisfactory phonograph record without advertising the competitor's phonograph.

The "Gennett Record"

is the first high class record offered to meet the increasing record demand for all lines of instruments.

The "Gennett Record" Library offers an excellent assortment of numbers which will enable you to build up a strong record business, yet it is not so large as to require a prohibitive initial investment.

The sale of "Gennett Records" does not restrict you to any territory nor to any make of instrument.

The "Gennett Record" is a safe investment inasmuch as we assume responsibility and assure protection such as will permit of your stock being fresh and up-to-date at all times. You have back of you a strong company with unquestioned repute and an international musical reputation.

"Gennett Records" at 65c to $1.25 will meet a popular demand, and stocking our complete offering now enables you to start a strong record business at the right time and puts you in a position to supply a ready market.

"Gennett Records" are of the Hill and Dale type, 150 lines to the inch. They should be played with a steel needle. By the use of a small inexpensive attachment that can be played on instruments not regularly equipped for their use.

The "Gennett Record" dealer is supplied free with monthly bulletins announcing the release, and new supplements for the convenience of his patrons.

The business of the dealer who wants to establish a permanent, profitable, unrestricted record trade at a small outlay is solicited.

"GENNETT RECORDS"

9 East 37th Street
Division of the Starr Piano Company

NEW YORK, N. Y.
The Difference Between Helping a Customer to Buy and Merely Selling Him

By E. A. Schmidt

This article is taken from an address recently delivered before the Advertising Club of Cleveland, in the Banquet Room of the Beachwood Motor Inn, and revised and adapted for publication in The Talking Machine World.

Some one has aptly said, "Advertising is not to sell goods, it is to enable people to intelligently buy goods." There is entirely too much selling in stores these days. There is too little of helping the customer to buy.

The other day I met a man who said to me, "I like So & So's clothes, but one day I fell into the hands of a salesman who simply talked a suit of clothes on my back. I asked for a certain kind of suit. Had made up my mind that it was what I wanted. The salesman pulled out one such suit. He made no effort to tell me the good in that article, but, on the contrary, immediately started in putting forth an array of unwelcome and flimsy arguments why I should not have it and proceeded to pull down the one I was wearing, saying 'This is what you want.' I fell for the talk and unwillingly bought the suit."

You might say that it was the customer's fault that he took the suit. I say it wasn't. That suit was sold to him—he was under the spell of a good talker. And to prove to you that your salesmanship I'll tell you that the customer brought it back later! You see, when he got away from the spell of the salesman's oratory, and he could judge coolly, he didn't like the suit at all. This proves the positive reaction on such "bad service" and discounts the pulling power of that store's advertising.

Every sale doesn't do a store good. If the customer is not rendered a real service; if he is unduly influenced; if no consideration is taken of his natural taste; if the purchase is reluctantly accomplished—that sale is a failure.

A few moments devoted to finding out the purpose and conditions under which an article is to be used, before ever showing it, is a most considerate and appreciative service to the customer.

You must cleverly discover his likes and dislikes; you must help him find what he wants and what he sees if he will experience the thrill of satisfaction that will win for you a place in his affections. Then he will begin to ask for you by name.

And then you'll know that he thinks of you as a friend who serves instead of a salesman that sells.

Personally, I like the terms "service-men" and "service-women"—instead of "salesmen" and "saleswomen." Salesmen differ in their ability to sense the prospective customer's preferences. The prospective customer hasn't the time nor would he have the patience to see all things you have. You must be able to find out quickly what the prospective customer wants.

While you are busy sizing him up, he's sizing you up. If you seem to "flounder"—if you imitate what he says in a most unbusiness-like or in a most unbusiness-like manner, he will lose his confidence in you, and when that happens—"Good-bye."

He will then approach every article offered with an air of suspicion. He will take suggestions with a grain of salt—and you'll have a much harder time selling him than if you had won his confidence from the start.

Your approach is most important. As soon as he begins to size you up, the customer's eyes are on the alert—he is beginning to size you up. He is saying to himself something like this: "Is this chap going to help me get the suit most business-like or is he going to size me up so quickly he can sell me so he can have a 'big book' to-day?"

Now understand that from the store's standpoint you should turn in as many sales as you can but not at the expense of a customer's feelings. You must never give the customer the impression that you are in a hurry.

Why is it many men come in and say, "I'll wait for Mr. Brown"—or whatever it may be? Is it because the salesman asked for can show them different merchandise than any salesman they may have had their salespeople? Of course not! It is because the customer has learned that Mr. Brown knows what he wants. Questions well worth considering are: How many stores have lost customers because they did not render efficient service? How many stores have you cut off your list because you did not like the way you were treated?

I used to drop into a certain store pretty often and I got so tired of the grouch behind the case and the Sphinx-like way of slaming down my change that I go elsewhere now.

The smile on the face or the "thank you" given over the counter must not be mechanical or merely for effect. The customer's feelings can sense it in a minute. It must be the spontaneous result of one really enjoying one's work and the patronage. A sort of "glad you're living" spirit.

I have known men to give up good positions because they simply could not stand the grouch of the proprietor. And I have known men who worked for less money because they enjoyed the "put-on-the-back" of their employer. That is why so many small stores are prosperous—because they hold their trade through the genial personality of their salespeople.

Just a few days ago I heard one of our salesmen wind up a sale with the remark, "Here's my card. If anything goes wrong I want you to call on use." That was a clever touch. He has established a bond of friendship between himself and the customer. Note that he said, "Call on me." That makes it personal. That injects the personal element into the sale and that is what you should strive for all the time. If anything goes wrong with that suit that man knows some one by name on whom to call, and he likes that a lot better than going to no one in particular.

You should strive to build up a personal following. That's the only way you will ever get more money. That's the only way you will get more patrons for your store or department.

Don't "knock" competitors' merchandise; no one likes to hear another store run down. If you try to explain the differences in merchandise let the other salesman use a little tact in pointing them out.

Don't use a hammer, use a pointer.

And don't run away from the customer who comes back with a "kick." You took his money cheerfully—now look into the trouble with just as a big a smile. Don't make him feel as if he had done something wrong when he has cause for complaint. Give him the impression that you are glad he called your attention to the defect; in fact, you consider it a favor that he has done you back.

If many customers are not coming back asking for you personally, look out. There's something the matter with your salesmanship. If some things are good enough to bring folks back again for them by name, surely salesman-ship should have this "repeat" quality also. The salesman who has the biggest line of customers waiting for him is the man who will get there. We must all bear in mind that while a keen desire to "make a record" is natural and creditable, it must not blind us to the fact that something more important than to sell more is to satisfy more.

The department manager cries "give-me-an-ad-in-the-paper"—as if there were a sort of magic in that. But it is indeed a relatively simple matter for an advertising man to string words together to make pleasing mental pictures that attract folks to the store—particularly if the general reputation of the store is good.

But—when these people come to the store—what then?

With the idea that they find the merchandise right—the prices right—salespeople capable of interpreting the goods, and who have caught the spirit of modern storekeeping; to be courteous, to be helpful, to remember that the customer is always right? I say, will they find these things? Because if they do not, then is all the advertising vain—yes, worse than vain—for then it will only result in losing customers because

You see, there's no particularly miraculous power about advertising, after all. It's simply telling the news of the store and its offerings. (Continued on page 30)

Ward's Khaki Moving Covers

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 all other finish destroyers.

Write for booklet

THE C. E. WARD CO.

(Well-known Lodge Regina House)

101 William St., New London, Ohio

Also Manufacturers of Rubbertized Covers and Dust Covers for the Wareroom
in an interesting way. Like other news in the paper, it must be based on facts—truthfully and soberly presented, without even the tinge of exaggeration—or both store and "the paper" will in time be utterly discredited.

I am particularly keen on these matters because I feel myself to be in a deep sense a representative of the outside public. As the public's representative, I go about the store—watching—analyzing—criticizing—comparing. I must be shown. Can you sell me? If you can, then I can sell the public. But I must believe myself, or I cannot convince others.

Now let's get down to "brass tacks." How can we make our advertising constantly more effective? First, I believe, by always remembering that the house has an honored name, and that it is both our privilege and our duty to uphold that name in every way that we can.

And this means extraordinary care on our part that we never become careless, or superficial, or discourteous. Care, above all else, that we weigh our words and do not let our enthusiasm beguile us into overstatements, into claims that cannot be demonstrated, or promises that we or the house cannot fulfill. For public confidence is at best an unstable structure: the slightest misstatement may topple it ever.

Let's be builders! Let's build confidence—always more confidence. And the only way I know to build confidence is to deserve it.

Perhaps the above may sound a bit like preaching. But this advertising problem seems to me to simmer down to about this: A store that rightly takes care of its customers will have the right kind of customers to take care of—whether it formally advertises or not.

But, of course, if it does advertise, and if its advertising is new and informative, and truthful through and through, that store will gain just so many more customers, for folks certainly like to learn about and patronize a store that treats its patrons as friends, with all that this implies—a store whose first and last consideration is always—the customer.

One practice which I am utterly opposed to is that of offering a bonus to salespeople to move certain merchandise. While there are some few arguments in favor of this practice and which, if it could be carefully guarded and guided, might produce favorable results, still the practice is one that so easily leads one in wrong channels that it is best to steer clear of it altogether.

In many instances there is no practice in business which so creates selfishness on the part of the salesperson; which so beclouds the eyes of real service given to the customer as the practice of offering a bonus for moving certain slow-selling merchandise. It leads the salesperson to take undue advantage of the customer by selling things either which he is not in need of or which are undesirable. The removal of such merchandise is up to the buying end, and that of special sales which do not exaggerate nor force customers to buy.

Now in conclusion, and as a summary of the whole thing, I think it can be boiled down to this:

Always remember that it is the customer's privilege to decide where he shall buy and what shall be bought.

Further: Every sale doesn't do a store good. If the customer is not rendered a real service; if he is unduly influenced; if no consideration is taken of his natural taste; if the purchase is reluctantly accomplished—that sale is a failure. The right way is to help a customer sell himself.

WINS QUICK SUCCESS IN TRADE

James P. Neece, Manager of Victor Department of A. Herz, Terre Haute, Ind., First Entered the Trade as a Traveling Man

St. Louis, Mo., October 5.—One of the recent and welcome visitors to the headquarters of the Koerber-Bremer Co., Victor distributors here, was James F. Neece, manager of the Victrola department of A. Herz, Terre Haute, Ind. Mr. Neece ranks as one of the most capable and enthusiastic talking machine men in the country, and has advanced steadily in his chosen field. His first experience in the trade was with the Bollinger Music Co., Ft. Smith, Ark., distributors of Edison cylinder phonographs. He traveled the State of Arkansas, selling cylinder machines and records. He next went to Chattanooga, Tenn., taking charge of the department of the RHodes Mahogany Co., where his success as a Victor department manager attracted the attention of Clemens Bros., Chattanooga's largest Victor dealers, who also conduct a big furniture house. From Chattanooga, Mr. Neece went with Mr. Herz in Terre Haute, taking charge of that department about March 1 of this year. Since that time the Herz department has developed in a way that has proven the success of Mr. Neece's management.

NEW QUARTERS IN BIRMINGHAM

E. E. Forbes Occupies Handsome New Store and Takes Sons Into Business

BIRMINGHAM, Ala., September 24.—E. E. Forbes & Son, piano dealers of this city, have just moved to handsome new quarters at 1922 Third Avenue, near Twentieth street. Mr. Forbes recently took his sons into the business with him, and appointed C. McAllister as manager. The house handles the Kranich & Bach, Steger & Sons, Pease, Jesse French & Sons and other makes of pianos and player-pianos, as well as Columbus Grafonolas and Vitonolas.

Experience is a good teacher, but is often a slow paymaster.
Sell a Motrola too

Your customer will appreciate this service, and—but read what these Motrola dealers say:

(Western Union Telegram)

"Send us 50 more Motrolas."

Phonograph Company, Chicago, Ill.

"I received your Motrola and was very pleased with it. I sold it during the first two hours I had it in the store."

Fred Impeld, Hamilton, Ohio

"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."

From One of the Largest Dealers in Boston

"I am quite positive I shall be ordering the Motrola in lots of a hundred and later even in lots of a thousand."

Laurence A. Lucke, Minneapolis, Minn.

These and many more letters praising the quick salability of the Motrola are on file at our office.

You Can Now Get Motrolas in Any Quantity

We now have five factories at work turning out Motrolas. Not only our own factory, but General Electric, Westinghouse, Arrow Mfg. Co., and Kendrick & Davis are under contract and are delivering Motrolas now.

We are therefore able to fill your orders for Motrolas at once, thus enabling you to make a much greater profit on the sale of every talking machine than ever before.

SPECIAL OFFER

For a limited length of time a Motrola will be sent on ten days' trial. Mail the attached coupon today.

JONES-MOTROLA, Inc.
29-33 West 35th Street New York
CHICAGO, 57 E. Boulevard KANSAS CITY, 702 Commerce Bldg.
EDISON TRIUMPH AT HIPPODROME

Prominent Edison Artists Appear at Benefit for Athletic Fund and Army and Navy Model Phonograph Is Auctioned Off—Instrument Delivered to Soldiers on Elephant Back

One of the most interesting and successful benefits for the soldiers thus far held in New York was that at the Hippodrome recently under the direction of the New York Evening World and for the Army Athletic Fund. A distinguishing feature of the benefit was the prominent part taken in the affair by leading Edison artists and by the new Edison Army and Navy model phonograph. The Edison artists who appeared at the benefit were: Mme. Alice Verlet, the noted coloratura soprano; Albert Spalding, the famous violinist; Thomas Chalmers and Arthur Fields. Messrs. Fields and Spalding have both joined the army as privates, and when they appeared at the benefit in khaki, they made a decided hit.

During the course of the benefit Raymond Hitchcock, the comedian, auctioned off the Army and Navy phonograph, which was bid in by Mrs. Barney Bernard, wife of the Broadway favorite, who paid $80 for the privilege of naming the military organization to which the phonograph should be presented. Mrs. Bernard selected the United States Signal Corps, enlisted reserves, stationed at Forty-third street and Broadway.

Raymond Hitchcock, while he was auctioning off the instrument and presenting its qualifications to the audience as a musical instrument, said: "This is the famous war phonograph made by Edison. You know whom I mean—our Tom. This is the phonograph that is going around the world and will be found in the trenches with our boys. Here it is. Listen to it. One of the singers, Alice Verlet, will stand beside it and sing while the instrument plays a record:

"Bonnie Sweet Bessie" and, when she had finished the song and the instrument had been stopped, Mr. Hitchcock turned to her and said, "Some singer," and then, turning to the phonograph, said, "Some phonograph." Then he began to ask for bids on the machine, which were quickly forthcoming.

On Friday afternoon, September 28, before an audience of several thousand persons gathered in Times Square, the Army and Navy phonograph was formally presented to the Signal Corps boys and was installed in one of their towers, forty feet above Broadway. When the instrument was in position, the duplex telephone system in use was called into service, the wires thrown open and the phonograph started. Military camps within a radius of 100 miles were given the benefit of this improvised concert, the sound carrying through the open wires, giving a remarkable demonstration of how the Signal Corps can make use of the phonograph in their dugouts "somewhere in France."

The first song selected for transmission over the wires was "Good-bye Broadway, Hello France," and Chas. Edison, chairman of the Board of Directors of Thos. A. Edison, Inc., was an interested spectator while the experiment was being conducted.

A theatre party made up of officials and employees of Thomas A. Edison, Inc., one hundred and fifty strong attended the Hippodrome show. Among those in the party were William Maxwell, vice-president and general manager, musical phonograph division; Walter Stevens, head of the export division; N. C. Durand, S. B. Mambert, George Owen and R. A. Bachman.

LIVELY DEMAND FOR LYRIC RECORDS

Trade in All Sections Orders Liberally From Entire Catalog—To Issue Christmas Records Next Month—Much Activity at Factory

The Lyraphone Co. of America commenced deliveries of their records last month and have had the best test that speaks for itself regarding their products, viz., repeat orders in no small quantities. It would be invidious to single out particular territories as shipments have gone to every State and particularly to the Dominion of Canada.

The evenness of orders is another means for congratulation to this enterprising concern, the trade demanding every selection in their representative catalog.

Managing Director Thomas Quinlan informs us that he will issue his new Christmas numbers in November, giving the trade ample time to get records for the holiday season. The next supplement to be issued will contain at least thirty new numbers.

Their factory is working double shifts and they hope this will enable them to give prompt deliveries throughout the trade in all sections of the country.
The Pathé Pathephone is the final word in phonographs and it possesses a dozen selling arguments that make it an easy selling proposition for dealers.

A Few Pathé Pathephone Features
It has the sweetest tone.
It has by far the most artistic effect of any musical instrument.
It gives the most natural sound reproduction.
It plays all makes of disc records perfectly.
It uses a genuine, round, highly polished permanent Sapphire Ball when playing Pathé Discs. This Pathé Sapphire never wears out and does not injure the surface of the record.
It is made with an all-wood Sound Chamber, amplifying the music in the fullest manner.
It has by far the most superior record repertory in the world, comprising selections recorded in every musical center.
Its Pathé Discs are all double-faced—including all operatic selections.
It has a perfect Tone-Control device for expression and volume.
In playing Pathé Discs there are no needles to change—no metal points to dig into and ruin the surface of the records.

Secure the agency now and reap your share of the winter and holiday talking machine business
Write us for our dealers' proposition.

Pathé Pathephones from $25.00 to $225.00
G. Sommers & Co.
Wholesale Distributors
Full stock of Pathephones and records always on hand

ST. PAUL      MINN.
E. J. DINGLEY SUCCEEDS FULGHUM

Becomes Manager of Order Department of Victor Co. Upon Resignation of W. B. Fulghum Who Will Become a Farmer in Indiana

—Mr. Fulghum Honored by Jobbers and Associates With Testimonial of Appreciation

As was announced last month, W. B. Fulghum, who for over twelve years had been manager of the order department of the Victor Co., recently gave up his post with that company to return to his home district in Indiana and engage in farming and cattle raising on a broad scale. Mr. Fulghum was very successful in his work for the Victor Co. and enjoyed the esteem of the original was handsomely framed and sent to him accompanied by a six-piece silver service also with the jobbers' compliments. Mr. Fulghum was also given a "round up" dinner by his associates of the Victor Co., at which overalls, big straw hats, bandannas and whiskers were much in evidence.

Mr. Fulghum has been succeeded as manager of the order department by E. J. Dingley, who was his able assistant for a number of years, and who also is well and favorably known in the talking trade.

WERRENRA TH'S MUSICAL NEIGHBORS

The story is going around that Reinald Werrenrath, the celebrated baritone and Victor artist, had a rather unique experience recently while rehearsing with his accompanist, Harry Spier, at the home of the latter on University Heights. As it is within a few blocks of Mr. Werrenrath's home on University avenue, the baritone frequently runs over for an hour of practice, and Mr. Spier's unfriendly neighbors have been heard to express their dislike for these hours of practice, and have manifested it in various forms. Several times they have played the piano in an attempt to drown Mr. Spier's accompaniment, and at other times they have put their talking machine on the porch, pointed it Spierwards, and played the loudest record in their possession.

On the occasion mentioned above, as Mr. Werrenrath was walking up the porch stairs, a diminutive member of the family was heard to remark, "Say, there goes the singer again; let's get the machine going and put on that new patriotic record; it's good and loud, and ought to kill any old noise."

The baritone continued on his way, accustomed to the neighborhood criticism, and began singing. After ten minutes' work, the machine started in as usual, but so loud that work had to be suspended. "Dixie" was heard shrilling above the drums, and a few measures of the "Star Spangled Banner" given out by the machine. The two men listened attentively for what followed, Mr. Werrenrath heard his own voice singing "Flag of My Heart," his latest patriotic record. The small person violently cracking the machine was heard to say, "Guess I got him this time—he stopped."

AN EDISON ANNOUNCEMENT

The Edison laboratories announce the issuance this week of an Edison disc re-creation of the "Quartet from Rigoletto," sung by Ciccolini, the noted tenor, Alice Verlet, coloratura-soprano. Arthur Middleton, bass-baritone of the Metropolitan Opera, and Merle Alcock, contralto. Thos. A. Edison, Inc., has also been prompted at the request of a number of jobbers to bring out the official laboratory model in walnut style. This will be in the William and Mary design and will be known as W-250. The new model should prove quite popular.

What a mercy it is that omniscient people don't happen to be omnipotent!

"NICHOLSON" New Catalog Showing New Styles

RECORD CABINETS

With new hats made especially for dealers or styled below competition

Write for a copy of the catalog and our special free advertising help for dealers.

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

K. NICHOLSON FURNITURE CO.
Chas. Cote, Chas. Cote, Virginia
Sectional Bookcases and Record Cabinets

No. 498. Udell Cabinet for Victrola IX or Grafonola 50
Shipped with vertical wood rack interior—flat horizontal shelves or upright felt-lined shelves

RECORDS ARE SELLING FAST

Of late there has been a very noticeable tendency on the part of both manufacturers and dealers to advertise record music. Sometimes publicity is devoted to the recordings of a renowned artist, sometimes to a particular class such as Hawaiian or dance music, and sometimes to definite single selections.

The answer to every bit of this publicity, whether it be through the newspapers, window displays, mailing circulars or display bulletins is a bigger record business.

But the wise dealer sees further than this first result. The wise dealer never forgets that a bigger record business means a decided boom in the sale of record cabinets.

The celebrated Udell record cabinets are the dealer's best selection, because their high quality, their moderate price and their fitness for every individual need opens up the maximum field of buyers for the dealer.

In this single column we cannot do justice to the extensive Udell line—you need one of our handsome new catalogs.

THE UDELL WORKS
1205 WEST 29TH STREET
INDIANAPOLIS, IND.
You Can All Sell Emerson Records Now

The U. S. Government has decided

Any and every dealer in the United States can now sell Emerson Records. There are no more restrictions relating to the sale of talking machines or records. The recent action of the Federal Trade Commission is responsible for this change in the situation. This decision means that you, Mr. Dealer, can take advantage of the big demand for Emerson Records — real, live, seven-inch records of the finest quality retailing at 25c each, four for $1. Records with music on both sides; with the newest and catchiest selections straight from Broadway, recorded by famous stars and by orchestras and bands. Write for terms.

ADDRESS

EMERSON PHONOGRAPh COMPANY, Inc.
3 West 35th Street
New York City
Every Columbia Record that is made must receive the approval of our Sales Department before it is issued. That's why Columbia Records sell.

Columbia Graphophone Co.
Woolworth, Building, New York

PITTSBURGH ASSOCIATION MEETS

Talking Machine Dealers Hold Annual Session and Elect New Board of Officers With Leo Half as President—Members Enthusiastic Regarding General Business Prospects

PITTSBURGH, PA., October 3.—The annual business meeting of the Talking Machine Dealers' Association of Pittsburgh was held at the Fort Pitt Hotel recently and the usual year's business was summed up, and the officers for the ensuing year were elected. Leo Half, of Half Bros., Homestead, Pa., was elected president to succeed C. L. Hamilton, of the S. Hamilton Co., Pittsburgh, Pa. The other officers were elected as follows: H. N. Rudderow, vice-president; A. R. Meyer, secretary, and Jacob Schoenerberger, treasurer.

The meeting was a very interesting one and the enthusiasm shown over the work of the past year and over the work of the year to come was very marked. Over fifty members were present and a large portion of those present spoke very optimistically regarding business prospects for the coming fall and winter. The general shortage of machines was mentioned and discussed to some extent and other matters of vital importance to the talking machine industry were taken up.

The new president enters upon his new duties not only with an understanding as to the big job ahead of him as president of the largest retail talking machine association in the country, but with zest and enthusiasm for the big possibilities to be accomplished.

Mr. Half's firm has been in business over eighteen years in Homestead, but started handling talking machines in a very small way about 1906. During 1914 they built four automatic phonographs, with Sol. Cohen, a local violinist, playing the accompaniments to the various Victor records. A special concert was arranged for the opening of the new store.

LYON & HEALY, Chicago

Changes in Packing Rules

Additions to Regulations in Official Classification Territory Will Prove of Interest to Talking Machine Jobbers All Over the Country

Announcement has been made by the Official Classification Committee of additions to the requirements of Rule 2, contained in Supplement 15, Classification 44, which are as follows:

Beginning with October 1, 1917, all shipments to points in Official Classification territory—whichever speaking is that territory north of the Ohio and east of the Mississippi Rivers—forwarded in fibreboard, pulpboard or double-faced corrugated strawboard boxes, fibreboard or pulpboard jails or drums, fibreboard baskets and fibreboard barrels, must show a description of the contents of such containers.

This provision is made to facilitate the handling of these shipments. The Western Classification Committee has found it very beneficial to the lines operating in that territory, as it eliminates the necessity for opening a package in order that its contents may be ascertained.

It is also expected that the handling of "astray" freight will be greatly expedited by this provision, as the necessity for prompt disposition of the package will be more readily seen by the local agent of the carrier.

The description shown on the package should conform to the description on the bill of lading and members should avoid, wherever possible, the use of trade names.

NEW QUARTERS IN PEORIA

C. E. Wheelock & Co. Have Elaborate Victrola Department in New Store in That City

PEORIA, ILL., October 6—C. E. Wheelock & Co., china, glass and talking machine dealers, of 216 South Adams street, recently held a formal opening of their elaborate new quarters at that address. The front of the building has been remodeled and an elaborate show window of the island style installed. The company's Victrola department is located on the mezzanine floor and a special concert was arranged for the opening, with Sol. Cohen, a local violinist, playing accompaniments to the various Victor records.
PHILADELPHIA, PA., October 8—The dealers in talking machines in Philadelphia have been having a lively time of it in September. It has been a very good month for them, in spite of the shortage of machines, and there is every indication to point to a very active fall.

**Sonora Fall Opening on October 15**

Manager F. D. W. Connelly, of the Sonora Co., at 1311 Walnut street, reports that the business at his place has been fine. On Tuesday of this week the winter draperies were put in place, and considerable repainting and redecorating is being done.

Mr. Connelly says: "We have had a fine September, and things are looking excellent for October. Our fall opening occurs on the 15th of this month, at which time concerts will be given, with the assistance of several Metropolitan artists."

Among the visitors at the Sonora recently were Frank J. Coupl, the advertising sales manager, who stopped here on his way home from Washington, D. C. William R. Keench, who has been a salesman of the Sonora at their warerooms from the time they were opened, nearly a year ago, has severed his connection with the retail firm to go with the Sonora wholesale department of Smith, Kline & French. A series of unusually fine concerts will be given during the season at the Sonora warerooms.

**Busy Times With Penn Phonograph Co.**

The Penn Phonograph Co. enjoyed a very satisfactory September business, and Mr. Barnhill says he believes that October is going to be even more satisfactory from the way the month has begun. He states that machines are coming in much better, and that they anticipate being able to give very satisfactory service from now on upon the orders already placed.

E. G. Dare, of the Penn Co., who for some time has been their credit manager, has been drafted into the United States service, and is now at Camp Meade, where he is doing clerical work. He writes that he is being kept very busy in the Quartermaster's department.

**September Was a Dandy Month**

Herbert Blake, of the firm of Blake & Burkart, says that September was a dandy month for his firm, and was way ahead of last September, which was also a very good month. They have also started October very well. The firm are putting in a larger bulk window on the Eleventh street side of their building, near enough to the corner to obtain a view in every direction. It will not only be an attractive show window, but will be the means of attracting attention to every one passing that vicinity.

Blake & Burkart have received several of the new William and Mary designs of the Edison, and they are most attractive machines. One of them is being displayed at present in the Walnut street window of their store, 1102. Mr. Blake has taken this entire store for Edison purposes and recently has constructed three very fine hearing rooms, and now has ten altogether. They are unusually large and commodious.

**Weymann Service**

For many years we have helped Dealers to grow not only in VICTOR TALKING MACHINES and RECORDS, but also those Dealers who handle MUSICAL MERCHANDISE and SHEET MUSIC.

We offer you our experience gained by 54 years in the Musical Industry, in a Service not found elsewhere.

**1108 Chestnut Street Philadelphia, Pa.**

Blake & Burkart have sold quite a number of their special Edison machines for the army and navy. These machines are nicely boxed, easy transportable, and contain as fine a motor as the more expensive machines and only cost $55. They are only sold to army and navy men, and not to the general public.

To Give Edison Tone Test

The Edison dealers of Philadelphia will give a tone test of the Edison at the Academy of Music on October 22, and will have as assisting artists Marie Rappold and Signor Ciccolini. Complete arrangements for this event were formulated at the regular monthly meeting of the twelve Edison dealers here held at the Bingham House on Monday evening of this week. Blake & Burkart have taken on a new salesman, Ralph Ziegler, Mr. Burkart, who recently severed his connection with the firm, has gone into the jobbing and distributing of patent spring heels in shoes.

Closed a Big September Trade

Louis Buehn, of the Louis Buehn Co., states that his firm has been kept very busy in September. Their record business was especially good, and the machines are now starting in to come from the factory in very much better quantities. Two of the Buehn salesmen have been enlisted into the Government service, E. D. Calahan and E. T. Bliss, Jr.

Some Recent Visitors

Among the out-of-town talking machine dealers seen in Philadelphia in the past week were J. J. Steif, of Steif & Young, Mt. Carmel, Pa.; Mr. Holland, of Roeblin & Co., Trenton, and Mr. Davie, of the George W. Davie firm, of Coatseville, Pa.

**Doing Well on Market Street**

B. B. Todd, who recently purchased the talking machine store at 228 Market street, and is conducting it along with his former store at 1006 Arch street, reports that business has been most excellent at both stores. At the Market street store he has had all the upstairs booths brought to the first floor, and is having it attractively painted and decorated.

**Attractive Weymann Window**

H. A. Weymann & Sons have been devoting their window displays of late almost entirely to (Continued on page 38)
Save Your Energy

is a thought in line with to-day’s saving suggestions. The conserving of the country’s resources begins with MAN POWER, and the elimination of all unnecessary movement is essential for success. It means to concentrate on your bases of supply and to dig deeper into your selling territory.

For example, Buehn Service concentrates on GETTING and DELIVERING. If you concentrate your purchases of Victor Records it means more efficiency in your store, for you can get from us ALL Victor Records in any quantity. You know how fast Buehn service is growing; you know of its National reputation for service; you know that quality service is its concrete foundation, and that many dealers absolutely rely upon it.

You are assured of an October Profit Harvest by adopting the above “saving suggestion.”

BUEHN SERVICE on VICTOR RECORDS

The Louis Buehn Company
VICTOR DISTRIBUTORS
PHILADELPHIA
CO-OPERATING WITH THEIR JOBBERS

Domestic Co., is spending several days in Chicago co-operating with Carson, Pirie, Scott & Co. in the development of dealer accounts, while E. Bauer, special representative of the Domestic Co., is spending several days in New York with the Frederick J. Bauer Co.

ISSUE TWO INTERESTING CATALOGS

The Rishell Phonograph Co., Williamsport, Pa., manufacturer of Rishell phonographs and records, has just issued two interesting catalogs featuring its products. These publications which have been mailed to the company's dealers give a fair idea of the progress which the Rishell phonograph has achieved since its introduction in 1916.

The catalog devoted to the phonograph line presents illustrations of the different models, together with adequate descriptions. Featured in this catalog are models retailing at $250, $200, $150, $100, $75, $60 and $50, together with a special art model retailing at $300. Rishell phonographs have been generally recognized as representative of artistic cabinet work and the company has always emphasized the fact that quality is a paramount consideration in the manufacturing of these phonographs.

The Rishell record catalog contains 106 pages and there is listed in these pages every type of music that is in demand at the present time. Rishell records are vertical cut and the company suggests that they be used with a Rishell sapphire ball. Many well-known artists are listed in this catalog, while the Rishell orchestral military band and stringed orchestra have produced a splendid library of records of this description.

This catalog is well worth the close attention of Rishell dealers who can doubtless find a ready sale for the records that are listed.

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

THE TRADE IN PHILADELPHIA

(Continued from page 36)

the talking machine end of their business, and having an expert decorator they have been having some remarkably attractive windows. Last week's was especially novel. The decorator had secured a number of old-fashioned school desks and benches and had then arranged in a class formation, and on the blackboard was a list of every possible way that the talking machine was of value in the school room.

The Weymann business was very good in September, and they received a great many machines, although not enough for their requirements. Their record stock, however, is in excellent shape. Their business in September was considerably ahead of the corresponding month of last year. Harry Weymann, the present head of the firm, was in New York several days early part of this week.

BIG DEMAND FOR GIFT CERTIFICATE

Orders for Victor Christmas Certificate Assents: Large Proportions

Since the Victor Talking Machine Co. announced the new Victor Christmas Gift Certificate, thousands of orders have been received at the Victor office from dealers located in every part of the country. The individual orders have already totaled into the hundred thousands. Many of the orders contained supplementary remarks, complimenting the Victor Co. on the issuing of such a thoroughly practical certificate, which, as many said, "is bound to materially boons the sale of Victor records."

CO-OPERATING WITH THEIR JOBBERS

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The builder of credit is and has been the greatest single factor in the business world.
Meisselbach Motor No. 10

The Most Efficient Motor for Table Machines

**SPECIFICATIONS**

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

**Frame Construction**—Extra heavy gauge, high quality flat steel. General contour of frame and disposition of parts such as to facilitate installation in any type of phonograph cabinet.

**Springs**—Two carefully tempered springs; completely enclosed and operating in lubricant; interconnected by our patented coupling.

**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**—Cylindrical shaft of special steel, running in large, automatically lubricated bearings. Fitted to take 10- or 12-inch turntable. Tapered spindle supplied at small advance in price.

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

**Net Weight** (motor as illustrated) 4 lbs.

*Otto Heineman
President*
Meisselbach Motor No. 10—Parts List

Parts List No. 10 Meisselbach Motor
Happenings in the Dominion of Canada

"TALKERS" A BIG FEATURE OF NATIONAL EXHIBITION

Held in Toronto—J. P. Bradt Enthusiastic Over Western Conditions—M. H. Matthews' Interest—Matthews' Note of Praise for Columbia Records.

Today, Oct., October 4.—A striking feature of this year's National Exhibition in Toronto was the talking machine's representation. This was impressively strong, and the numbers of machines shown by the manufacturers of Columbia records and Edison Recitals.

Mr. Bradt, the President of the Edison Phonograph Supply Co., is a strong advocate of the talking machine, and, of course, I am endeavoring to give them the load.

In view of the number of piano firms either manufacturing or contemplating the manufacture of talking machines, it is very hopeful that the might be shown in the sound-proof rooms in the rear of the music pavilion if desired. The larger number, however, were shown in individual tents erected for the purpose.

The prominence of the talking machine industry, and the fact that no provision has hitherto been made for it by the exhibition management suggests the need of a more complete arrangement. The complete exhibit should be arranged for such a purpose.

Among recent out-of-town visitors to Toronto, and other points was D. R. Doctorow, manager of the credit and sales department for Leonard Markels, the New York manufacturer of talking machine motors. Mr. Doctorow was calling on firms who have already been using the Markels motor, and others who have expressed their interest in the firm's new "Butterfly" motor.

In conversation with your correspondent Mr. Doctorow pointed out that he was arranging for a series of meetings with manufacturers of Kitchener, Ont., are entering into, and that he is working on the complete advertisement for the purpose.

This visitor from New York expressed his surprise at the greatness of the Canadian National Exhibition, which he said was on a much more extensive scale than he had any idea of. He also expressed his pleasure at seeing the high quality of talking machines and pianos made Canada.

"Anyone in the musical business in this country who fails to put it across in a big way this year should take stock of himself or his product, and face the musical nature of Canada," said C. W. Lindsay, Ltd., Ottawa branch, recently ran an advertisement in the Ottawa dailies in connection with the exhibition.

The Nordheimer Piano & Music Co., Ltd., Toronto, distributors of Columbia lines, entertained a number of their clearers at a dinner at the Old Mill Inn on the Humber. By invitation the guests of the company met at the office of the Music Supply Co. and from there adjourned via motor cars piloted by John A. Sabine in his Haynes car.

A chicken dinner by excellence was surrounded in short order, and the guests all occupying one large table. Between the courses the new records for October were played over on a Grafonola brought along for the purpose. This gave an opportunity that none present had previously enjoyed of hearing the records with other dealers and comparing notes as to the selling possibilities of the different titles. Order blanks were provided, so that any who desired could enumerate their preference.

The party adjourned to Mr. Sabine's flat, where they were royally entertained. Owing to his absence in New York, where he went on a motor trip, C. A. Leake, the other member of the firm, was unable to be present.

Mr. Gennett, of the Starr Piano Co., Richmond, Ind., which firm's lines of phonographs and records are being distributed in Canada by the Canadian Phonograph Supply Co., of London, Ont., recently paid a visit here. Mr. Gennett expressed his delight with the progress of his phonographs and records and that they are already made in the Dominion of Canada, and that he predicts for them a large share of public interest. R. M. Allen, of the same firm, took in the Canadian National Fair, and like all Americans on their first visit, was amazed at the extent of this annual world-famous exposition, the nature of the permanent buildings, streets and sidewalks.

His visit was during the first week of the fair, when the crowds are supposed to be much lighter than during the second week.

The Nordheimer Piano & Music Co., Ltd., Toronto, Canadian distributors of the Aeolian-Vocalion, announce a free service to Vocalion representatives throughout Canada. They have prepared a series of advertisements in one, two, three and four-column widths, and various depths. These advertisements are illustrated, and the matter has been carefully written. Plates of these advertisements are supplied Vocalion dealers free of charge.

During exhibition week the Music Supply Co., Toronto, distributors of Columbia lines, entertained a number of their dealers at a dinner at the Old Mill Inn on the Humber. By invitation the guests of the company met at the office of the Music Supply Co. and from there adjourned via motor cars piloted by John A. Sabine in his Haynes car.

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"Music in the Home" Mr. Bradt noticed, is becoming a strong feature of the newspapers, and this he considered significant of the place of music in the life of the people, and the degree that is being recognized by the public, and therefore the newspapers, the publishers of which are cooperating with the trade as never before.
THE UNICO SYSTEM
ORDER YOUR UNICO EQUIPMENT NOW

UNICO DEPARTMENTS are being installed daily in all sections of the country. Among the Departments equipped during the past few weeks are the following:

M. Steinert & Sons, Boston, Mass.
Neal, Clark & Neal Co., Buffalo, N. Y.
Nebraska Cycle Co., Omaha, Neb.
Berliner Gramophone Co., Montreal, Can.
Grinnell Bros., Bay City, Mich.
E. F. Droop & Sons, Baltimore, Md.
Frederick Piano Co., McKeeport, Pa.
Hertzberg Jewelry Co., San Antonio, Tex.
Wm. L. Nuting, Sheboygan, Wis.
Guilhard Dry Goods Co., LaCrosse, Wis.
Leithold Piano Co., Parkersburg, W. Va.
Carney, Jackson & Enoch, Elizabeth, N. J.
McManus Bros., Woonsocket, R. I.
Harry & Mowry Co., Wilmington, Del.
D. Buchanan & Sons, New Haven, Conn.
Will Marler, Plagstaff, Ariz.
Jones Bros., Hobart, Okla.
Rogers & Wilson, Goshen, Ind.
Calder Music Shop, Wichita, Kan.
Wichita Showcase Co., Duluth, Minn.
Savolainen Co., Cleveland, O.
Collister & Sayle Co., Reimsen, Iowa.
Hubert Fieveve, and over 100 others (in 25 states)

UNICO EQUIPMENT AND Decorations are executed both in Standard Unico Designs and also in Period Styles, such as Adam, Louis XVI, Empire, Colonial, or to exactly match Your Present Equipment.

UNICO SERVICE delivers the

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 CONST
RAYBURN CLAY
121-131 South Thirty-first St.
LITERATURE UPON REQUEST

U
THE SALES BUILDER
DOUBLE YOUR FALL AND HOLIDAY SALES

UNICO DEPARTMENTS will establish new high water marks during this Fall and Holiday Season in the sales of both Machines and Records.

You can still secure the advantages of Unico Equipment for the present Season, but you should act quickly and communicate with us immediately.

UNICO DEMONSTRATING Rooms, Patented Elastic Sectional Units, Cabinet Construction, Superbly Finished and Appointed, Promptly Shipped from Stock in Design and Finish to suit your Requirements. Prices start at $90.00, including delivery East of Mississippi River.

UNICO RECORD COUNTER (Patented) Eliminates Cashier and Wrapping Departments, Speeds the Service, Increases the Sales, Price $100.00 delivered.

UNICO RECORD RACK System most practical yet devised. Maximum capacity in Minimum Space. Costs but 3 cents per record for any capacity delivered.

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.

ACTION COMPANY
H. President
PHILADELPHIA, U. S. A.
WIRE, WRITE, PHONE OR CALL TO-DAY
were in attendance at the Fruit Festival held of friends will regret his departure. and will return to Toronto where he will be and keep up with the call for Sonoras from all repute are enjoying excellent trade. of Edison Amberola business in manufacture. ous styles of Celeste phonographs of their own year by the various Edison dealers and even increasing every day. of this city, who exhibited three models of the Cel. got the most applause at the Toronto National occasion of the 30,000 or more children who The rustic and The appearance of the opera "Miss Sprin- Wilder's Music Supply Co., of this city, who exhibited three models of the Starr phonograph, as well as a number of vari- of Celeste phonographs of their own manufacture. Wm. Lee, Ltd., is handling a large amount of Edison business in addition to Columbia Gra- sonora styles which are growing increasingly every day. Edison week will be fittingly observed this Machine shortage is improving for the Western Fancy Goods Co. with excellent prospects for fall Department, 191 Queen avenue. The Ottawa Typewriter Co., Ltd., 191 Queen street, Ottawa, have been appointed Pathephone representatives. The Ottawa Typewriter Co., Ltd., 191 Queen street, Ottawa, have been appointed Pathephone representatives. Edison business following a tone test "Business as usual" is the report of Babson C. W. Lindsay, Ltd., in Toronto, is now repre- denting "His Master's Voice" phonographs and records, recently introduced for the Western American Marines stationed at present in aid of patriotic funds and local charitable in- stitutions the biggest event ever pulled off in Montreal, so much so that it will now become an annual event. The Montreal Symphonola Co. (registered, A. Kempton and H. A. Bemister) have opened up an office in Montreal in the Mappin & Webb Building for the wholesaling of the Symphonola, a Canadian-made machine. TRADE CONDITIONS IN WINNIPEG Stanwoods, Ltd., Secures Starr Agency.—Edison Phonograph dealers. "Business as usual" is the report of Babson Bros., Edison phonograph dealers.

Montreal, Canada, October 8.—C. W. Lindsay, Ltd., in addition to featuring the Columbia and Pathe machines, have taken on the Sonora agency and will retain this machine in addition to Columbia Grafonolas and records in the Province of Quebec, is keeping up to the highest point so far obtained this season and is extremely gratified with present conditions and the outlook for the immediate future. J. A. Hurteau & Co., Ltd., is hustling for Pathe business with great success locally and adds orders for the Pathephone, in addition to dis- posing of an unusually large number of rec- ords of this make. The Otteworth Record Exchange has opened up at 1028 Laurier avenue. N. H. Phinney & Co., Ltd., 454-56 Barrington street, Halifax, N. S., find that the demand for Edison and Columbia phonographs has outtaxed their Barrington street store and for this reason have opened a second store at 98 Gottingen street, which will be devoted exclusively to the sale of the above items. Victor sales are adding much to their already wide popularity and all Berliner Gra- phone Co., Ltd., stores report heavy fall selling both in machines and supplies. The Ottawa Typewriter Co., Ltd., 191 Queen street, Ottawa, have been appointed Pathephone representatives. 10-INCH DOUBLE SIDED ALL STARS ALL SELLERS new list by 1st of each month. Dealers, write for list and prices BELL TALKING MACHINE COMPANY 41 WEST 37th STREET, NEW YORK

Montreal and Provincial Trade Happenings

Sonora Line With C. W. Lindsay, Ltd.—Starr Phonograph Display at Sherbrooke Fair.—Berliner Gramophone Co.'s Generosity—Holland & Son Phonograph Supply Co., London, Canadian distribu- tors of Starr phonographs and records, recently presented a short statement accompanied by the following question with your correspondent stated that the list of Starr records coming into Canada commencing with the October release would be increased considerably. Mr. Stevenson admitted it is partly well pleased with Starr business and development throughout Canada and prophesies great things in the near future for this make. Hereafter he feels a still greater amount of attention will be devoted to Montreal and the Province of Quebec. Queried as to the demand for period designs, Mr. Stevenson admitted it is a fine market class especially for Style VI, William and Mary model, which is proving one of the most pop- ular sellers. George M. Reece and Harold Dewar, of the retail staff of the Berliner Gramophone Co., Ltd., Montreal, have left Canada to enlist with the American Marines stationed at present at Paris Island, S. C.

The number of Victorias kindly loaned to the Street Fair by the Berliner Gramophone Co., Ltd., is reported socially to more than 500. The Victoria in aid of patriotic funds and local charitable in- stitutions the biggest event ever pulled off in Montreal, so much so that it will now become an annual event. The Montreal Symphonola Co. (registered, A. Kempton and H. A. Bemister) have opened up an office in Montreal in the Mappin & Webb Building for the wholesaling of the Symphonola, a Canadian-made machine.
Selling a man a Columbia Grafonola is giving him the squarest kind of a square deal. That’s why he comes back to you for Columbia Records. Satisfactory merchandise begets more business.

COLUMBIA GRAFONOLA

The demand is running, we might say, extremely gratifying and indicates that expectations for a tremendous holiday business are not unfounded. Columbia Records.

THE INSTRUMENT OF QUALITY

CLEAR AS A BELL

PROMPT, careful, reliable service and twelve unequalled models of The Highest Class Talking Machine in the World make certain that this will be a sensationally big Sonora year.

Send us your holiday orders immediately!

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

C. W. SNOW & CO.

New York State Sonora Distributors
SYRACUSE, N. Y.
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.

Stops automatically with needle lifted clear from record. Only perfect stop yet devised. Can not 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 and see 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.

Dealers! 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.

Re-Pla-Stop Company, Cincinnati, Ohio

The Above Advertisement Is One of a Series Appearing in The Saturday Evening Post Starting Our Big Advertising Campaign

SALES MEN

Here Is a Wonderful Opportunity for You

Yes, here is a big opportunity to get in on the ground floor and make big money. We are now organizing a nation-wide selling campaign for our Re-Pla-Stop and we want at once a number of high grade salesman, salesmen with ability and integrity, men who have a record of success back of them, men capable of earning $10,000 to $15,000 a year. Will give exclusive sales rights of an entire state to right man who is able to finance himself up to $2,500. Big commissions paid on first orders, thus insuring constantly increasing income. Every Talking Machine dealer can be made a permanent customer for the reason our device is a big money maker for the dealer, and because also every Talking Machine owner who sees it wants one. Our Re-Pla-Stop device can be attached to any free swinging tone arm Talking Machine and sells both to dealers and to owners on sight.

Not only will our sales organization have this device to handle, but we have another exclusive or non-competitive proposition for Talking Machine dealers which will be ready shortly that will also be the greatest thing ever offered to the phonograph trade, something that will retail from $300 to $400 and which will also be a big income maker for every member of our sales organization. Opportunity will be given to salesmen who prove their ability to get an interest in our company, thus assuring him extra big profits. Men at head of company are known successful business men of highest integrity with vast capital. Therefore you can rest assured any agreements will be lived up to strictly to the letter. Write now while best territory is open, giving reference, territory covered, experience and past results.

RE-PLA-STOP CO., 325 Greenwood Bldg., Cincinnati, Ohio
OPPORTUNITIES IN RECORD FIELD

He who would write a faithful history of any epoch in the life of a people must be sure of becoming so engrossed in the details of battles, diplomatic quarrels and palace intrigues that the great deep current of national life, flowing steadily and unceasingly over all the obstacles thrust up from its bed, becomes wholly ignored.

Likewise he who would trace the true path of any social or industrial movement must beware lest he fall into the error of supposing that the noisy incidents are always the important ones, or the loud voices those which represent the feelings, and guide the conduct, of the crowd.

The temptation to preach to the people is one not less common than danger. Nothing is easier in the world than to assume as proved some idea that seems good to oneself, and then to reprove the public for not falling in with it. Nothing is easier; nothing more futile.

Yet, it is equally true that there are true principles of conduct to be recognized and that those who do recognize them have the right, if not the duty, to set forth their ideas about them to the people. Articles and essays on business must be so written as to make it a certainty that the one for the other, so also the Business Analyst must be able to look beyond the immediate interests and possibilities from all angles, thus opening up fields of conduct to be recognized and that those who agree; or they flee from all ideas altogether. Nothing is easier; nothing more futile.

Either they assume a principle and scold those who do not agree; or they flee from all ideas altogether. Nothing is easier; nothing more futile.

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THE TALKING MACHINE WORLD

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 45)

music well delivered, especially in the glory of the human voice and the melting beauty of the stringed instruments of music. Nothing is plainer than that the public will pay to have a fine voice or a fine violin "on tap," as it were. If this public demand did not exist, or if it were impossible to keep it going, the record catalogs would not show annually their wonderful increase in the number and variety of their high class numbers. So much is obvious enough.

The Meager Choice

Yet, it is unfortunately equally certain that the enormous majority of the record buyers are contented with a relatively very small selection of numbers. Caruso's "Celeste Aida," the Lucia Sextet with his voice in it, Galli-Curci in a Verdi aria, Barrientos in the Mad Scene from "Lucia," Schumann-Heink in "Stille Nacht," Kreisler in his arrangement of the seventh Humoresque of Dvorák; these are all known, all asked for, all bought in profusion. Yet Caruso has records of wonderful beauty that are relatively ignored. The public would not buy good music for player pianos till they had it demonstrated to them. That is really what it came to.

Think, if you please, of the people who come each day to the talking machine dealers to pick out records. The vast majority of them are wholly incapable of picking out for themselves any but a very few widely advertised numbers in all the enormous arary of high class records. Who then is to assist them to widen their choice, who is to enable the manufacturers to move slow-selling numbers, who is to put the record departments on a broad basis of profitable usefulness, if not the salesmen and the managers of those salesmen?

There is no escaping the fact. Too many dealers do not take the trouble to study the record catalogs or to acquaint themselves with their contents. They hear that a certain Mac Cormack or Schumann-Heink record is a hit. They demonstrate it to everybody. Everybody buys it. Nobody buys other records, equally good, by the same singers or players; because what I ventured to suggest above about the music rolls tells the story if one knows how to solve the secret. The public neglected good music on music rolls until the records of artists playing that music became available. In short, the public would not buy good music for player pianos till they had it demonstrated to them. That is really what it came to.

What I ventured to suggest above about the music rolls tells the story if one knows how to solve the secret. The public neglected good music on music rolls until the records of artists playing that music became available. In short, the public would not buy good music for player pianos till they had it demonstrated to them. That is really what it came to.

If some house would only organize an inter- salesman contest to run down, demonstrate and popularize some of the lesser known numbers that are both sets of figures with-...
APPOINT NEW SONORA JOBBERS

A Number of Important Companies Recently Added to the List of Jobbers Distributing Sonora Phonographs Throughout the Country

The Sonora Phonograph Corp., New York, has recently added to its list of jobbers a group of prominent houses in different sections of the country who will merchandise the Sonora products in their respective territories. The company announced a few weeks ago that it had decided to increase its list of jobbers and as the result of this announcement applications have been received from some of the most responsible wholesale houses throughout the country. Consequently Sonora products will receive a splendid representation in all of the leading cities, as every one of the new jobbers is admirably equipped to co-operate with dealers handling the Sonora line in their territories.


Excellent Combination—Low Priced!

Any of the small "Victrolas" set into a Converto Cabinet makes a very practical, attractive cabinet machine selling at a combined price lower than even the cheap cabinet machines. And your customer has withal a genuine Victrola.

Converto cabinets improve the sound, protect the machine, and provide dust-proof record compartments. They sell easily to present owners of small Victrolas and to people who want Victrola cabinet types but are tempted to buy other makes because of low prices.

Converto cabinets have become standard stock with many large and small Victor dealers. If you will send for sample, see it and play it, you will instantly realize its possibilities for you.

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

Patent Applied For

Y. M. C. A. DISPLAY WINDOW

Introduced by the Grafonola Co. of New England Wins Much Favor From Public

Borraine, Mass., October 6—There recently appeared at the store of the Grafonola Co. of New England, 175 Tremont street, a Y. M. C. A. display window which attracted unusual attention and which was the subject of general praise from everyone who saw it. This store handles the products of the Columbia Graphophone Co. exclusively, and Arthur C. Erisman, treasurer and general manager of the company, devoted special attention to the preparation of a display which would link the Y. M. C. A. and Columbia product. He evidently succeeded in his effort, for this special window contained a patriotic appeal that was both timely and effective.

One unusually interesting feature of the display was the use of a blue card three feet long and eighteen inches wide which stated as follows:

"An army of 1,000,000 men will require 200 association buildings, 1,200 association secretaries, 200 moving picture machines, 268,000 feet of film each day, 1,200 Columbia Grafonolas and graphophones, 60,000 disc records, 3,000,000 sheets of writing paper daily, 40,000 pounds of ice per day, 10,000 pens a day, 75 barrels of ink, magazines and books by the hundreds of tons, 1,000,000 Bibles, one for each man."

The bottom of the card was a suggestion that the public help the Y. M. C. A. War Work Council provide these requirements.

JOINS C. E. WARD CO.'S FORCE

F. H. Cunningham has joined the forces of the C. E. Ward Co., New London, O., manufacturers of khaki covers for talking machines, succeeding P. M. White. He will look after this important branch of the Ward Co.'s business.
United States Court Recognizes the Exclusive American Rights of the B & H FIBRE NEEDLE

On September 17th, 1917, the United States District Court at St. Louis rendered a decree, by consent, in the suit brought by us for infringement of our patents on fibre needles.

The case in point relates to some 80,000 Japanese fibre needles sold to the Field-Lippman Piano Stores, St. Louis, Mo. The Field-Lippman Stores sold 50,000 of the needles, for which the court decreed they should pay our Mr. Frederick D. Hall, patentee of the B & H Fibre Needle, all profits, gains and advantages derived from the sale thereof, and to return the unsold needles. We have received the check of the Field-Lippman Stores for $200.00 and have also received the 30,000 unsold needles.

We give this publicity to the court decision in our favor by consent of Mr. Andrew B. Remick, Attorney for the Field-Lippman Piano Stores, and for the purpose of preventing other dealers from being imposed upon in a similar manner.

The B & H Fibre Needle is the ONLY fibre needle that can be legally sold in America. It is the Fibre Needle used by owners of Victor, Columbia and all other machines on which fibre needles may be used.

"It Takes the Scratch Out of the Record"

It Pays to Push the B & H Write for Samples and Prices

B & H FIBRE MFG. CO.
33-35 W. Kinzie St. Chicago, Ill.
STEINERT & SONS NEW VICTOR SALON

Steinert & Sons Open New Louis XVI Victrola Headquarters in Boston—Elaborate Installation Made by the Unit Construction Co.

Boston, Mass., October 4.—M. Steinert & Sons, after many weeks of preparation, including extensive remodeling of their building, opened to the public last month their new Victrola department on the first floor of the Steinert Building, 160-162 Boylston street, the entire floor being devoted to the sale and display of Victrolas and Victor records.

From standpoints of efficiency, convenience, sales capacity and service arrangements Steinert & Sons in their exclusive Victor department have attained maximum results. Executed throughout in special Louis XVI period style, no detail has been overlooked in treatment of interior to produce a setting not only in keeping with Victor standards of quality but also satisfying the most critical of the notably exacting Boston musical public.

The remodeling of the exterior of Steinert Hall as developed by Desmond & Lord, noted Boston architects, and executed by the Unit Construction Co., provides an imposing entrance in bronze and plate glass finish, while the display windows on both Boylston and Carver street frontages have been enriched with a treatment of black and gold African marble and solid bronze moldings.

The display windows, of majestic proportions, being finished in two tones of French gray enamel with ornamentation of pure Louis XVI detail. The impression of substantial quality and perfect taste which is received on entering this foyer is the keynote of the successful treatment carried out in the entire department. A woodblock parquetry floor of specially selected quartered oak is laid not only in the lobby but extends throughout the department and is also used in the display windows.

Concealed by the lobby panels on one side are the desk spaces allotted to the department salesmen and on the other the ticket office used for the leading musical events of the Boston season.

Immediately adjoining the lobby is the spacious private office of Russell Steinert, the foyer screen at this point being fitted with large plate glass panels, controlling a view of the entrance. The offices of Manager Newman and the cashier are conveniently located directly opposite.

The Unico demonstrating rooms, twelve in number, are of unusually generous proportions consistently carried out in the two-color French gray Louis XVI detail and harmoniously furnished.

The record department, centrally located, with capacity of over 20,000 active records, is equipped with the Unico system of record racks, record counters and counter cases. Speed of service has in this section been given exceptional consideration and will undoubtedly result in a maximum record business.

The details of furnishings, hangings, lighting fixtures, and floor coverings have been carried out with utmost consistency, even the hardware which is used being of special design and finished in silver.

The entire work was executed under the personal supervision of Rayburn Clark Smith, president of the Unit Construction Co., in cooperation with Desmond & Lord, architects, and M. Steinert & Sons Co. is indeed to be congratulated on the exceptional results secured in its Victrola salons.

INTRODUCE "INVINCIBLE" SOUND BOX

The New Jersey Reproducer Co., Newark, N. J., has just placed on the market a new sound box known as the "Invincible." The company has its executive offices and factory at 10 Oliver street, Newark, N. J.; and is planning to produce a sound box that has numerous distinctive qualities.

George S. Thompson, the secretary of the company, is the inventor of the "Invincible" sound box. He has been associated with the talking machine industry for twenty-two years, and therefore has a thorough knowledge of the necessary requisites of a successful reproducer. Hector Pocoroba, who has been identified with several successful enterprises in Newark, is president of the company.

JOINS THE NEW NATIONAL ARMY

A. J. Herman, a member of the wholesale staff of the Sonora Phonograph Corp., is now at Camp Upton, Yaphank, as a member of the new National Army. His successor has not yet been announced.

TheManophone

"THE MUSIC MASTER OF PHONOGRAPIES"

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
You know how Columbia Records have sold in the past—well, they're going to go even better. Our Sales Department says so. And our Sales Department knows.

Columbia Graphophone Co.
Woolworth Building, New York

TRADE NEWS FROM CLEVELAND

Dealers Report Great Business in September—Eclipse Musical Co.'s Display Attracts—Ciccolini and the Edison Score in Recital

CLEVELAND, O., October 5.—Talking machine dealers of this city report the biggest business for September in their history. The merchants were quite taken by surprise by the large number of orders. They can by no means begin to supply the machines to meet the orders. Delivery is way behind at all the stores. Some of the dealers are selling machines for Christmas delivery, hoping that the machines will get here by that time anyway. A number of the dealers have gone to New York recently to endeavor to dig up machines to supply the demands in the retail stores. Such a condition has not been known here before.

Passers-by on Euclid avenue last week were attracted by a very striking window display by the Eclipse Musical Co. The display consisted of a large talking machine record about a yard wide. Around it were placed a dozen or more regular-sized records. These standard records revolved around the mammoth record. The display must have netted many sales.

The Edison Phonograph Co. gave the first of a series of re-creation voice recitals at its local headquarters, 1240 Huron road, September 29. The star performer was Guido Ciccolini, the celebrated grand opera tenor, assisted by E Elias Breeskin on the violin. Ciccolini sang a number of selections at the same time that the Edison machine played the Ciccolini record. When the tenor stopped singing and the record kept on it was indeed difficult to tell whether Ciccolini was not actually singing there on the platform. It was a remarkable demonstration of the quality of the New Edison machine.

Among the selections offered by Ciccolini were "Vesti la Giubba" (from I Pagliacci); "Elegie," by Massenet; and "Recondita Armonia" and "E Lucevan le stelle," both by Puccini. They were all rendered in matchless style by the noted singer.

Other concerts of the same nature will be given by the Phonograph Co. here from time to time during the winter, with famous singers as the entertainers. Invitation to these concerts is by special card.

PLANNING FOR THE GREATEST YEAR

SYRACUSE, N. Y., October 6.—C. W. Snow & Co., who are jobbers of the products of the Sonora Phonograph Corp. in this territory, are making plans for the biggest year that they have ever had with the Sonora line. The company has a large stock of machines on hand and orders are being received with exceptional activity for the early part of the fall season.

In order to render Sonora dealers efficient service, arrangements have been completed to place another traveler on the road, and nothing will be left undone that can add to the value of the service which the company is prepared to offer Sonora dealers.

People like to trade at a store where the clerks show by their actions that they believe in the goods they are selling and are working faithfully and conscientiously in the interests of every customer who comes to purchase.

ENJOYS VACATION AT LAKE MAHOPAC

Fred P. Oliver, vice-president of the Blackman Talking Machine Co., New York, returned to his desk last week after a belated vacation which he spent at Lake Mahopac, N. Y., where he had stayed for the summer. Mr. Oliver stated that he spent the greater part of his vacation getting thoroughly acquainted with the golf course at Lake Mahopac, and although he made exceptional progress, we fear that he has not yet become a member of the privileged "80" class.

In the accompanying illustration Mr. and Mrs. Oliver are presented, and from all indications they were enjoying their vacation immensely at the time they were snapped.

Eclipse Victor Service Defined

The broader spirit of co-operation such as prevailed in the recent Convention of the Northern Ohio Dealers' Association, we believe, makes for the highest type of efficiency in the retail talking machine business. It is the same worthy co-operative spirit that we endeavor to incorporate in Eclipse Victor Service, to the end that a maximum of harmony as well as of constructive co-operation may characterize the relations between Victor Jobber and Victor Dealer.

ECLIPSE MUSICAL COMPANY
CLEVELAND
OHIO
TALKERS MEETING WAR-TIME NEEDS IN INDIANAPOLIS

Heavy Demand From People Who, It Is Believed, Hesitate to Accept Burden of Heavier Investment

Indianapolis, Ind., October 5—The first weeks of fall business lead most of the local talking machine dealers to express the belief that the fall business this year will exceed that of last year.

M. C. Rosner, manager of the Vocational department of the Acolian store, says that business has been particularly good and that the prospects point to a better fall than last year. Mr. Rosner pointed out that the smaller musical instrument dealers are beginning to attract many people who hesitate, because of war conditions, to tie themselves up with a long-term contract in buying pianos or players. This show season applies, however, mostly in cases of young married men subject to the draft.

Mr. Rosner expects the addition of the coming Columbia store. The Louisville branch will tend to stimulate the sale of the Vocational.

H. E. Whitman, manager of the talking machine department of the Pearson Piano Co., reports that his department has been doing a nice Edison business in connection with an advertising campaign on the Edison. Both the Edison and the Victorola business has been picking up steadily and the prospects are for a large fall business, Mr. Whitman said.

C. P. Herdman, manager of the talking machine department of the Baldwin Co. store, is pleased with the way the fall business has opened, saying that September has been the best month the department has had. Mr. Herdman believes that business this fall will be so good that the chief complaint will be getting the machines fast enough.

The Brunswick Shop, which the All Records Phonograph Co. is opening in North Pennsylvania street, will probably have its formal opening about October 10. George F. Standke, manager, says. Mr. Standke, who designed the interior arrangement of the shop, has been superintending the work of installing the booths and fixtures. The front of the shop will be devoted to a sales display space in connection with the large front windows and in the rear are three built-in booths of sound-proof construction. At the back of the shop a rest room will be fitted out attractively and Mr. Standke is expecting to make the slogan, “Meet me at the Brunswick Shop,” popular among downtown shoppers.

Lester Burchfield, a well-known talking machine man, who is connected with Sanger Bros., Dallas, Tex., paid Mr. Standke a visit last week. Mr. Standke has announced that he intends to employ only Indianapolis people in the Brunswick Shop.

Ben Brown, manager of the Columbia store, has assumed charge of the territory he used to have when he was manager of the Louisville Columbia store. The Louisville Columbia retail business has been taken over by the Grafnola Co., of which Ben L. Loventhal is proprietor. This company will occupy the same storeroom as the Columbia branch had. The wholesale business formerly transacted through this store will be handled by Mr. Brown.

Miss Susie F. Brown, a sister of Mr. Brown, who was bookkeeper in the Louisville branch, has been transferred to the Columbia store in Detroit, Mich.

Miss Carrie Althauser, who worked for the local Columbia branch for years, will remain with the Grafnola Co. as a saleswoman.

B. C. Fletcher, the retail floor manager at the Indianapolis Columbia store, has answered the call of his country and is at Louisville in the training camp. Dan Wheeler, formerly connected with Bradstreet’s, has succeeded Mr. Fletcher in the Columbia store.

H. A. W. Smith, manager of the Pathé Shop, reports that business has picked up wonderfully in the last few weeks and that prospects are fine for the fall business opening up sooner than usual.

The Stewart Talking Machine Co., distributors of the Victor line, reports that the fall business is opening up much better than last fall and that the number of applications for the opening of new accounts is unusually large for this time of the year.

E. R. Eskew, who has charge of the talking machine business of the Mooney-Muellner-Ward Co., jobbers of the Pathé machines, reports that he is getting his organization in shape and expects to do a good wholesale business this fall.

The Kiefer-Stewart Co. has taken on the Sonora line and is beginning a campaign for Sonora dealers.

One likes to trade at a store where the clerks know where to find what he wants promptly without unnecessary delay or keeping him standing on one toe.

Frank J. Clark, manager of the Dictaphone department, has been pleased with the sales record his department is making. S. H. Nichols, district manager, visited the local branch last week.

The Starr Piano Co. made a window display of six Starr phonographs that were sold to the Indiana Catholic Publishing Co., which publishes a local weekly. The phonographs were bought for premiums in a circulation contest. The Edison Shop has made ready for the fall business by redecorating its rooms and it continues to be one of the show places of the city in the talking machine field.

The fall business at the Edison Shop has started briskly.

The Carlin Music Co. has completed its work of installing new sales and demonstrating rooms which were destroyed by fire recently. The entire storeroom has been redecorated and, as Mr. Frank Carlin puts it, the company now has one of the most attractive salesrooms in the city.

Frank Carlin puts it, the company now has one of the most attractive salesrooms in the city.

DELPHOEN

The Incomparable

We have on display a complete line of the DelphoPhonograph.

Dealers should see the DelphoPhonograph—hear it, and compare it with other well-known makes, facilities for which we place at your disposal.

We are prepared to establish DelphoPhon agencies with responsible dealers in this territory. Our proposition is an excellent one. Write today for details or drop in and see us.

Delpheon Distributors

25 Church Street NEW YORK

Telephone—Cortland 4744

SPEED INDICATOR
SHOWS CORRECT TURN-TABLE SPEED AT ONCE When used in any Room Lighted by Mazda Lamps supplied with the usual 60-Cycle Alternating Current.

IMPROVED FIREPROOF MODEL NOW READY

$1.50 Per Doz. Retail $2.50 Each

"As Simple and Easy as Changing Records" THE PHANTOM-METER CO., NEEDHAM, MASS.
The New Edison Diamond Amberola
Supreme in Comparison Tests

The Edison line of Amberola instruments and Blue Amberol records possesses two superlative features seldom found in any single line of merchandise — quality and economy.

The New Edison Diamond Amberola has sustained the most severe comparison tests of musical quality between sound reproducing devices.

Repeatedly the $50 Model Diamond Amberola has won comparison contests against talking machines costing three to five times as much. Any Edison Amberola dealer is in a position to repeat these tests in the home of any prospective purchaser who can succeed in inducing a talking machine dealer to risk placing one of his machines in the prospect’s home where it will be heard in direct comparison with the Amberola.

Why not request conditions, terms, profits, etc., from

THOMAS A. EDISON, Inc.
Amberola Dept.
ORANGE, N. J.
Don't forget that we are selling superior "tone quality" in all our Columbia Graafonola advertising. We are also putting it into every Graafonola that leaves our factory.

TWIN CITIES ARE BUYING MORE THAN EVER BEFORE
Talking Machine Jobbers and Dealers See No Prospects of Dropping Off in Trade During Balance of Year—All Makes of Machines

St. Paul and Minneapolis, Minn., October 5—One good wish for the entire world would be that every one on the old globe was as pleasantly situated as the talking machine dealer of St. Paul. Only the latest encouraging reports are received in the rounds of the dealers. Twin Cities are buying more than ever before, while the country, proportionately, is buying more than the Twin Cities. The outlook for a continuance of general activity until after the holidays appears to be excellent at the present time.

The holiday pace already is the rule with some of the jobbers and dealers. The Beckwith-O'Neill Co., Victor jobbers, for instance, have been unable to assemble any stocks whatsoever, as they are sent out again as soon as they are unpacked.

Foster & Waldo are putting machines at a premium for the other Victor dealer's pronouncement "phenomenal." Archie Mathews, now one of the veterans in the trade in this part of the country, reports that talking machines are in much greater demand at present than a year ago.

The trade lost one of its bright lights last week when David M. Dyer, of the famous house of W. J. Dyer & Bro., passed away. As wholesaler manager for his house he was one of the earliest phonograph dealers in the Northwest, and immense numbers of Edison and Victor machines had gone through his hands in the past twenty-five years. Frank Gunye, manager of the New England Furniture Co.'s talking machine department, has been very ill, but now is reported on way to recovery.

While the Dayton Drygoods Co. has purchased the Victor stock of the J. E. Frank Music Co., it has made no public announcement of the opening of a talking machine department.

A steady increase in the public demand for Edison machines and records is reported from the Minnesota Phonograph Co.'s headquarters.

The jobbing end of the business has shown almost unprecedented activity, but the retail stores in St. Paul and Minnesota hardly have done as much business as had been expected. Notable sales by the Minnesota Phonograph Co. for the past month include a carload of instruments and supplies to Watertown, S. D., and another carload to Sisseton, S. D., the latter a town of but 2,000 inhabitants.

While some of the jobbers and dealers visit the booth daily, and some excellent country connections were made. Numerous sales and prospects were obtained among the Twin City visitors. While the exhibit was planned mainly as an advertising feature it proved that and a great deal more.

The Edison people are featuring a tone test of every Grafonola that leaves our factory.

TO MARKET NEW PHONOGRAPH
Reed, Dawson & Co., Newark, N. J., announce the "Dolce-Tone" Phonograph as Being Ready for the Trade—First Catalog Published—Fabric Diaphragm One of the Features

Reed, Dawson & Co., 6 West Park street, Newark, N. J., announce the introduction of the "Dolce-Tone" phonograph to the trade. This machine is the invention of T. H. Reed, of the company, and has been sold at retail locally for the past two years with good success. The company delayed advertising their product until their factory capacity was enlarged so to enable them to deliver the instruments in quality lots. One of the features of the "Dolce-Tone" is the fabric diaphragm, which the Reed, Dawson Co. announces as far superior to none. The machines will play all makes of records, being equipped with a universal tone arm.

A catalog of the new line of machines has just been published, and the same will be mailed to dealers throughout the country. The "Dolce-Tone" line is composed of seven models ranging in price from $50 to $275. The cabinets are mostly in genuine mahogany, and there are three models of Sheraton design which lends extra richness to those styles. The cabinets can also be obtained in oak.

DISPLAY THE SONORA SUPREME
$1,000 Sonora Phonograph Attracts Much Attention in Store of Wardick Bros.

Flint, Mich., October 4—Wardick Bros., who handle the Sonora phonographs with great success at their store in this city, attracted much attention recently by displaying in their window the $1,000 model of the Sonora known as the Sonora Supreme. The elaborate character of the machine made a strong impression on that section of the public who saw it.

Joe Goldman, a jeweler with a store on Eleventh avenue, Milwaukee, Wis., has opened a phonograph department featuring the Brunswick phonograph.

Q. E. D.
If a man buys something because a friend has had experience with it, that proves that the article must have been satisfactory.
If a visitor to New York spends several hours in getting to our factory to obtain a VICSOrIA

that proves how much he wants it.

Within the past few days we have had visitors from Canada, France, Cuba, Louisiana, Illinois, and California who had heard "VICSONIA Reproducers play Edison Records and who came to our address to obtain them.

Mr. Dealer: You should have made these sales. There is a lot of business waiting for you but you cannot get it if you let your stock of VICSONIA run out. Send your order now and get prompt delivery.

If you don't know the VICSONIA you can become acquainted without risk, by taking HMV and get prompt delivery.

If the reproducer is not satisfactory we will refund the money if same is returned in good condition within ten days. State make of Phonograph.

Vicsonia Manufacturing Company, Inc.
313 East 134th Street
NEW YORK
FORTY-SIX MODELS OF PERIOD VICTROLAS ANNOUNCED

Long Expected and Welcome Addition to Victrola Line Embraces Case Designs in Leading French and English Decorative Periods—Set Forth in Elaborate Catalog

For some time past Victor dealers throughout the country have awaited the formal announcement by the Victor Co. of the new period Victrolas, and when the announcement came recently it was found that the instruments themselves went far to exceed expectations as to their artistic qualities, faithfulness of design, and general attractiveness. The announcement was made through the medium of a specially prepared catalog illustrating and describing the entire line of forty-six distinct models covering twelve of the most popular decorative periods, including William and Mary, Sheraton, Gothic, Jacobean, Chippendale, Heppelwhite, Empire, Adam, Queen Anne, Louis XV and Louis XVI.

The new period models are notable for the faithfulness with which the chief characteristics of each of the period styles have been reproduced in the case design. The result is that those who desire period Victrolas to harmonize with the decorative treatments of their homes will find it an easy matter to select an instrument that will fit into the decorative scheme without a jar.

In order to give the dealers the proper con-
No two songs of another day fit in so well now as those on Columbia Double Disc Record A-2357. "Tramp, Tramp, Tramp, the Boys Are Marching" and "The Battle Cry of Freedom." This record is going strong everywhere.

Columbia Graphophone Co.
Woolworth Building, New York
10,000,000 well-to-do People are reading STARR ads this Fall

Hundreds and thousands of them live in your locality. Become a Starr dealer and you can invite them to YOUR store.

Starr National Advertising
In addition to the use of leading national periodicals, prominent metropolitan newspapers whose circulations reach hundreds of miles beyond the cities where they are published are used each week for Starr Phonograph and Starr Record advertising.

Starr Local Advertising
Starr Dealers receive a monthly ad service free of cost. Ten or a dozen ad suggestions of a timely nature are supplied. Some are small. Some are medium-sized. Cuts of very attractive illustrations are sent free. Movie slides, attractive display cards, form letters, leaflets, booklets, etc., are also to be had without charge. "Getting up" his local advertising is very simple for the Starr Dealer.

Starr "Singing Throat"
This heavily-advertised feature of Starr Phonographs is a powerful factor in making the sales easy.
Silver Grain Spruce is the wood of which the Starr "Singing Throat" is composed. It is a close, straight-grained wood, beautiful to look at and beautifully vibrant.
Both eye and ear are won by this exclusive Starr feature.

Starr Prestige
The greatest of all features about the Starr is, however, that for a half century its creators have been successful as makers of high-grade musical instruments. This is a guarantee that the Starr is properly designed and properly made. And because each part is Starr built, the uniformity of Starr quality is a certainty.

With a Starr dealership the sale of Starr Records may also be had. Hundreds of the most popular selections are now recorded on Starr Records at 65c, 75c and $1.00 retail.

We invite correspondence from representative dealers

THE STARR PIANO CO.
Starr, Richmond, Trayser and Remington Grand, Upright and Player-pianos—The Starr Phonograph—Starr Phonograph Records

Established 1872

RICHMOND, INDIANA
There's the right kind of stuff in Columbia Record A2356. Two songs that are sweeping the country sung on the Columbia way. They are selling that way too.

Columbia Graphophone Co.
Woolworth Building, New York

HIGH PRICED MACHINES HAVE CALL IN SAN FRANCISCO

Best Styles Will Be in Demand This Fall and Winter—Patriotic Records Have Great Vogue—The Sonora in Los Angeles—New Domestic Agencies—Talking Machine Men Meet—Outlook Good

SAN FRANCISCO, CAL., October 6—The volume of business this past season in California, despite numerous handicaps due to labor strikes, is claimed to be ahead of last year during the summer months. More high-priced machines were sold than ever before, and the indications are that the fall demand for the best styles of standard instruments will be exceptionally heavy.

The people have become educated to the high-priced machines. While the talking machine business in the San Francisco downtown district has suffered from the long-continued street car strike, the smaller concerns in the outlying districts have been doing strenuous missionary work with the domestic line since he came to the Pacific Coast, and he is well satisfied with the results obtained.

Business at High Mark of Year

August J. Brohm, manager of the Emporium talking machine department, says the high mark of the year in the talking machine sales of his department was reached in July, and that the volume of business for the season shows a big increase over last year notwithstanding the numerous strikes and other setbacks. He is not carrying on any special advertising campaign, but is offering machines on very attractive easy-payment terms.

Talking Machine Men Meet

The Talking Machine Dealers' Association held a regular monthly meeting on Wednesday, September 26, after a season of no meetings during the summer. The dealers met at the Wiley B. Allen store in San Francisco and discussed plans for the holidays. With one or two exceptions, the members are agreed on general policies of merchandising.

Returns From 1,500-Mile Auto Trip

Mr. Corcoran, of the Wiley B. Allen talking machine department, spent his summer vacation this month by taking a 1,500-mile automobile trip through northern California. Jas. J. Black, of the Wiley B. Allen Co., says he has most of his holiday stock in already and is prepared to supply a big demand.

Some Personal Notes

Frank D. Curtis, of the Curtis & Henkel Talking Machine Co., of San Jose, Cal., has returned from a six weeks' trip in the East, during which he visited New York, Boston, Baltimore, Cincinnati, Chicago and other cities and inspected the factories of the leading talking machine companies.

Everett Worthington, who succeeded Mr. Gericovich as manager of the talking machine department, spent his summer vacation this month by taking a 1,500-mile automobile trip through northern California. Jas. J. Black, of the Wiley B. Allen Co., says he has most of his holiday stock in already and is prepared to supply a big demand.

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KANE INSTRUMENT STANDS

NOTE REDUCED PRICES

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<td>Mahogany, Golden, Fumed, or Weathered Oak</td>
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EASILY AS PHONOGRAPH NEEDLES

Rubbed Finishes—

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<td>$2.00 - $2.75</td>
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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.
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.

**MODEL F**
- 40 inches high, 18 inches deep, 15 inches wide
- Retail Price $40
- Big Selling Chances
  - By selling low-priced machines you do not tie up your money for a long period. Low prices cause Quick Sales—and bring Quick Returns.
- WRITE FOR OUR SPECIAL DISCOUNTS
- Rush order for samples so you can get started.

**MODEL MASTER**
- 50 inches high, 20 inches wide, 20 inches deep
- Retail Price $75
- Three Outstanding Features
  - Perfect Tone
  - Reproduction—full, rich, natural
  - First-class Motor—gives satisfaction
- High-Grade Finished Cabinets

**OPEROLLO PHONOGRAPH CO., Inc.**
Lightner Building, DETROIT, MICH.
the Cowan Classique Gramophone. A truly artistic musical instrument, such as is wanted and required in the home of culture and refinement.

After twelve months of unremitting toil, designing, playing, testing and perfecting, a new and absolutely perfect phonograph has been developed—one which is admittedly in a class by itself. A phonograph made in our own shops—not an assembled product. The tone is marvelous and unequalled, and the many unique and patented features combine to make this instrument nothing short of musically perfect.

In every sense and from every viewpoint the “Cowan Classique” marks the advent of a Distinguished phonograph.

Each instrument is equipped with our own patented tone arm and perfected sound box—one which reproduces all disc records and gives a soft, round, mellow tone—a distinct feature with this instrument and a great advance over anything heretofore offered to the public.

The method of tone control is a component part of the throat and sound chamber, and is absolutely perfect and simple in operation.

The spring motor is of absolute precision, and is equipped with a perfect speed indicator properly registering the turn table revolutions. The turn table is of hard rubber, true running and in harmony with the instrument. All the equipment throughout is of the highest grade and unequivocally guaranteed.

The cabinet work is made by recognized leaders in the manufacture of fine period furniture for over twenty-five years.

Distributor and Dealer contracts now ready—also catalogue.

The Classique Phonograph Corporation
401-405 N. Lincoln St.
Chicago, Ill.

Manufacturers of Fine Gramophones
MILWAUKEE TRADE WELL PREPARED

Dealers in That City Succeed in Getting a Fair Amount of Stock in Advance—Look for Record-Breaking Business—Interest Charging Campaign Under Way—Association to Meet on October 18—News of Trade Interest

MILWAUKEE, Wis., October 12.—The talking machine trade is prepared for the largest fall and holiday business that Milwaukee has ever known. Through herculean effort during the past month or two, local dealers have succeeded in collecting stocks which should fortify them against any shortage, unless the demand for machines is far and away beyond that expected. Shipments now on the way or in process of manufacture, these dealers say, will keep them right up to date. It is going to mean a lot of hustling to break records for volume of Christmas sales, with the country at war and the public in a conservative manner, but a well-filled public purse is before local dealers and it needs only to be opened to be pleased and send forth a stream of gold.

Dealers in this city and vicinity have been highly encouraged to look forward to a splendid holiday trade by the results of their efforts during the past month, and next, and in December, until the stores close on Christmas eve. If it has been possible to improve 1916 records in 1917, then, which fairly the full effect of the declaration of war broke upon the people, it is figured that there is no cause for alarm, inasmuch as business has been improving every month since April, and October thus far shows every promise of exceeding the volume of business of the tenth month of last year. The trade at this moment is absorbed in the big problem of effecting something like revolutionary changes in the manner of doing business, by placing all deferred-payment contracts on an interest-bearing basis. The Milwaukee Association of Music Industries has given the subject more or less attention ever since its organization last February. With the decline now cleared of its reproach, the association, under the prescience of its leader, is endeavoring to frame a uniform plan whereby all members will include interest clauses in their contracts. It is hoped to be able to place the new regulations in effect to cover all business during the coming holiday season.

With one or two possible exceptions, every talking machine and piano dealer who is a member of the association feels that it is proper to charge interest, and that it is not good business to let their customers have the use of their money for nothing, inasmuch as dealers pay dearly for furniture and other equipment. Yet all have hesitated to make effective an interest clause for fear that the dealer who does not charge interest will have a better sales argument. Every dealer is anxious to charge interest, and will do so if his competitor does the same thing.

There probably has never been a more propitious time for making effective an interest clause than at the present. The entire nation is alive to the urgent need for conservation and economy as necessary adjuncts to a victory in the war. It is admitted that to neglect to charge interest is a waste that no good business house can afford to tolerate. Probably no other line of business that exists fails to charge interest, and it is felt that talking machine customers will make no more of the same spirit that they have accepted such charges when buying other goods on time.

The Milwaukee Association will hold its regular monthly meeting at the Hotel Wisconsin on Thursday noon, October 18, and it is expected that definite action will be taken to commit each member to the policy of charging interest on every contract which covers a period of three months or more. The experience of the few dealers who have had such rules in effect for two, three or more years is so favorable that there is little or no fear that business may be adversely affected.

By the voluntary and self-sacrificing act of the late Mr. Kesselman, of the Kesselman-O'Driscoll Co., Victor retailer, the Victor jobbing trade of this city has been recognized by representation on the board of directors of the Music Industries Association. Mr. Kesselman has resigned as a director, and upon his suggestion the association has elected Harry A. Goldsmith, of the Grafonola department of the Lyric Music Co., Kilbourn and Pathé dealer, presented an army model to the young men who have been drafted in the Tenth Milwaukee district for service in the new National Army and are now quartered at Camp Custer, Battle Creek, Mich.

Mr. Kesselman has been drafted into the National Army and is now manager of the Grafonola department of the Edward Schuster Co., of Wisconsin, has brought suit against the New York Central Railroad Co. for damages aggregating $52,315. Mr. McGreal claims that while returning from New York last July with his nine-year-old daughter he was obliged to leave a train at Buffalo because the conductor refused to honor his ticket. It is alleged that the child had a birthday gift from her company's agent, and recourse is sought for the expenses of a two-day extra stop at Buffalo, and for mental anguish, loss of business, etc.

Joe Goldman, jeweler, 459 Eleventh avenue, is a new Brunswick dealer. Part of the store is being remodeled to accommodate the new department, which will be handsomely equipped.

Al Oehlers, Kilbourn, Wis., is disposing of his entire stock of phonographs, jewelry, etc., as he has been drafted into the military service. E. J. Youngquist, Osceola, Wis., has added the Pathé line to his jewelry business.

L. C. Parker, manager of the Victrola department of Gimbel Bros., has been doing an excellent business during the first ten days of October by reason of the big Diamond Jubilee anniversary sale conducted by the store. On October 1 Gimbel Bros. celebrated the seventy-fifth anniversary of the founding of the first Gimbel Bros. store which was located at that time in Vincennes, Ind. The Milwaukee store was opened on October 1, 1887, making a double anniversary. The Philadelphia establishment dates back to 1894 and the New York store to 1910.

The S. W. Miller Piano Co., Sheboygan, Wis., is reported to have engaged in the manufacture of phonographs.

Edwin Steussy, of the Levitan-Steussy Co., talking machines and pianos, New Glarus, Wis., has been certified for military service, but was granted a six months' extension in order that he might arrange his business affairs.

Dan J. Parks has opened a new phonograph and piano store at Rice Lake, Wis.

THE INTERNATIONAL MICA COMPANY

200 FIFTH AVENUE 
NEW YORK CITY

MANUFACTURERS OF MICA

for all purposes, and maintain an efficient organization and a separate department with adequate facilities for the exclusive manufacture and regular delivery of satisfactory

DIAPHRAGMS

Sales Department
1228 FILBERT STREET
PHILADELPHIA, PA.

BRANCHES
CHICAGO, ILL.
WEST PHILADELPHIA, ILL.

FACTORY
PHILADELPHIA, ILL.

Send for the inevitable secrecy and forward your DIAPHRAGM DIFFICULTIES to the Manufacturers For The Larger Consumers.

SAMPLES AND QUOTATIONS PROMPTLY FORWARDED UPON REQUEST.

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
Do you know what “Guaranteed Without Time Limit” signifies?

Can you picture yourself buying a phonograph and maybe not being able to decide which you like best? One has one thing that you like, another has something else, but still you are not just satisfied—you don’t seem to find one in which are combined all the things you have wanted in a phonograph. Finally you find one that for tone quality, completeness, workmanship and beauty of design—yes, and price too—surpasses every other one—it’s just exactly what you have been looking for—and then, besides, you learn that it is guaranteed against defective material and workmanship without time limit. Would it take you long to decide?

Do you know that every customer coming into your shop feels the same way? They are “up in the air.” Wouldn’t it be easy if you could offer them this instrument that would wipe away their doubts at the first glance?

There is just such a phonograph. You’ve heard of the Delpheon lots of times.

Perhaps, though, you can’t just make yourself believe all you hear about this Delpheon. Somehow it seems too good to be true. At that, you can’t be blamed, if you have never heard it.

But now that guarantee—it begins to look as if there were something to this talk after all. It certainly doesn’t leave much room for argument.

There is no need to argue. The Delpheon can take care of itself. Here is what one dealer says:

"The test was made against the following machines:
$100...........$200...........$225...........
DELPHION carried off the honors in every instance, and, as the matter stands today, it is without a doubt ‘DELPHION THE INCOMPARABLE.’"

No question about it. You’ll say the same thing.

And by the way, you’ll want one of the new Delpheon art catalogs. You’ll learn from it things about phonographs that will help you lots, no matter what line you sell.

Wish it you will of course get full information on the Delpheon. You’ll want that anyway.

The Delpheon Co
Bay City, Mich.

Chicago Display, Sixth Floor, Republic Bldg.
Delpheon Sales Co.
25 Church Street
New York City

Verbeck Musical Sales Co
135 William Street
Buffalo
GOOD PROSPECTS FOR RECORD HOLIDAY TRADE IN BUFFALO

Shortage of Competent Help, as Well as Scarcity of Stock, Troubles Dealers in That City—Talking Machine Stores Being Enlarged—'Victrola Week' Celebrated

BUFFALO, N. Y., October 3—Plans for an early holiday trade are engaging the attention of Buffalo talking machine dealers and jobbers, "Big business—better than usual" will be their slogan for the next three months. "There is a shortage of competent help for every two men" indicates the unprecedented activity in all industrial, commercial and other lines in Buffalo. Women, too, can find an abundance of work at wages they never before received. All this means that money is flowing freely through all merchandising channels, and with the talking machine trade is reaping the harvest of a banner year.

Business at the Buffalo branch of the Columbia Graphophone Co. is reported to be far ahead of the trade of last season. There have been several new dealers appointed in the territory, among whom are Record Music Co., Inc., of Rochester; W. J. McFarlane, Canandaigua; J. P. & M. Sullivan, Elmira; and S. W. Atherton, Batavia.

The local branch was honored with a visit from N. F. Milnor, Dictaphone sales manager. George W. Hopkins, general sales manager for the Dictaphone, visited here recently. M. Turchin, who is handling Columbia Grafonolas at his store, 160 East Ferry street, Buffalo, reports that business is very much better than that of the trade of last season.

There have been several new dealers appointed in the territory, among whom are Record Music Co., Inc., of Rochester; W. J. McFarlane, Canandaigua; J. P. & M. Sullivan, Elmira; and S. W. Atherton, Batavia.

The formal opening of the Pathephone department at the William Hengerer Co. was held recently, and several columns of newspaper advertising were used to advantage by Manager Hengerer, of that company, to boom the successful event.

At a mass meeting of employes of the William Hengerer Co., held recently, Edward L. Hengerer, president of that company, announced that hereafter the store hours would be 9 to 5.30 o'clock, daily, except during the Christmas season, which hours will be announced later.

A careful analysis, made for a number of months, of the shopping periods by hours revealed that a very small percentage of customers trade after 5.30 o'clock so that the change will not seriously inconvenience Hengerer customers.

The New Edison is being advertised, displayed and sold extensively by C. H. Utley, Lieut. Moessinger and A. J. Cordes, sons of officers of the Kurtzmann Piano Co., Victrola dealers, are both in the military service. Lieut. Moessinger has been transferred from Camp Dix to Fort Hancock. He is attached to the First Pennsylvania Field Artillery. Mr. Cordes has completed his ground school training in aviation, and is now awaiting orders for service abroad.

C. H. Heinike, manager of Denton, Cotter & Daniels' Victrola department, was recently visited by Oscar Saenger, the prominent vocal teacher of New York City. The Victrola section at this store has been enlarged.

Unless charity works can prove that their cause has been regularly organized and in operation for a year, they will not receive official recognition from the Buffalo Chamber of Commerce.

"Victrola week" was recently celebrated by the William Hengerer Co.

Extensions advertising and window displays were features. Godd Bros., Victrola dealers, have added another salesroom.

A New Edison tone test was successfully conducted recently by Charles J. Hereth. A large audience enjoyed the program. Selections were given by Florence Ferrell, vocalist, and Helen Jeffrey, violinist.

WM. MILLER A BENEDICT

Wm. Miller, a member of the sales staff of the G. T. Williams Co., Brooklyn, N. Y., Victor distributors, was married last Wednesday to Miss Alice Kiel, formerly manager of the Victor department of the Armstrong Piano Co., Newark, N. J. Mr. Miller, who is well known in the local trade, met Miss Kiel while visiting the Victor dealers in Newark. Mr. and Mrs. Miller are now away on their honeymoon, which they are spending far distant from the sounds of any Victrola or Victor records.

TO DISPLAY EDISON PERIOD MODELS

Boston, Mass., October 4—The Boston ware rooms of the Pardee, Ellenberger Co., Inc., are to place on exhibition beginning Tuesday, October 9, for one week the new models of the Edison Period cabinets, including the famous $6,000 French Gothic model, which created such a tremendous interest over in New York. Vice President F. H. Silliman is sending out announcements of the opening to the Pardee, Ellenberger Co.'s dealers and a large attendance is looked for during the week.

Use Louisville Built-up Stock For Your Talking Machine Cases

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

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

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

WILL GLADLY QUOTE PRICE, PER SET, ON YOUR SPECIFICATIONS MINIMUM ONE HUNDRED SETS IN ANY ONE MODEL

THE LOUISVILLE VENEER MILLS

Makers of Good Veneers and Panels for More Than Quarter of a Century : LOUISVILLE, KY.
Announcing the
UNIVERSAL RECORD-LITE
A Light That Fits Every Phonograph

Less than a year ago the original Record-Lite made its bow to the phonograph buying public. Victrola dealers throughout America know the result. For the Record-Lite proved to be the fastest selling music specialty in America.

But the original Record-Lite was constructed to fit Victrolas only. There was an insistent demand for a Record-Lite that could be used with every make of phonograph.

So, we now offer the

UNIVERSAL RECORD-LITE—It Fits Every Phonograph—Makes Money for Every Dealer

The illustrations on this and the opposite page show six different makes of phonographs equipped with the Universal—also the simplicity and beauty of its construction. Great as was the success of the Record-Lite, we know that a far greater success is awaiting the UNIVERSAL RECORD-LITE—with resultant profits for the dealers who are ready to cash in quick.
The **Record-Lite** Products-
A Complete Line of High-Class, Fast Selling Phonograph Specialties

Here is pictured THE ORIGINAL RECORD-LITE—the handsome little Victrola flashlight that found a real need among Victrola owners—and filled it, with satisfaction to these owners and extra profits to the dealers who sold them. The smaller cut shows the complete RECORD-LITE outfit—light, bulb and battery. It sold in either a nickel or gold finish. These lights are today moving rapidly from the shelves of every wide-awake Victor Dealer in America.

HERE IS THE UNIVERSAL RECORD LIGHT—the light that bids fair to outsell even its fore-runner, the Record-Lite. The demand is waiting—you can’t afford to disregard it.

Another Winner—The Record-Lite NEEDLE CUTTER

Built entirely on a new principle, simpler, more durable, absolutely perfect. The Record-Lite Needle Cutter is another new profit-opportunity for phonograph dealers.

The Record-Lite Cutter does away with the old force-cut principle found in other cutters. With a slicing, shearing cut that leaves a permanent edge on the blade, it clips the fibre needle cleanly and sharply. The cutting blade lasts many times as long as the blade of any other cutter, but it may be changed as easily as a safety-razor blade.

Another important advantage lies in the fact that the needle is placed in the slot far more easily—a groove enables the operator to slide it in without trouble.

No wide-awake, aggressive, profit-seeking dealer can afford to be without the Record-Lite line. These products sell themselves.

Your jobber will supply you—information and prices will be mailed the day you write—do it right away—today.

The **Record-Lite Company**

*(INCORPORATED)*

SOLE MANUFACTURERS AND PATENTEES

MANHATTAN BLDG. MILWAUKEE, WIS. U.S.A.

The Record-Lite is being added as standard equipment on many instruments. Manufacturers and Jobbers should get in touch with us at once.

We will be glad to correspond with high grade foreign representatives.
BUFFALO VICTOR JOBBERS ACT AS HOSTS TO DEALERS


BUFFALO, N. Y., October 3.—From the standpoint of instructive interest and educational value the meeting of the Talking Machine Dealers' Association, which was held at Hotel Statler on September 28, was considered one of the best yet held.

The large number in attendance, the enthusiasm manifested and the long distances which many of the dealers traveled in order to be present were proof of the great amount of good expected and received. Members and dealers came from Ohio, from Pennsylvania and all over New York State.

T. A. Davies, head of the talking machine department at the big store of William Taylor Son & Co., of Cleveland, was present, and W. D. Andrews, of Syracuse, represented the interests from that city.

The program was preceded by a dinner at which one hundred dealers and their friends sat down. Selections were given during the dinner of classical and popular musical numbers by Miss Lillian Rose Veatch.

Introducing Oscar Saenger, the lecturer of the evening was W. H. Daniels, of Denton, Cottier & Daniels, of Buffalo. In his introduction Mr. Daniels emphasized the value of the meetings of the association and also the privilege of hearing as able a man as Oscar Saenger and the practical advantages of the trade in listening both to the lecture and the demonstration.

Oscar Saenger, who is one of the most prominent of the music teachers of New York, and who is responsible for the Oscar Saenger Course in Vocal Teaching, issued by the Victor Talking Machine Co., gave a lecture and demonstration of the value of the Saenger records in vocal instruction, placing of the voice and its general development to perfection of tone and phrasing. The audience was delighted with the splendid results not only of Mr. Saenger’s method, but the ease and accuracy with which each and every tone was reproduced on the machine.

He was ably assisted by Miss Melvina Passmore and F. A. Delano, both of whom are his pupils. Miss Passmore’s voice is of remarkable clearness and resonance, and it was difficult in listening to many of the intricate vocal exercises to know when Miss Passmore’s voice had ceased and the record begun. Thoroughly resonant and quite as perfect in phrasing was Mr. Delano’s demonstration.

Following the demonstration Miss Passmore and Mr. Delano presented a special program of music.

On the following afternoon at the Hotel Statler Mr. Saenger gave a public demonstration, repeating the lecture in substance, but more briefly describing in detail his vocal method. There were 175 persons present, consisting of vocal teachers, vocal students, members of choirs and others interested in music. The audience greatly appreciated the recital, from which they derived considerable benefit.

A plan was worked out by Mr. Saenger and Mr. Delano whereby a lecture and demonstration could be given in smaller towns at a very nominal figure. Anyone interested may correspond with the Buffalo Jobbers.

W. H. Daniels on Charging of Interest

During the course of the meeting W. H. Daniels, head of Denton, Cottier & Daniels, made the following interesting talk in which he urged the charging of interest on all talking machine contracts and gave his reasons. He said in part:

The charging of interest on installment sales is a sound business proposition. It is equally fair to all. It is fair to the cash purchaser. It is fair to the installment purchaser. It is fair to the dealer.

The dealer who sells goods on installments, without charging interest, at the same price that he does for cash, does a great injustice to the cash buyer—his best customer.

I believe the man who invented interest was one of the greatest inventors the world has ever known. Large sums of money are continually being made through interest. Banks and trust companies make all their profits through interest. Insurance companies make large sums through interest. Many people do not work at all, but get their living from interest on their money.

Why should not talking machine dealers participate in interest profits?

An interest account is a wonderful account. It works while you sleep.

It works 365 days in the year. It works 365 nights in the year.

It never takes a vacation. It continually keeps on producing profits, like a good gas or oil well, practically with- out expense.

I cannot understand why some dealers should spend their time selling needles at 10 cents a package and not charge interest on installment sales.

Interest is a product of the brain and not manual labor. No man ever became wealthy through manual labor alone. Most of us should use our heads more than we do in business.

Do not say your business is too small and the interest doesn’t amount to anything. Your business will grow if you attend to it properly, and an interest account will help it grow. If you have no use for the money you might give it to your employees by raising their salaries. They will be perfectly willing to take it. Start an interest account going and in a short time you will be surprised what it will amount to.

If you have $10,000 out on installment paper at 6 per cent, you will receive $600 per year, or $50 per month.

If your have $30,000 out on installment paper you will receive $1,800 a year, or $150 a month.

If you have $100,000 out you will receive $6,000 per year, or $500 a month.

If you have $500,000 out you will receive $18,000 a year, or $1,500 a month.

There are many sound reasons why you should charge interest on your installment sales. If you should die, or wish to retire from business, you will receive more for your assets if your paper draws interest. If you should go to a bank and want a loan, you will find the first question the banker will ask you is “Does your paper draw interest?” If it does, you will get a larger loan on it.

There are a great many reasons why your paper should draw interest and there is not one sound reason why it should not.

My house is a fairly large establishment and the rent account is quite an expense. We pay every cent of rent out of money which we receive on pianos and Victrola insta- lishment paper—every cent of it. I do not mean the rent of the talking machine department only, but on our entire establishment.

If you wish to eliminate your rent account, or reduce it, charge interest on your installment paper. For many years we have paid a royalty on our goods.

We have not borrowed a dollar from any bank, or from any Interest account is a wonderful account. It works while you sleep.

It works 365 days in the year. It works 365 nights in the year.

It never takes a vacation. It continually keeps on producing profits, like a good gas or oil well, practically with- out expense.

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If you wish to eliminate your rent account, or reduce it, charge interest on your installment paper. For many years we have paid a royalty on our goods.

We have not borrowed a dollar from any bank, or from any...
anyone else to carry on our business. I attribute this financial condition solely to the fact that our accounts draw interest and art, consequently, paid more promptly. There is an incentive for the people to pay promptly.

During the past fifteen or twenty years our house has bought out 128 dealers who have three piano dealers—dealers selling pianos on instalments. The aggregate amount of these assets was over a quarter of a million dollars. We purchased these assets at a discount of anywhere from 17½ per cent. to 35 per cent.

The assets of these dealers whose paper did not draw interest we got at the lowest discount. The assets of these dealers whose accounts did not draw interest were in the worst condition. The reason for their being in bad condition was the fact that their paper did not draw interest. The reason for their drawing interest was the fact that the people to pay promptly. I have had a great deal of experience in the installment business. I have been in it all my life and I am giving you facts based on experience, not theories. Some men have a theory that they can make just as much money in selling goods on instalments without interest as they can by charging interest. But from my experience I find that it is only a theory and not a fact, and when a fact disputes a theory it is time to do away with the theory.

At the conclusion of Mr. Daniels' talk Mr. Andrews stated that all the Buffalo dealers charge interest at the present time, and that since the preceding meeting thirteen dealers outside of Buffalo had been induced to add interest charges to their installment contracts.

The dealers present at the meeting and banquet were the guests of the Buffalo jobbers, W. D. and C. N. Andrews and the Neal, Clark & Neal Co., and the entire expense of the singers and demonstration was borne by these firms.

ALSO JOINED IN RESOLUTION

Reynolds Music House Among Jobbers Who Welcome Mr. Manton to Walter F. Pulhum

On another page of The World this month is reproduced an engrossed resolution presented to Walter Pulhum, long head of the order department of the Victor Talking Machine Co., upon the occasion of his resignation recently. Through error the name of the Reynolds Music House, of Mobile, Ala., did not appear on the resolution at the time it was photographed, but was duly corrected upon later.

ENTHUSIAST OVER DELPHNE PLANT

J. D. Manton, Delphne Distributor in New York, Returns From Visit to Bay City

J. D. Manton, head of the Delphne Sales Co., No. Church St., New York, distributors for the products of the Delphne Co. in this territory, visited last week the Delphne factory at Bay City, Mich. Mr. Manton spent several days at the factory in order to gather firsthand knowledge of the manufacturing methods.

When he returned to New York he expressed his enthusiasm regarding the Delphne plant, stating that he was greatly impressed with the splendid facilities it has in every department, and that he was particularly impressed with the veneer plant. It is stated that the company has one of the finest lines of selected mahogany veneer in the country, which is indicated in the beauty of Delphne cabinets.

Mr. Manton is planning to take care of an active fall trade in this territory, and quite a number of responsible dealers have evidenced their desire to handle the Delphne line in the

Banquet of Talking Machine Dealers' Association of Buffalo, September 28, 1917

Another Markels Achievement!

Accomplishing for the Moderate-Priced Motor Field What “The BUTTERFLY” Has Done for the Highest Grade Machines.

Markels Motor No. M-3

**SPECIFICATIONS**

Double spring, cast-iron frame, brass bearings, smooth winding and quiet running, playing three 10-inch records without rewinding. Furnished complete with 12-inch turntable, special broad-flanged hub, fibre-back escutcheon, one-piece tapering crank, speed tabulator and all accessories. The speed tabulator has a pilot screw attachment which fits into slotted arm on regulator bar, and prevents arm from jumping off regulator in shipping (patent applied for).

The Highest-Quality Motor on the Market Today at a Moderate Price

Priced low enough to use on $50 machines
Made good enough to use on $100 machines

The spirit of craftsmanship which makes every Markels Motor a supremely dependable piece of machinery is carried through to the minutest detail of the manufacture and assembly of the component parts.

**The Sensation of the Year in the Motor World!**

The new Jewel-Bearing BUTTERFLY MOTOR—on the market now but a few months—has easily established its leadership as the only Silent Motor in existence. Your competitors are testing and using The BUTTERFLY with epoch-making results on their highest-grade machines. If you have not yet tried it, wire your order today for a sample “BUTTERFLY”.

Send for “The BUTTERFLY Bulletin,” which gives full description, large photographic cuts, etc.

A Warning to the Wise—Don’t Delay Until It Is Too Late to Provide for Your Motor Requirements!

LEONARD MARKELS, 165 William St., New York
This is the eighth 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 the past year been connected with Sherman, Clay & Co., San Francisco; the Victor Talking Machine Co., Camden, N. J.; Lyon & Healy, Chicago; and Wurlitzer Co., Chicago. There is no man in the trade so well equipped to tell dealers how they may display their goods in attractive and profitable manner, 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 dealers in utilizing window space to advantage.—Editor.

I have received several letters from dealers complaining that most of the displays illustrated and described in my monthly articles are too elaborate and costly and too large to be practical for the average store. Other dealers ask me to explain in my articles how to utilize old material from Victor and Edison ready-made window displays, as they have had it stored away for years and would like to use it again.

It is, of course, entirely out of the question for me to formulate a set of rules that would suit all stores and all conditions. All that I can hope to accomplish is that my articles may contain certain information that will prove helpful to the greatest number of stores, together with suggestions which might be adapted or supplemented with some other ideas of dealers suitting their own local conditions.

Very few dealers doubt the wisdom of attractive displays. When a dealer rents a prominent corner store and pays twice as much rent as he would have to pay for the next one to it, he does it because he knows that great crowds will pass there and that his attractive window will bring some of them in. Dealers are more willing to spend money and time on their show windows than ever before. The fact that good displays pay is now pretty thoroughly understood. 'The dealer's greatest difficulty is lack of ideas and how to go about the work. The high-class newspaper and magazine advertising of the leading talking machine manufacturers has no doubt made the industry what it is to-day. Nearly all of these advertisements are alive with human interest. Just look at the 'Victor magazine announcement for this month. "John McCormack's first audience," "The Irish lad who ran away to be a minstrel." The high-class illustration shows a typical Irish fair day scene, with the boy singing to the accompaniment of an old fiddler. Human interest!'

Or take a recent full-page Edison magazine advertisement from "Lohengrin," as given at the Metropolitan Opera House showing Lohengrin and Elsa and a photograph of the very artists appearing in these roles singing in direct comparison with the Edison disc—the Re-creation of Music.

Look at this month's splendid magazine advertisement of the Columbia—"Tone"—with the picture of the organ of the Cathedral of Rheims, that pearl of architecture destroyed by the Germans together with the equally interesting text. Human interest again of the most intense type. Advertising is of this kind an appeal to the imagination and make people read and remember every word. Most of these magazine advertisements are printed in the 25 and 35-cent magazines in attractive color reproductions. These should be collected by all talking machine dealers not only for their value in stimulating idea-capturing for actual use in display work. For instance, mount ten of these on as many cards, using attractive mat board and leave a one-inch margin all around. The size of the add is about nine inches by three inches so the mat board should be fifteen inches by five inches. Arrange ten appropriate records in front of the cards and have a center card somewhat bigger, with pictures of the subjects of the product advertised and this legend.

Ten reasons why there should be a (name of make) in every home.

This would make an attractive display at a trifling expense, and it would be appropriate at almost any time. Displays could also be arranged with only one of these advertisements. The Victor advertisement with a picture of Jenny Lind singing at Castle Garden, New York, in 1853, which appeared some months ago, strikes me as particularly good for this purpose. To my way of thinking the conception and fine poetic feeling contained in this remarkable piece of publicity marks it a masterpiece in modern advertising. Procure the advertisement in full colors and cut off the printed matter which will leave a picture nine inches by ten inches; mount this in almost any city dealers can get back numbers of high-grade magazines from second-hand stores at a fraction of the right price to print the booklet what you want and you will be surprised at the amount of material you can obtain in this way.

A scrapbook of musical advertisements and pictures of celebrities has proved itself of great value to the writer and is well worth collecting for anyone seriously interested in display work. It would be advisable to have pictures such as those of Lyon & Healy and other music houses of national reputation should be included, as some of them contain a world of suggestions.

Show window material that dealers have preserved can very well be used over again if in good condition, especially on proper occasions, and with a few changes. One of the displays mentioned in the letters I have received from dealers is the Victor grand opera display No. 25, of which a good many hundreds were sold by the Victor Co., and is just as timely to-day as it was when I first designed it several years ago. The other display mentioned—the Sousa band window—was used by me the early part of this year for the Wurlitzer Co. and created as much attention here in Chicago as any I have ever made. For the benefit of those Victor dealers who had forethought enough to preserve the Sousa display, I shall describe it in full, as I consider this more timely to-day (on account of the war) than at the time I designed it here in Chicago about four years ago. It was installed during the New York Hippodrome Co.'s appearance in Chicago, which played to crowded houses, featuring Sousa and his band.

It comprised twenty-four records containing Sousa compositions played by the Sousa organization, two Victorolas and twelve silver-plated band instruments. The shell-shaped band stand with the fifty-inch "cut outs" of Sousa's bands. (Continued on page 69).
Three Sound Reasons for Selling Pathe Product:

One is the biggest exclusive selling point that any phonograph on the market can claim—The Pathe Sapphire Ball; a visible, demonstrable point of difference that can be sold on either its convenience or the TONE that it produces.

Another is the Pathe Guarantee which the sapphire ball makes possible (because it CANNOT mar, scratch or wear out the record)—the broadest, most salable guarantee on any standard record today.

The third is the Pathe red rooster trade-mark—a symbol of superiority in the mind of every man, woman—yes, and child—who has ever seen it flashed on a motion-picture screen; and which also stands for the greatest worldwide repertoire of records existing. Tie up with Pathe product—and you’ve hitched your wagon to a star!

Write us about Pathe and our service today

Williams, Davis, Brooks & Hinchman Sons
Distributors for
Pathepones and Pathe European and American Double Disc Records
Detroit, Michigan
men and the very characteristic and life-like figure of Sousa in front of his musicians was the central decoration. Two concealed electric lights made Sousa and his musicians stand out in strong relief. Flanking the band stand were two signs which were embellished with flaming torches, the upper part of which were encircled in wreaths with the American eagle on top. These, together with the four American flags shown in the illustration, added a decidedly patriotic touch to the display. Each record had a label with the name of the composition and a photo of Sousa. Four cards in the extreme front contained interesting data about Sousa and his band as follows:

Sousa has made American music respected from the size of the United States Marine Corps, three years as musician apprentice, then as conductor of the famous Marine Band for twelve years. It was during this period that Sousa received the title of March King, an honor well earned, founded on his military organization, with its extremely well-balanced Brass, Reed, Wood, Wind and Percussion Sections.

Sousa spent fifteen years in the military service of the United States Marine Corps, three years as a musician apprentice, then as conductor of the famous Marine Band for twelve years. It was during this period that Sousa received the title of March King, an honor well earned, founded on his military and band music. His name has been utilized that of any composer since Strauss.

As conductor of the foremost Military Concert Band of the World—Sousa led his band on some 2,720 performances in every part of the universe traveling at least 700,000 miles. Through the Victor his music has reached millions of homes, not only in large cities, but in the smallest hamlets East, West, North and South.

In this display I have used the old Sousa "ready-made Victor window" as the central decorative theme. Other ideas are introduced, but all in harmony with the central decoration. Everything in the display from the band stand to the flags, from the band instruments to the records, has a perfectly logical reason for being there. Sousa is no doubt the best-known composer of American martial and patriotic music and his position as lieutenant in the U. S. Army was not unduly emphasized by the American flags and other national symbols used. His very name (notice the last three letters U.S.A.) brings instantly to mind such selections as "Stars and Stripes Forever," "Jack Tar March" and others. What could be more logical to show in connection with his records than the very instruments used to produce these records? The band stand and the musicians convey the effect that can be produced in the million of homes which contain talking machines and one or more of the many Sousa selections recorded. A few days after the display was put in Mr. Sousa called at the store and complimented the Wurlitzer Co. This visit was taken advantage of by having him pose for a photograph listening to one of his own records. It goes without saying that the photo appeared in the Wurlitzer ads, advertising Sousa band records.

Lester L. Leverich, of the advertising department of the Columbia Co., New York, returned recently from a belated vacation which included a trip to the White Mountains. He is in the best of health and spirits and well equipped for the exigencies of the fall season.

Schilling Piano Co. Making Progress as Distributors of This Machine—Freeman & Co., Newark, Get State Agency in New Jersey

Several new agencies have been established by the Schilling Piano Co., 112 West Twenty-third street, New York, for the Stradivara talking machine. One of the most recent acquisitions has been Freeman & Co. of 185 Market street, Newark, N. J., who have taken over the Stradivara agency for the State of New Jersey. That this company is having success with the machine has been manifested by the many orders which have been sent to them by the Schilling Piano Co. In Newark alone several dealers have been appointed, and throughout the entire State there has been a marked demand for this machine.

Frederick P. Altschul, of the Schilling Piano Co., stated to a representative of The World this week that they were very well pleased with the success they were having with the Stradivara. "We are continually opening new agencies and I cannot speak too highly of the pulling power of The Talking Machine World. Nearly every mail brings new inquiries and many of them develop into live dealers. We have even had inquiries from California and Florida and have opened negotiations with some very representative people through advertising in The World."

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, returned recently from a visit to the company’s branches as far west as Kansas City, Mo. He found conditions very satisfactory and judging from the reports of the branch managers Columbia dealers are preparing for a banner fall trade.

A Sousa Window at Wurlitzer’s, Chicago, Which Called Forth the Approval of the Famous Bandmaster

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Record Delivery Envelopes

Lufrranc 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

Plain

M

Name of record

T. M. W. 917

(Your Name)

(City and State)
GREETING

DOLCE-TONE LINE
with the Fabric Diaphragm

$50.00 to $275.00

We beg to present to the music loving public a real Musical Instrument that is void and free from Harshness and Metallic Tones, an instrument that neither magnifies nor distorts the Tone, but will reproduce the record with that natural, rich, round, mellow tone delivered to the recording instrument by the band, orchestra, vocalist and instrumental soloists. Surface noise reduced to a minimum, no guttural horn sound whatever to distort. Our perfect Fabric Diaphragm, a perfectly balanced tone arm, and the new automatic modulating amplifier, three distinct new features in phonograph construction for reproduction of sound, are embodied only in the "Dolce-Tone", which makes it a perfect universal instrument that will reproduce all records of both systems of recording, the up and down and lateral cut, one as true as the other.

Our latest improvement in Sound Reproduction is a deflective sound board device, a harmless instrument. It is an entirely new idea. The device contains no funnel shape arrangement of any description. The sides of the Cabinet form the Sound Chamber, with the additional improvements built on the principle of the violin, giving magnificent sound reproduction, and thereby eliminating any possible chance for vibrations sometimes caused by Amplifiers.

Our Cabinets in design are the celebrated Chippendale, solid mahogany frame. Other finishes, Sheraton and fumed oak.

Everything in hardware the best possible to obtain. Diamond point is used for vertical cut records and the steel needle for lateral cut. To hear and see this instrument will convince you our claims are not misrepresented, and you will choose a "Dolce-Tone".

Mr. Dealer, look into this wonderful machine, and you will verify our claims when you hear a comparison of it with any machine on the market.

Send for catalogues and discounts.

THE DOLCE-TONE STANDS FOR


Master Workmanship. Distinctive Individuality in Construction.

A Real Musical Instrument, with a thought of the sublime.

The Dolce-Tone is in a class of its own, and is not an assembled machine

REED, DAWSON & CO., Inc.
6 West Park Street
Newark, New Jersey
DETROIT TRADE TRIUMPHS OVER VARIOUS OBSTACLES


Detroit, Mich., October 5.—Truthfully, the talking machine business in this city is very good for this season of the year considering the many obstacles operating against general trade conditions. Sales are being lost daily because of the fact that dealers have not what the customer wants. A big dealer told me just the other day that he had to let three customers get away because he did not have certain desired numbers on hand—he had them ordered and on the way. Freight conditions around this section of the country are frightful and there seems to be little remedy. This week local express companies notified everybody that all shipments would be taken subject to delay. A jobber told me that it took him a week to ship by freight to Flint, which is only sixty miles away. So you see the freight situation is not only affecting incoming shipments but those of Michigan jobbers.

There is a brisk demand for talking machines and records, and there are only a few isolated cases where dealers claim business is poor—but most of them say that since the first of October there has been a splendid improvement. Record business is fine and everything seems to be selling. The Detroit Talking Machine Dealers' Association at its September meeting listened to an address by C. A. Grinnell, vice-president of Grinnell Bros., on the value of a musical page in the daily newspapers throughout the State, and urged dealers to cooperate with publications in making this page more interesting. After a report of its special committee, the association went on record as favoring the following uniform prices: for overhauling, $1.50; for oiling and lubricating, $1.50; for Victor springs, $1.50; for Columbia springs, $2.

A $7,000,000 airplane factory under construction, being assured of a war order aggregating $50,000,000. Local business men have just organized a $2,000,000 corporation to operate an ordnance factory to be devoted exclusively to U. S. Government contracts.

Detroit now has a population of approximately 900,000 people. This means that it will be an easy matter to get a million by 1920, which is the goal of the local chamber of commerce. Prosperity is raging in this city, and indications tend to prove that that condition will prevail for a long while to come. Some enormous war orders have been received and more are in sight. A $7,000,000 airplane factory is now under construction, being assured of a war order aggregating $50,000,000. Local business men have just organized a $2,000,000 corporation to operate an ordnance factory to be devoted exclusively to U. S. Government contracts.

At this time we are enveloped in the work of taking subscriptions to the new Liberty Loan, but fortunately it seems to be making no inroads on the talking machine industry. The cry of local dealers is "Give us machines and records and we'll sell them." That sizes up the whole situation so far as Detroit is concerned.

DEATH OF GEO. A. BEACH

Was Well Known as Inventor and Was at One Time Connected With Edison Interests

Chicago, Ill., October 5.—Geo. A. Beach, who died at his home in this city recently, was well known as an inventor and in the early days was closely associated with the varied Edison interests in Orange, N. J., at one time being connected with the phonograph industry. He later joined the staff of the Union Drop Forge Co., of this city. He was born in 1856 in Monroe, Mich. Among Mr. Beach's inventions were an electric heater for street cars and speaking tubes for carriages.

It's an easy matter to take a day off, but it isn't every man who can put it back.
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. 75-a
Height 44"
Retail Price $75

No. 85
Height 50"
Retail Price $85

No. 80
Height 50"
Retail Price $80

STEEL NEEDLES
50c, per thousand in million lots; 45c, per thousand in ten million lots; 40c, per thousand in lots less than a million.

MOTORS
No. 6—6-in. turntable $1.25
No. 1—6-in. turntable $1.35
No. 6—10-in. turntable, double spring $1.50
No. 6—10-in. turntable $1.50
No. 6—12-in. turntable, double spring $1.50
No. 4—12-in. turntable, double spring $1.50

TONE ARMS AND REPRODUCERS
No. 1—Tone Arm and Reproducer $1.25
No. 2—Tone Arm and Reproducer, for playing all records high grade $2.25
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

MAIN SPRINGS
60c per hundred. Special price on large quantities for motor manufacturers.

SAPPHIRE POINTS AND BALLS

SAPPHIRE POINTS
SAPPHIRE BALLS

NEEDLE CUPS
$20.00 per thousand, $17.70 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
25c in lots of 1000
29c 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 machines and over 500 different phonograph parts, also gives description of our efficient repair department.

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York
STOCK SITUATION SHOWS IMPROVEMENT IN ST. LOUIS

Trade Feels That Under Normal Conditions or Better the Stocks Will Serve to Take Care of Demand Without Difficulty—Meetings of Edison Dealers—General Trade News

Sr. Louis, Mo., October 5.—Talking machine dealers here are preparing for a very good fall and winter season, and most of them are confident that they are going to be better off in stock with stock to handle their trade than for several years past. Indeed, a good many of them already have stock in their warehousers for a larger volume of trade than they were able to handle in previous years. Stock appears to be the one big question. If the trade continues as it has for some weeks past, that is, with the tendency upward for individual sales, there will be a surplus of the small machines. Last year the small machines were the trade savers, as the dealers planted these with customers who were willing to wait.

Recently the average sales ticket has been running higher and higher. One dealer asserts that the machine sales average fully $20 higher than a year ago, and the initial record sales fully $5 higher. Without exception, the dealers say that the tendency is for the higher machines. The jobbing trade is running exceedingly heavy from the rural communities. Especially notable as to country sales has been the increase in dealers of the Edison Amberola machines. "The cylinder trade in Edison machines is said to total larger than ever in this district." E. W. Guttenberger, of the Vocalion department at Aeolian Hall, returned late in the month from a visit to New York, which included the Vocalion factory. He reports prospects for stock very good. He is still running an energetic advertising campaign.

Arthur Magoun, manager of the Victor department at the Kiegelhorst Piano Co., also made a trip East and returned confident of the supply of goods for the winter and overrunning with Eastern optimism. Val Reis, of the Smith-Reis Piano Co., Victor dealers, is another who made the pilgrimage East to look into the prospects. As a result of his investigations at the chief centers of supply, he began a search for needles and bought all that he could find for sale wherever he went, and believes he has almost enough for his trade this winter. Mr. Reis was not so confident that the supply was going to be entirely equal to the demand as most other dealers. The Silverstone Music Co. during the month has entertained a meeting of Amberola dealers here, and A. W. Scott, of the Edision factory, and Louis Nachman, of the balcony department, have returned late in the month from a visit to New York, which included a tour of the Vocalion factory. We already have on hand a large number of records and a number of sets of records, and the Vocalion catalog contains many new and interesting features. We already have in stock several thousand records and a number of sets of records, and the Vocalion catalog contains many new and interesting features.

Vocalion department at Aeolian Hall, returned late in the month, with Eastern optimism.

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E. W. Guttenberger, of the Vocalion department at Aeolian Hall, returned late in the month, with Eastern optimism.

At the Columbia Co. Manager Irby W. Reid said: "Aside from the surprising trade we have enjoyed here, our chief event of the month has been the visit of G. W. Hopkins, our new general sales manager. He went over our situation with us and left us a good many suggestions that will be valuable. We already have demonstrated some of them practically, and we have confidence that he got the grasp of the situation here."

The city and country trade, from a jobber's viewpoint, according to Mr. Saloon, is a series of constant surprises this fall. While the writer was talking to Mr. Saloon a dealer enquired if anything new was on the market. "I want to see you about some machines pretty soon, but first I want to see Mr. Schuddig," and he walked to the rear of the saloonroom and headed for the store.

"It is surprising how many of our dealers are doing that now," commented Mr. Saloon. "We have been urging them to know the machine and they are realizing just what this means to them. Mr. Schuddig is our repair chief, in fact, the oldest Columbia employee in point of service at this branch, and he knows Columbia as well as any one living. He also is able to tell others what he knows, and our dealers are beginning to appreciate him and his shop. They are ambitious to be able to answer the questions that come before them, and when they come down on business they make it a point to 'go to school' for a short time at least. Some of them come down and spend days at a time in the shop."

The Koerber-Brenner Music Co., Victor wholesalers, entertained the local dealers early in the month so as to meet Mr. Raus, of the Victor record department, who asked for suggestions as to future records. More than twenty persons were present, and nearly every man had a suggestion or several. Mr. Raus was very attentive to these suggestions, but was able to say in most cases that the matter was already being taken care of. In a few cases he pointed out why the suggestion was not practical, and on others he made notes, promising consideration. It is fair to say, that no dealer presented what might be called a primary objection. All made it clear that they highly approved the Victor records. One often repeated request was for the full orchestra music, which Mr. Raus assured them would be forthcoming at once.

The Famous & Barr Co. is completing the work of installing the new booths reported last month. While the working men were in the department, Manager Dittrich had them entirely re electrode all the booths. Despite the handling of the renovating and building, trade increases were shown.

VISITING THE WESTERN TRADE

D. F. Tauber, president of the Progressive Phonographic Supply Co., New York, sole distributor of Wall-Kane steel needles, left Monday for a five weeks' trip which will include a call on the trade in New York State, Ohio, Chicago, St. Louis, Detroit, and important points in the Northwest and Southwest. Mr. Tauber expects to establish a number of jobbing agencies with prominent concerns.

Before leaving on his trip Mr. Tauber, in a chat with The World, announced on the fact that during the company's bosket trip, which will include a call on the trade in New York State, Ohio, Chicago, St. Louis, Detroit, and important points in the Northwest and Southwest. Mr. Tauber expects to establish a number of jobbing agencies with prominent concerns.

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"Tomorrow"—The Theft of Profit!

We advised Victor Dealers many months ago to prepare for a shortage this fall. Many of them took our advice and placed advance orders; others said "tomorrow" and waited for developments. The results are now evident, but

G. T. Williams Co.—Victor Service

is based on the principle of today and success; not tomorrow and disappointment.

G. T. Williams Co., Inc., Victor Wholesale Exclusively, 217 Duffield St., Brooklyn, N. Y.
Every man ought to hear every make of talking machine before he decides on the Columbia Grafonola. Encourage the doubtful to make comparisons.

JOIN STAFF OF READY-FILE CO.

J. E. Shea and T. W. Hendricks, Both Experienced Men, to Sell Important Accessory

INDIANAPOLIS, Ind., October 6—Two important changes in local music trade circles are announced in the appointment of J. Earl Shea and Thomas W. Hendricks to the sales staff of Ready-File Co., Inc., manufacturers of talking machine accessories. Both of these men years, but severed his connections with the L. S. Ayers Co. the first of the month to take care in this city, and lately with the Ayers concern. He is not only a salesman of ability but a trained musician who has had experience on the concert stage and with various orchestras. Thomas W. Hendricks formerly was manager of the Pathé talking machine branch in Indianapolis and has had much experience in talking machine business, having been connected with the trade for the last eight years. Prior to his connection with the Pathé people he was with the Stewart Talking Machine Co. as manager. At one time he was connected with the J. W. Jenkins’ Sons Music Co., Kansas City.

Mr. Hendricks is noted as a hustler and his first week out with Ready-File he sold 1,000 sets. He has the Southern territory and his friends are predicting big success, not only for himself but for Ready-File. The company is preparing for a big Christmas business and expects to have something of interest to announce to retail dealers in a short time.

JOSE HOFFAY MAKES CANADIAN TRIP

President of Hoffay Talking Machine Co. Also Visits American Cities and Reports a Splendid Condition of Trade Everywhere

Jose Hoffay, president of the Hoffay Talking Machine Co., has recently returned from an extended trip to Canada and a number of American cities, including Cleveland, Buffalo, Syracuse and Rochester. He left New York on a tour of investigation to learn the general trend through the retail trade. He reports a splendid spirit everywhere and looks for an unusually big year.

Mr. Hoffay stated that all the retailers he talked to were apparently much impressed with his guarantee to stand back of each machine put out by his company, and that this was one of the strongest features of his sales talks.

Mr. Hoffay also declared that his advertising in The Talking Machine World was proving most successful.

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 main floor. The record sales department is now in the front of the building and are done in French. Demonstration booths are now on the main floor of the building and are done in French. The floors and aisles are covered with heavy red plush carpet and the walls are decorated with large pictures of the various Victor artists. This department is under the personal supervision of C. L. Davidson, who is assistant to Miss Pauline Tishler. Ten mahogany record bins, which hold a total of about 4,000 records, have been placed on the main floor and the necessity of getting to the stockroom for a record is thereby eliminated, as a goodsy supply of records is always on hand in the front of the shop.

Galli-Curci Hanger

Lyon & Healy have recently produced a very remarkable hanger, showing Galli-Curci standing by a Victrola with a record of the great prima donna's rendition of the "Cara Nome" solo from "Rigoletto" in the background. It is nine feet high and four feet wide, and is lithographed in four striking colors mounted on heavy muslin and is, therefore, adapted for either indoor or outdoor use. The company is prepared to furnish this hanger to dealers at a very moderate price.

Lyon & Healy are now working on a magnificent twenty-four-sheet Christmas holiday Victor poster for billboard purposes and which promises to exceed anything they have produced in the past. It will not only be liberally posted by them, but other Victor distributors and dealers will be supplied.

In speaking of business, L. C. Wiswell, manager of the talking machine department, could only refer to the same old story, the extreme shortage of goods. "While the Victor Co. is doing its very best to supply the demand and fair shipments are now on the way, they promise to be only a drop in the bucket," he remarked.

"If we had goods to supply," said Mr. Wiswell, "September would be unequalled in trade volume, but owing to conditions is showed a decrease over last year—a decidedly unique occurrence in this house, as you may imagine. The record business, however, showed a very noticeable increase. Dealers are responding to our constant advice to push the record business to the utmost and are evidently profiting by their enterprise."

Lyon & Healy Choral Society

Employees of Lyon & Healy have organized a choral society and from the progress now being made it promises to become one of the city's prominent and permanent musical organizations. Rehearsals will commence shortly. L. C. Wiswell, manager of the talking machine department, returned from a recent trip to find that he had been elected president. The other officers are Harry Pidelke, vice-president; W. H. Ridgway, treasurer, and Miss E. Weiss, secretary. These, with W. H. Collins, Victor Johnson, H. T. Fitsimmons and Miss C. Willoughby, constitute the board of directors. Mr. Fitsimmons is acting as temporary director.

Chicagoans at Edison Dealers' Convention

Among those who attended the convention of Edison dealers held at Muelbch Hotel, Kansas City, Mo., under the auspices of M. M. Blackman, manager of the Kansas City Phonograph Co., on September 21 to 27 were the following who made up the party that went from Chicago: Gustave Babson, C. E. Goodwin, A. D. Wayne, L. A. Sutin and W. H. Guild, all of the Phonograph Co., of this city; Walter Schaaf, of Adam Schaaf; Howard Wigell, of Towle & Hypes, Clinton, Ia.; James P. Lacey, of the Diamond Disc Shop, Peoria, Ill.; Mrs. Durland, of the North Shore Talking Machine Shop, Evanston, and Miss Violet Doebeiner, of the Schuman Piano Co., of Rockford, Ill. The party left Chicago on Sunday evening in a private car, and a most enjoyable trip was had by all while en route to Kansas City. While there they attended the opera one evening and heard Marie Rappold, one of the famous Edison artists, who appeared in "AIDA."

The Edison Shop is displaying a new Edison disc phonograph of William and Mary design.

From Our Chicago Headquarters

E. P. Van Harlingen, Manager
H. Scott Kingwill, Asst. Mgr.

CHICAGO, ILL., October 6—The situation in the talking machine trade was practically the same during September as in August. Even when making allowance for the duplicate orders placed with different distributors in order to assure shipment, it was greater than a year ago, but the supply situation is still way below par. Although shipments from the Eastern factories are now coming forward better than in July and August, they are generally described as only a drop in the bucket. As the fall business opens the proportion of the demand for the higher priced machines has increased immensely. The local retail warerooms report an excellent business and look forward to a big demand during the winter. The only fear is that they will not be able to secure enough goods to meet the exigencies of the demand.

The jobbers and local representatives of Eastern record manufacturers all report an unusual demand for records indicating that the dealers are pushing this department of their business stronger than ever before. Record stocks generally are in relatively good shape.

F. P. Read, recently secured Canadian patents on the Read Automatic Record Container and has made arrangements with the Orilla Co., of Orilla, Canada, by which they will have the exclusive Canadian rights for the device which they will incorporate in their own talking machine and also in a line of record filing cabinets. Mr. Read has moved his offices to 301-302 Tacoma Building, where he will conduct the automatic record container business and also represent the Flexible filing device.

Improvements at Wurlitzer

F. A. Siemon, manager of the Victrola department of Rudolph Wurlitzer Co., says that they are having a very good retail business in the shop. Work on the enlarged wholesale quarters at 615 Wabash avenue is still in progress, and will give the company better facilities than ever. L. E. Noble, who is in direct charge of the wholesale, says that September business was larger than August.

Improvements at Talking Machine Shop

The Talking Machine Shop has just opened its new salesrooms on the third floor of its building. Eight new demonstration booths have been added which brings the total number of booths in the shop up to twenty-two. These are done in cream colored enamel, and the heavy plate windows are artistically arranged with figured cretonne drapes and point de esprit lace curtains. The floors and aisles are covered with heavy red plush carpet and the walls are decorated with large pictures of the various Victor artists. This department is under the personal supervision of C. L. Davidson, who is assistant to Miss Pauline Tishler. Ten mahogany record bins, which hold a total of about 4,000 records, have been placed on the main floor and the necessity of getting to the stockroom for a record is thereby eliminated, as a goodsy supply of records is always on hand in the front of the shop.

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The Edison Shop is displaying a new Edison disc phonograph of William and Mary design.
MAKE SURE

of the best selling Victor Records by placing your order with us at once

"IT IS BETTER TO BE SAFE THAN TO BE SORRY"

NEW YORK TALKING MACHINE CO.
119 West 40th Street - New York
• • THE LARGEST STOCKS IN
LET US HAVE THAT ORDER FOR YOUR CHRISTMAS STOCK NOW

CHICAGO TALKING MACHINE CO.
12 North Michigan Ave. - - - Chicago
THE TWO LARGEST CITIES - WHOLESALE ONLY
THE TALKING MACHINE WORLD

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

which sells at $250. It is of American walnut in antique finish.

Arrangements are now being made at the Edison Shop for a special program at their concert hall during Edison week, October 21 to 27. Charles Edison, son of Thomas Edison, and C. H. Wilson, vice-president of Thomas A. Edison, Inc., called on C. E. Goodwin, of the Phonograph Co. while visiting Chicago recently.

Six Best Sellers

The six best sellers in the Pathé library the past thirty days have been: "Good-bye Broadway, Hello France" and "Mother, Dixie and You"; "Lily of the Valley" and "Along the Way to Waikiki"; "Sunshine of Your Smile" and "Seville Love Song"; "Joffre March" and "Army Bugle Call"; and "Aloha Sunset Land" and "My Sweet Sweeting Knee" and "Never Forget to Write Home"; "Ain't You Coming Back to Dixieland?" and "My Yokohama Girl" and "Seville"; "America" and "Star Spangled Banner"; and "I Don't Know Someday Somebody's Gonna Get You Medley" and "When It's Cherry Time in Tokio"; "Bonnie, Sweet Bessie"; and "Somewhere on Broad- way"; "Good-bye Broadway, Hello France" and "Where Do We Go From Here?"; "All the World Will Be Jealous of Me" and "Bonnie, Sweet Ressie"; "Somewhere on Broadway" and "When It's Cherry Time in Tokio"; "Some Day Somebody's Gonna Get You Medley" and "Story Book Ball"; and "I Don't Know Where I'm Going, But I'm on My Way" and "Peacock Strut".

In the Edison list the following have had the largest sales: "Largo Al Factotum"; "Barber of Seville"; "America" and "Star Spangled Banner"; "Glow-worm" and "Walk In the Forest"; "Aloha Sunset Land" and "My Sweet Sweeting Waltz"; "Canary Cottage, One-step" and "Daly's Reel, One-step"; and "My Yokohama Girl" and "Oh, Johnny, Oh Johnny, Oh." The six best sellers in the Victor records were: "It's a Long Way Back to Mother's Knee" and "Never Forget to Write Home"; "Sweet Cookie Mine" and "Musical Sam From Alabama"; "Avalon" and "Underneath the Chinaman Moon"; "The Darktown Strutters' Ball" and "Razzberries"; "Naval Reserve March" and "White Rose March" and "Send Me Away With a Smile," sung by John McCormack.

The six best sellers of the Columbia library for the past month are: "Huckleberry Finn" and "Till the Clouds Roll By"; "Hawaiian Nights"; "The Man Behind the Hammer and the Plow"; "National Medley"; "Where Do We Go From Here?" medley one-step and "Help, Help, I'm Sinking," medley fox-trot; "I'm a Twelve O'clock Fellow in a Nine O'clock Town" and "With His Hands in His Pockets and His Pockets in His Pants."

Prosperous Brunswick Dealer

The success made by George P. Thompson, proprietor of the Brunswick Shop at Princeton, Ill., in a few months, illustrates what a man of ability and enterprise can accomplish with a good line and the proper amount of energy. Mr. Thompson opened the shop early in the year, carrying a complete line of Brunswick phonographs and, of course, Pathé records. Prince- ton is a town of only 5,000 inhabitants, but he has not only sold Brunswicks to a large num- ber of the leading citizens of the place, but has extended his activities to the surrounding coun- try, keeping a couple of automobile trucks in almost constant service. The accompanying cut shows the interior of the attractive store.

L. L. Levine, manager of the talking machine department of Rothschild's department store, reports that both the record and machine business was very good in September, and says that he wishes he could get about three times the amount of goods he has been getting. The $120 models are in strong demand, and from the way business has picked up in the last month Mr. Levine looks forward to a big increase in the trade this fall.

Disastrous Fire at Decatur

Fire practically destroyed the large furniture store of the Scoville Co., at Decatur, Ill., Octo- ber 1. The loss is said to be in the neighborhood of $200,000. The company were large Vic- tor dealers and the entire stock was completely destroyed.

Abolish Approval Plan

Arthur Bissell, president of the Bissell-Weisert Piano Co., says that there is no apparent loss of business, due to their new policy which abol- ished the selling of records on the approval plan. Under the new plan, which went into ef- fect September 1, the records may be heard in their wareerooms in a way that will insure proper treatment. When a record is purchased of them it is placed in a sealed envelope, and the under- standing is that the record may not be ex- changed or returned for credit if the seal is broken. The seal is of cream colored paper one and three-fourths inches wide by five and one-half inches long and printed in such a way that the wording may be read on either side of the envelope when the seal is properly attached. The lettering is in blue, and the broader lines are blue and red, as is the Bissell-Weisert mono- gram which is placed immediately below the guarantee and above the firm's name and ad- dress. It was thought that in the beginning at least this new policy would cause them to lose a considerable amount of record business, but

IT IS VERY IMPORTANT FOR EVERY PHONOGRAPH DEALER OR ANYONE INTERESTED IN THE PURCHASE OF PHONOGRAPHICS TO SEE OUR NEW CATALOGUE

ILLUSTRATING OUR COMPLETE LINE OF NEW MODELS

VITANOULA

TALKING MACHINE

THE PARAMOUNT VALUE

The Vita-nola is entitled to be termed as this, for it represents the maximum in talking machine construction. It is made by men with experience, who know what the public demands. The motors are the best obtainable, insuring perfect mechanism. This is the vital point to the dealer.

Anticipate your Fall requirements now and get your order in for future delivery. Our new models are ready and they are wonderfully attractive. If you want the agency for the "live" phonograph line, write us at once. The Vita-nola is made in seven styles. Retail at $25.00 to $75.00.

Get our Catalogue NOW!

Vitanola Talking Machine Company

"Pioneers of the Phonograph Industry"

501-509 West 35th Street

CHICAGO, ILL.

DISTRIBUTORS

111 Arch Street, Boston, Mass.

Vitanola Distributors Company

Distributor for New England States

1001 Commerce Street, Dallas, Texas

Distributor for the Southwest

F. W. Harper Furniture Co., 15th and Palm Streets, St. Louis, Mo.

Distributor for Philadelphia
they were willing to sacrifice business for the sake of an opportunity. This is an example of how the retail salesman can contribute to the success of a business by convincing the prospective buyer that the merits of the machine are superior to those of the competition.

Every manufacturer and every talking machine merchant is emphatically interested in a quick "turnover", because of the greater profits. But every manufacturer and dealer should remember the rate of "turnover" depends primarily on the retail salesman—on the ease with which he can convince the prospective buyer of the merits of this or that machine.

In this connection, a very valuable "selling point" accrues to the machine equipped with the marvelous self-balancing lid—to the machine whose cover has no catch, because it automatically balances in any desired position.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 78)

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
The foundation for

Perfect Service

VICTROLAS
VICTOR RECORDS
ALBUMS

FIBRE NEEDLES
FIBRE NEEDLE CUTTERS
and RECORD CABINETS

Advertising Plans That Sell Victor Products

LYON & HEALY
Victor Distributors
CHICAGO
THE TALKING MACHINE WORLD

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 79)

J. L. Abbott, president of the Chicago Hinged Cover Support & Balance Co., announced that the demand for the latest model of the Chicago Cover Balance No. 2 was keeping the company's plant decidedly busy. "We find," said Mr. Abbott, "that the manufacturers throughout this country and Canada realize the value of equipping their machines with a device that provides as valuable a 'selling point' to the retail salesman as does the Chicago cover and balance. The newspaper campaigns in the field find sales are produced in much quicker time when the salesmen have machines to sell possessed of distinct advantages, the value of which the public is quick to realize."

Salter Cabinets Adaptable

The Salter Mfg. Co., of this city, are now manufacturing the various style cabinets which appear in their catalog for the Victrola No. IX in a new way, which makes these specially constructed cabinets adaptable for either the old Victrola IX or the new Victrola IXa.

John F. Mortensen, president of the Salter Mfg. Co., reports that orders are piling up for the various Salter record cabinets in a way which keeps the capacity of the large Salter plant pushed to the utmost. He remarked further: "There is one thing very evident, namely, that the wise dealers are going to get in their orders for record cabinets right away in order to protect themselves against transportation troubles which are all likely to prevail a little later on. We have been constantly warning our many dealers of this fact and find that a good portion of our clientele appreciate the conditions and are playing on the 'safe and sane' side in that they are ordering now."

Roberts Joins Aviation Corps

The latter part of September the "Republic Phonograph Co. of Illinois" was incorporated with a capital stock of $250,000. This company has taken over all the assets and liabilities of the Republic Phonograph Co., and in addition has acquired the property of a cabinet factory located in Chicago. The officers of the new Republic Co. are H. T. Schiff, president; Alton P. Ripley, vice-president; and A. S. Perrier, secretary and treasurer. Mr. Ripley is a retired capital, Mr. Perrier, a former mining engineer, who has just returned from Mexico, and Mr. Schiff is, of course, well known in the talking machine trade on account of his many years of activity in this industry. The new Republic Co. will continue to manufacture the identical line of the old Republic Co. and expects to add several new models in the near future. The acquisition of the Empire plant means that the Republic Co. will now be in the cabinet field as well as in the machine field.

Vitanaola Co. Active

Intensive activity prevails throughout the large factory of the Vitanaola Talking Machine Co., of Chicago. The cause of this, as Jeffrey Schiff, president of the company, puts it, lies in the fact that the Vitanaola Co. intends not only to deliver the large orders which are already in hand, but to be able to deliver promptly many large orders which are sure to pile in during the next thirty or forty days.

Big Brunswick Advertising Campaign

The Brunswick-Balke-Collender Co. started a wonderful magazine advertising campaign with a striking double-page spread in the Saturday Evening Post of September 29. From now on until the holidays there will be a continual fire of forceful pages and double pages in such periodicals as the Post, Colliers, Literary Digest, Outlook, Leslie's Life, The Independent, and The Etude. The campaign is receiving the hearty co-operation of the dealers in the way of utilization of retail copy in their local papers, tying up closely with the magazine advertising.

Kenneth C. Smith, an advertising man of long experience, especially along lines of co-operation with the dealer, has been made advertising manager of the Brunswick-Balke-Collender Co. and has some large plans in hand which will prove of vital interest to the trade. An immense twenty-four sheet poster for bill-

Phonograph of the Musical Market

Plays Any Record

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 cover support and WORLD automatic phonostop.

Send for illustrated catalog giving complete description of our famous No. 75, 100 and 125 WORLD Phonographs, also the superb No. 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, 736-738 Tilden St.

CHICAGO, ILLINOIS
THE TALKING MACHINE WORLD

Insures phonographic selling success because of these things:

The financial stability and reputation of the makers.

The superiority of the instrument, embracing all the "wanted features."

The co-operation and support given you. The National advertising that creates sales.

Protection as to territory.

Prompt deliveries at all times.

Get Our Proposition

A postal-card request will bring you The Brunswick Proposition which discusses in detail the superiority of The Brunswick and the sales effort back of it. Write today.

THE BRUNSWICK-BALKE-COLLENDER CO.

623-633 South Wabash Avenue, Chicago
29 W. 32d St., New York 7th and Main Sts., Cincinnati

CANADIAN DISTRIBUTORS:
Musical Merchandise Sales Co., 80 York Street, Toronto

Pathé Records

Coupled with The Brunswick are Pathe Records. An ideal combination.

Pathe Records are world famous and present many artists heretofore unknown to the American public.

Being extensively advertised these records are in great demand. This means additional profit and prestige.

There are some localities where we are looking for dealers for this money making combination. Write or wire today for The Brunswick Proposition.
board use will soon proclaim the Brunswick gospel from the Atlantic to the Pacific and from Canada to the Gulf. It is an exceptionally daring design. A colossal Brunswick phonograph looms in the foreground, and at one side the majestically poised war god is seen in listening posture. The treatment is artistic and dramatic in the extreme. "Music Hath Charms" is the significant legend. The caption is "The Brunswick plays all records."

Other Brunswick Happenings

Harry B. Biff, sales manager of the phonograph department of the Brunswick-Balke-Col- lendor Co., announces that contracts have just been closed for the establishment of an exclusive Brunswick Shop in Minneapolis, which will be conducted along the same lines as that of the Wallace Brown Co., of Detroit, and the All Record Phonograph Co., of Indianapolis. It will be operated by the firm of Nye & Nye, come from New York, Minneapolis, and his son, who was formerly con- nected with the Pattie interests in Minneapolis. Mr. A. D. Kendrick, who, with R. J. Waters, has had charge of the work of establishing Bruns- wick Shops throughout the country, is now in the East arranging for a more intensive campaign. The list of which orders are filled by the different branches, all salesmen are now reporting direct to the Chicago office.

R. J. Waters was recently called to Kansas City, to meet J. A. Endrie, of the Brunswick forces, for the past two months they have had a good field of service, and have made a good start. It was therefore opened a new store at 3927 Irving Park boulevard, and put her in charge as manager. Both boys are in Company "A," the former a private and the latter a sergeant, and for the past two months they have had a good taste of active duty with their regiment in help- ing to build the big cantonment at Rockford. In order that his son Milton might join the regi- ment, James J. Lyons, the father, took the re- sponsibility of supporting his wife and child. He therefore opened a new store at 3927 Irving Park boulevard, and put her in charge as manager. It is known as Music's Recreation Shop, and is handling the Edison line exclu- sively. Previous to joining the army, the other son, William H., was cashier and bookkeeper at the J. J. Lyons shop on Lake street.

September Business Good

P. S. Ridgway, manager of the Victrola de- partment of the Cable Piano Co., says that business for the month of September was double that of August, and higher priced machi- nes especially are selling very good. They anticipate doing big business this season with the new Victor machines of the period styles just announced. The stars of the Chicago Grand Opera Co. are beginning to arrive, and it is expected that their coming will occasion the usual increased demand for Victor records by these artists.

L. H. Scharps, salesman in the Victrola de- partment of the Cable Piano Co., is now at Camp Grant and is busy with the salesmen in that department.

Columbia News

G. W. Hopkins, general sales manager of the Columbia Graphophone Co., spent a day in Chi- cago recently, visited some of the large loop dealers and then went to St. Louis and Kansas City with District Superintendent H. A. Yerkes. Mr. Hopkins visited a number of the large loop dealers and was highly pleased with the conditions as he found them.

R. C. Peere, formerly of the Columbia's Kan- sas City office, has been transferred to the Chi- cago office as assistant to Manager C. F. Baer, relieving him of much of the detail work and enabling him to devote himself more completely to the executive duties of his position.

Mr. Baer expressed himself as gratified with the volume of business received from the coun- try dealers and their rush character indicating that the business is entering into an open season, which it always does after the Fourth of July.

In speaking of the new price list which has just been issued he said: "It is a great pleasure to announce the reduction of prices in this list. The policy of the firm is to keep prices down to the lowest practical limit, and to this end we have worked hard. We have been through the mill of expe- rience and have emerged with policies that are an absolute guarantee of success for the dealer. Our machines and records are not overpriced; they can be sold at full list price in competition with any similar machines or records on the market—bar none."

Write for descriptive literature explaining why the Empire agency will mean permanent prosperity for you.

Empire Talking Machine Co.

JOHN H. STEINMETZ, Pres.
429 S. Wabash Ave. CHICAGO
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.

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 were 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 Manufucturing Co., Inc.

General Offices:
501-511 S. Laflin Street
Chicago, Ill.
FROM OUR CHICAGO HEADQUARTERS (Continued from page 83)

advertising campaign of the Columbia and ex-

much greater than last year.

Talking Machine Co., returned this week from

A. D. Geissler, president of the Chicago Talk-

force of the Chicago Talking Machine Co. with

thousands will be sold by dealers

STEWART PHONOGRAPH CORP., 327 Wells Street, CHICAGO, U. S. A.
Fortify Yourself Against the Holiday Rush

Act now, it will insure a record-breaking Christmas business for you.

We have on hand a number of two very popular, moderate price models in

**Wilson Phonographs**

**Models A and B (as illustrated)**

They are popular with the dealer because they sell on sight; make a good profit, give satisfaction and bring customers back.

They are popular with the public because of their beauty of tone, handsome large cabinets, superior finish throughout and real worth.

Write at once or wire your order (subject to written confirmation) to us to hold as many of either or both models as you think you can use. We will reserve the number desired and advise you fully regarding price and terms.

This is going to be a tremendous season for phonograph dealers. Be prepared to secure your share. Reserve a sufficient number of these instruments.

**Illustrated above**

**MODEL A**

Retails at $40.00

Equipped with record albums at $1.00 extra for each album.

Woods—mahogany finish, also golden oak and fumed oak.

Motor—double spring.

Equipment—plays all makes of disc records.

Trimming—nickel plated.

Dimensions—height 39 inches, depth 17½ inches, width 15½ inches.

**Illustrated at right**

**MODEL B**

Retails at $60.00

Equipped with record albums at $1.25 extra for each album.

Woods—mahogany finish, also golden oak and fumed oak.

Motor—double spring.

Equipment—plays all makes of disc records.

Trimming—nickel plated.

Dimensions—height 44 inches, depth 20½ inches, width 18½ inches.

**This Unconditional Guarantee Protects You and Your Customer**

It is backed by $30,000,000 capital. Tell your customers about it.

“We rely upon the sportsmanship of the American citizen. If any article of our manufacture does not render the service or satisfaction which you as its purchaser believe it should have given, a refund or satisfactory adjustment will be made by the dealer who sold it. You are to be the sole judge; your decision is ours.”

Main Office

CHICAGO, ILLINOIS

Special Inducements to Jobbers

**THOS. E. WILSON & CO.**
West territory is now receiving shipments from the Chicago office, which now carries a complete stock of records. Mr. Clement has been making a week's trip through Wisconsin and Minnesota.

The Emerson record featuring "I Never Knew," the big hit from "Canary Cottage" now playing at the Olympic Theatre, is now being sold in Chicago along with the sheet music. On Sunday night this idea was tried out for the first time and proved so successful that the big hits played were "Ah! Sweet Mystery of Love," by Emile Waldteufel, for Chicago whose songs are on the Emerson records will be sold in this manner.

Visitors and Personal:
Albert Mortensen, former in charge of the record department of the Chicago branch of the Columbia Graphophone Co., is now in charge of the order department of the Sather Mfg. Co., of which his machine department of the L. S. Mortensen, is president. F. A. Tatner, who for the past six years was in charge of the stock and return goods department of the former company, now occupies Mr. Mortensen's position.

G. P. Ginnig, formerly with Adam Schaal, is now manager of the talking machine department at the Fair. The higher priced machines are going very good at this store.

S. W. Knisely, formerly with Rike & Kulmer, of Dayton, O., has been transferred to the talking machine department of H.H. Hall & Sons. The talking machine departments of both stores are branches of the National Talking Machine Sales Corp., of Boston.

The friends of Harry L. Beach, of Fischer's Music Shop, Kalamazoo, are congratulating him on his recent marriage. He will be remembered as a former Victor traveler. Three years ago he became the partner of Carl L. Fischer in this prosperous business at Kalamazoo.

E. W. King, recording expert for the Victor Co. in charge of foreign recordings, has been in Chicago looking up talent.

J. F. Collins, head of the recording department of Pathé Frères, with headquarters in New York, visited the phonograph division of the Hallet & Davis Piano Co. the early part of this week.

Among the visiting dealers were Royal Roark, Greenfield, Ky.; E. F. Scheff, Chas. H. Scheff & Sons, Milwaukee, Wis.; L. C. Parker, manager of the talking machine department of the Jim Bros., Milwaukee; James Sandee, manager of the talking machine department of the L. S. Donaldson Co., Minneapolis; C. H. Harty, Galion, Ill.; F. Lovel, of the Benjamin YMCA of Music, Deansville, Ill.; U. E. Ellington, Freeport, Ill.; Ernest Scheff, of Chicago; E. Scheff & Sons, Milwaukee; L. M. Kisselman, of Kissors, man & O'Driscoll, Milwaukee; Joseph Madery, of Stix, Baer & Fuller, St. Louis; T. Harry Arthur, Dodgeville, Wis.; and Mr. Schults, of the Schults Music Co., Baraboo, Wis.

J. W. Wallace, manager of the Edison phonograph department of the W. L. Parker Co., at Davenport, Ia., was a recent Chicago visitor. The company is the exclusive Edison dealer in that city, and has a large business in the cities of Davenport, Rock Island and Moline. The department was recently remodeled and has a fine recital hall, two large demonstration booths and separate record room and office. Mr. Wallace says that business is excellent in his locality this fall, and he is preparing for a large holiday trade. An Edison tone test was recently given by Alice Verlet at the M. E. Church at Davenport and was very largely attended.

VALIDITY OF HALL PATENTS UPHELD

F. D. Hall, President of B. & H. Fibre Mfg. Co., Wins Signal Victory in Court in St. Louis in Upholding Fibre Needle Rights

CHICAGO, I11., October 6—Frederick D. Hall, president of the B. & H. Fibre Mfg. Co., of this city, and patentee of the fibre needle, gained a signal legal victory in St. Louis last month in a decision by the United States District Court sustaining the validity of the Hall patents. Mr. Hall brought suit against the Field-Lippman Piano Stores, of St. Louis, restraining them from selling imported Japanese bamboo needles, of which it was charged in the suit were an infringement of the Hall patents. Full settlement for the needles sold has been made to Mr. Hall and the unsold needles returned to the B. & H. Fibre Co. The decree in full is as follows:

IN THE UNITED STATES DISTRICT COURT FOR THE DISTRICT OF MISSOURI EASTERN DIVISION
Before the Honorable Judge Dry

FREDERICK D. HALL, Plaintiff,

vs.

FIELD-LIPPMAN PIANO STORES, a corporation, Defendant.

FINAL DECREE

This cause having come on to be heard upon the pleadings herein, filed on behalf of plaintiff, and it is by consent of all parties ordered, adjudged and decreed as follows:

First: That letters patent No. 827,723, issued to Fred D. Hall, for improvement in talking machine needles, is good and valid.

Second: That the said Frederick D. Hall was the first true and original inventor of the invention and improvement described and claimed in said letters patent.

Third: That the said plaintiff, Frederick D. Hall, is the lawful owner of said letters patent.

Fourth: That the defendant, Field-Lippman Piano Stores, has infringed upon the said letters patent and the exclusive rights of the complainant under the same.

Fifth: That the plaintiff, Frederick D. Hall, do recover of the defendant, the profits, gains and advantages which the said defendant has derived, received or made since July 26, 1915, by reason of said infringement of claims of said letters patent, and that the complainant do recover of the defendant the profits, gains and advantages which the complainant has sustained since date, or shall sustain by reason of said infringement of said defendant.

Sixth: That the said defendant, the Field-Lippman Piano Stores, do issue out of and under said court, directed to the said defendant, its agents, clerks, servants and workmen, and all persons acting in or in conformity with said defendant, enjoining and restraining them, and each of them, from directly or indirectly making, using or selling any needles containing, embodying or employing the invention or improvements granted by the above letters patent and particularly in the claims thereof, or from infringing upon the said letters patent in any way whatsoever.

(Signed) David P. Deva.

Approved:
(Sol.) FRANZ H. DRIEY, Attorney for Plaintiff
(Sgd.) ANDREW B. REICHER, Attorney for Defendant.
September 17, 1917.

(Einboden: Filed September 17, 1917, W. H. Nall, Clerk.)

In this connection it cannot be too strongly emphasized, in view of the frequent attempts to introduce a cheap imported Japanese bamboo needle in this country, that not only is the B. & H. fibre needle thoroughly covered by patents, but that aside from the liability of the jobbers and dealers handling the imported product to suit for infringement, there is, of course, the prime requisite of quality to be considered. The B. & H. fibre needle is a distinct product and is as follows:

Continued on page 89)

Features the SLIDING SHUTTERS Patents Pending

The only really new and practical FEATURE shown on talking machines for years.

ABSOITELY PERFECT FOR TONE CONTROL.

Allows the turn to travel in the mouth of the machine before modifying, instead of chucking it at the throat of the sound chamber. Can be opened a little at a time, thereby modifying the tone by degrees.

The motor is double spring, worm gear, cast frame and very quiet winding with spiral gears, making it exceedingly quiet running and in use.

STANDARDIZED AND CARRIES AN UNCONDITIONAL GUARANTEE FOR ONE YEAR

The tone is sweet, clear and mellow with immense volume control by the wonderful TONE-O-GRAY reproductor. Size 40 inch wide, 21 wide and 2 deep, built of genuine mahogany or quarter-sawn oak and finished to match the finest furniture. Can be opened a little at a time, thereby modifying the tone by inches. This is the only tone which can be found on the market.

The motor is double spring, worm gear, cast frame and very quiet winding with spiral gears, making it exceedingly quiet running and in use.

STANDARDIZED AND CARRIES AN UNCONDITIONAL GUARANTEE FOR ONE YEAR

The tone is sweet, clear and mellow with immense volume control by the wonderful TONE-O-GRAY reproductor. Size 40 inch wide, 21 wide and 2 deep, built of genuine mahogany or quarter-sawn oak and finished to match the finest furniture. Can be opened a little at a time, thereby modifying the tone by inches. This is the only tone which can be found on the market.

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The motor is double spring, worm gear, cast frame and very quiet winding with spiral gears, making it exceedingly quiet running and in use.

STANDARDIZED AND CARRIES AN UNCONDITIONAL GUARANTEE FOR ONE YEAR

The tone is sweet, clear and mellow with immense volume control by the wonderful TONE-O-GRAY reproductor. Size 40 inch wide, 21 wide and 2 deep, built of genuine mahogany or quarter-sawn oak and finished to match the finest furniture. Can be opened a little at a time, thereby modifying the tone by inches. This is the only tone which can be found on the market.

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The motor is double spring, worm gear, cast frame and very quiet winding with spiral gears, making it exceedingly quiet running and in use.
"Watching the Music Come Out"

Put MAGNOLA in your store-window; and have the crowds doing it too!

Scratchless, unblurred reproduction from the wonderful MAGNOLA TONE DEFLECTOR

Seven styles, retailing from $65 to $210. All cabinet models. Authentic period styles. Piano finish. Material and workmanship unsurpassed.

The success of MAGNOLA since its first appearance has been extraordinary; but it has been based on merit only. Some of the reasons for that success are to be found here, in the following features which are part of regular equipment.

Magnola Tone Deflector
ensuring clear reproduction on all records.

Magnola Tone Graduator
controlling loudness at will for any and all conditions.

Magnola-Mobile
An Unique Style
A special wheeled Magnola for hospitals, schools, country clubs, hotels and homes. UNIQUE AND PRACTICAL. Two styles, retailing at $75 and $95.

Universal Soundbox
playing all makes of disc records without special attachments.

Real Period Designs
Sheraton, Queen Anne, Louis XVI and Adam Brothers accurately reproduced.

Send for handsome illustrated Magnola catalog and our good proposition to good dealers! Special Magnola-Mobile circular on request also.

Magnola Talking Machine Co.

OTTO SCHULZ, President

General Offices
711 Milwaukee Avenue
CHICAGO

Southern Wholesale Branch
1530 Candler Building
ATLANTA, GEORGIA

Magnola style 85 Sheraton, retail at $85, Mahogany or Oak.
Cowan Classiques Introduced
Artistic Line of Talking Machines Made by Classique Phonograph Corp. Ready for Market

CHICAGO, ILL., October 3.—An announcement that has been eagerly awaited by the talking machine trade and the public is the Classique Phonograph Corp. of this city, now ready for the market with their extensive line of Cowan Classiques.

When it became known a year ago that W. K. Cowan, of the furniture company bearing his name, and for twenty-five years known not only in Chicago, but throughout the country as a designer, was about to enter into the production of talking machines, it was realized that the new line would be both artistic in design and cabinet work. The completed line as it is today shows it to be a remarkable one in every way in interior as well as exterior construction, in tone quality and in distinctive features, which represent not only strong talking points for the dealer, but which are of actual merit. It consists of no less than twenty styles ranging in price from $25 to $1,000, and embracing the various period styles in most skilful and artistic adaptation. A few of the models of the line are shown in the company's insert in this issue.

The completed line as it exists to-day is expensive, but necessary in that the trade and consumer may receive perfect needles. This, however, is only the basis—the raw material for the needle.

Among the notable patented features found in all but the lower priced machines is a hard rubber tone arm of Mr. Cowan's own invention, and a specially developed sound box, playing all records. The tone control, which is a component part of the throat and sound chamber, is simple in operation, producing all gradations of tone volume at the will of the operator. Special automatic cover support is another interesting feature which will be appreciated.

It is impossible at this time to give anything like a detailed description of the line, but there are many details of devices and conveniences in the different styles which will be appreciated by the owners. Among these may be mentioned the patentable, specially designed portable cabinets and fittings, which will be found to be an efficient means of creating and maintaining the necessity of placing orders now in order that deliveries may be made for holiday trade.

The company has secured a fire-proof building at 701-709 North Sangamon street, corner of Superior, with a hundred-foot frontage on Sangamon. Here the executive offices, now at 14 South Wabash avenue, will be located, together with the immense wholesale stock of sporting goods, talking machines, musical instruments, gut strings, etc. The facilities of the new quarters will be greatly superior to the old.
INTRODUCING THE PHONO-GRAND

J. P. Seeburg Co. Exhibiting Combination Talking Machine and Electrically Driven Player-Piano—Some Interesting Details

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)

The Phono-Grand at the company's warerooms in the Republic Building. It is a unique instrument comprising an excellent phonograph and electrically driven player-piano in a case occupying not much more space than that of the larger cabinet talking player-piano in a case occupying not much more space than that of the larger cabinet talking machine. As might be expected from the reputation of the Seeburg Co., the case designs are exceptionally artistic. The phonograph is, of course, in the upper part of the cabinet and the cover is lifted and the records put in place just as in an ordinary talking machine. It is electrically operated by a smooth running and noiseless motor. The superior tone of the talking machine is attributed not only to the unique construction of the tone chamber, but to the effect of the sounding board of the player-piano. The player mechanism is in the lower part of the cabinet, and on either side of the upper section are receptacles for phonograph records and music rolls. The player plays regular 88-note rolls, the tempo, phrasing, and dynamic intensities all being automatically produced in a faithful interpretation of the artist making the rolls. The tonal volume and quality is little short of remarkable, especially considering the size of the case in which the piano is contained. The phono-grand has been worked out entirely in the factory of the J. P. Seeburg Co. under the direct supervision of Mr. Seeburg and his corps of experts. Many of its features are covered by patents.

It is distinctly a home instrument and represents Mr. Seeburg's conception of the need of an instrument especially for apartments and small homes in which the entire range of phonographic and piano music can be reproduced. The problem of supplying such an instrument at a moderate price—about that of an ordinary upright piano—was a big one, but has been successfully solved as a result of months and months of tireless study and experimentation.

The phono-grand will be made in several beautiful designs planned to harmonize with the furnishings of artistic parlors and music rooms. A unique departure is found in the plans being made to enable owners of apartment buildings to offer their tenants unusual musical facilities. Instead of false fireplaces, or built-in bookcases, it is designed to supply them with a built-in phono-grand, the instrument standing between two cases harmonizing with it in design and which can be used for books, sheet music, phonograph records or music rolls. This idea would comprise in one attractive fixture, taking up practically no room, the space ordinarily utilized by a player-piano, phonograph, music cabinet and the bookcase. Mr. Seeburg is very enthusiastic regarding the new instrument and he has every reason to be, as those in the trade who have seen it are confident of the large field before it and a number of advanced orders have been placed upon seeing the first sample.

A number of phono-grands of the type here illustrated are now coming through the factory, and the company expect to be able to ship in limited quantities in November.

INDIANAPOLIS ASSOCIATION TO MEET

Next Session to be Held on October 16, When By-Laws Will be Adopted

INDIANAPOLIS, Ind., October 5—The Indianapolis Talking Machine Dealers' Association will meet October 16 at noon in the Board of Trade lunch rooms. A meeting which was to have been held October 4 was postponed until to-day, but so many dealers became confused as to the time of the meeting on account of the postponement that it was decided to set it at a later date.

C. P. Herdman, president, said that the executive committee, which was instructed to draw up the by-laws of the association, had completed its work and was ready to submit a report at the next meeting for the action of the members.

The Booth Furniture Co., 114 East Fifth street, Dayton, 0., has just taken possession of the new annex to its store, and a section of the additional space will be utilized as a talking machine department.

Order Your MOZART Stock NOW!—Avoid Delays!

Mozart 10 in. and 12 in. records are increasing dealers' sales fourfold. October supplement ready to be mailed.

We are preparing to handle the best fall trade in the history of the talking-machine industry. Our factories are working to capacity and we know that we have a line of machines that sell fast. Every instrument is fully guaranteed. Write today for open territory.

MOZART TALKING MACHINE CO., J. P. FITZGERALD, 2608-2618 No. 15th St., St. Louis, Mo.
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 everywhere. Booth 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 dear nowadays in our catalog.

Prepare for a Machine Shortage by Developing Record Sales

ARThUR L. VAN VEEEn & Co., Marbridge Bldg., 47 West 34th St., New York

Telephone: GREELEY 4749

EDISON CONVENTION IN KANSAS CITY

Dealers in That Zone Enjoy and Profit by Enthusiastic Session - Important Papers Read and Live Business Matters Discussed

KANSAS CITY, Mo., October 6.—Between the celebration of Old Glory Week, which brought Col. Roosevelt to town as a speaker, and the Edison Dealers' Convention, held at the same time, Kansas City has just passed through an exciting period.

The Edison Dealers' Convention was the center of enthusiasm, and there was a noted good cheer in all the talk. The constructive work accomplished at the convention marked it as one that will have a profitable effect upon all Edison dealers in this zone. A. P. Burn, assistant general sales manager, and Edward E. Davidson, manager of the agreement department of the Edison Laboratories, journeyed from Orange to attend the meeting and were accorded an enthusiastic welcome.

An elaborate program was prepared for the convention, which included the presentation of "Mr. Guy Wise, Esq.," the sparkling business man, and Live Business Matters Discussed.

Mayor Edwards, of Kansas City, welcomed the dealers and the formal meeting was opened at 55 East Main street, Norristown, Pa., by W. J. Killea and the Gately-Haire Co., announcing the fact that the paper had been selected for local Victor advertising, and also devoted a column to a free article regarding the new records.

The Penn-Norris Phonograph Shop has been opened at 55 East Main street, Norristown, Pa., where the concern features the Edison Diamond Disc phonograph exclusively.

Our Dealer Proposition

We will send you this machine (illustrated) on receipt of $45.90. It comes in either oak or mahogany cabinet, complete, and will play 5 ten-inch records on one winding. You may try it out for ten days, and if you don't feel that it is the best machine that you ever handled, heard or saw, return it at our expense, and we will cheerfully refund your money.

A Hoffay Agency means Profit and Prestige for you. Not only profit on the phonographs you sell, but on the continuous profits you make on all records, for the Hoffay "Improves all Records," and as has been said, "Brings out of a record all that was put in." In being associated with the Hoffay you immediately attain Prestige.

One has only to listen to and examine the Hoffay to appreciate that the supremacy claimed is that supremacy accomplished. The Hoffay Air-tight Reproducer, Hoffay Air-tight Adapters, and Hoffay Air-tight Tone Arm are some of the most important exclusive features which make for the supremacy of the Hoffay.

For Dramatic and Foreign Business Address:

Hoffay Talking Machine Company, Inc.
2 West 28th St. New York City

Prepare for a Machine Shortage by Developing Record Sales

To Make Steel Needles

Record Needle Co. Organized for This Purpose in Milwaukee with Capital of $100,000

Milwaukee, Wis., October 6.—Milwaukee is to have a plant for the manufacture of steel talking machine needles. It will be operated by men of long and practical experience in the trade.

The firm will be known as the Record Needle Co., and will be incorporated in a few days with a capital stock of $100,000. It will be headed by George R. Roos, S. W. Goldsmith and H. A. Goldsmith, all of the Badger Talking Machine Co. of this city. A man of long experience in needle manufacture has been engaged as superintendent of the plant, the location of which will be shortly decided. It is expected that shipments will be commenced about February 1 of next year.

Add New Novelty to Line

Boston, Mass., October 6.—The National Toy Co., of 273 Congress street, this city, have added a new novelty to their line of talking machine toys called "Uncle Sam and Kaiser Bill." This new toy is very much on the style of Uncle Sam and the Mexican which was so popular last season. The punishment inflicted on the Kaiser at each revolution of the record is expected to insure its popularity.

Improves All Records

Our Dealer Proposition

We will send you this machine (illustrated) on receipt of $45.90. It comes in either oak or mahogany cabinet, complete, and will play 5 ten-inch records on one winding. You may try it out for ten days, and if you don't feel that it is the best machine that you ever handled, heard or saw, return it at our expense, and we will cheerfully refund your money.

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Keep Your Eye on Pathe!

Geo. P. Metzger Will Help You Do It Hereafter

My friends in the talking-machine business will be interested to know that I have hitched my wagon to a star—or rather to a Red Rooster.

You will be interested to know that I did it with my eyes open, too. I did it for exactly the same reason that is bound to reach you right where you live, if it hasn't already: because the Pathe name and the Pathe product are so potential that we'd have to be color-blind to miss it.

And because I happen besides to be so well informed as to the Pathe policy of progress.

I see the Pathe market spread out like a map. I see no Pathe past that needs glossing or explaining.

And I see the Pathe future like a sunrise, so brilliant that I figure I've made this connection in the very nick of time!

Things are going to hum, and I give you my word I'm tickled pink to announce my association with them!

I'm not much good at saying things I don't mean, either.

Keep your eye on Pathe!

Geo. P. Metzger
Vice-President, Hanff-Metzger, Inc.
Advertising Agency

For six years Advertising Manager for the Columbia Company, and in the four years since placing all their advertising. Now to undertake the same work for Pathe.
TO DEVELOP SOUTH AMERICAN TRADE

R. C. Ackerman, Prominent Export Manager, to
Represent Heineman Interests in South Amer-
ica—Has Had a Notable Career

The friends, both in Latin-America and at
home, as well as the former business associates
of R. C. Ackerman are gratified to learn that he
has become connected with so live a commercial
enterprise as the Otto Heineman Phonograph
Supply Co., Inc., the largest manufacturers of

R. C. Ackerman
talking machine supplies in the world. Mr. Ack-
erman was formerly associated with the
as export manager; and, in the short space of
three years, built up a thriving export trade in
South and Central America, Mexico, West In-
dies, and the Far East. Subsequently, he of-
ficiated as assistant export manager of the Vic-
tor Talking Machine Co. and the Royal Type-
writer Co., organizations which figure, in their
respective lines, in the highest ranks in the for-
gotten field.

Mr. Ackerman has just published catalogs in
English, Spanish and Portuguese, showing a new
and handsome complete line of seven cabinet
talking machines and four horn phonographs,
which his company is getting out exclusively for
export; also a brochure in the same languages
on "How to Manufacture Phonographs," which
latter will be sent to the leading woodworking
industries, furniture and piano factories in for-
gotten countries. He has sent out three repre-
sentatives to Australia, India, China, Japan and
other countries of the Eastern Hemisphere, and
he will leave in a fortnight on a selling trip to
Cuba, Porto Rico, and the Central American Re-
publics, preliminary to a selling campaign in
South America.

In addition to the Heineman line, Mr. Acker-
man will represent in Latin-America the inter-
est of the Emerson Phonograph Co. and the
George A. Long Cabinet Co. Being conver-
sant with the poetic and ever-increasing com-
mercially valuable language of Cervantes and
acquainted with the talking machine trade, there
is little doubt but what he will be able to build
up friendly and mutually profitable relations be-
tween these three prominent concerns and the
principal firms in the countries visited.

The Otto Heineman Phonograph Supply Co.,
Inc., a strictly American concern, maintains fac-
tories at Elyria, O., Newark, N. J., and Putnam,
Conn., with branches throughout the Union and
in Toronto, Canada. Over seven million of the
Heineman type of motor are in satisfactory use
in phonographs throughout the world.

NEW UNIVERSAL RECORD-LITE

Suitable for All Types of Talking Machines
Now Being Put Out by Record-Lite Co.—
Produce New Fibre Needle Cutter

MILWAUKEE, Wis., October 8.—The Record-Lite
Co., of this city, which has had an enormous de-
mand for the Record-Lite adapted for Victorolas,
announces a new universal type which is adapted
to all other machines, the details of which will
be found in the company's advertisement else-
where in this issue. The new Record-Lite does
not attach to the tone arm as is the case in the
Victrola model, but can be located anywhere
in the top of the machine, throwing its rays over
the turn-table and enabling the operator to use
the machine in the darkest corner of the room.
The light is instantly turned off or on by the
manipulation of a lever. The battery operating
the Record-Lite can either be set in the top
of the machine or may be concealed inside.
The company will be able to commence de-
iveries on this new universal type on Novem-
ber 15. The price is $3.50 in nickel finish, and
$4 in gold finish.

The new style B Record-Lite, fitting the new
tone arm with which the larger Victrola models
are now equipped, is now ready for delivery.

The Record-Lite Co. has also produced a
new fibre needle cutter of moderate price which
has many points of merit. This will also be
ready for the trade on November 15.

It will have representatives covering the
Pacific Coast, the Middle West and the East,
the latter including New York, New England
and the Atlantic Coast territory. J. Shoemaker,
formerly manager of the talking machine de-
partment of the Boston Store of Milwaukee, is
now traveling in the central eastern territory.

VICTOR & CO. SELL LIBERTY BONDS

Buffalo, N. Y., October 8,—A. Victor & Co.,
Pathphone jobbers, who sold many thousands
of dollars' worth of Liberty Loan bonds during
the first issue of them, have again opened a Lib-
erty Bond department in the store at Main and
Genesee streets. Bonds in various denomina-
tions will be sold at this department for cash
or on easy payments. No extra charge is made
for this service, it being a purely patriotic one.
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!

For Real Service, Write, Wire or See the

PITTSBURGH PATHEPHONE CO.

*America's Best Equipped Pathe Distributors*

963 Liberty Avenue

PITTSBURGH, PA.
SALES FORCE OF THE NEW YORK TALKING MACHINE CO.

We take pleasure in presenting herewith the sales force of the New York Talking Machine Co., New York, Victor distributor. As noted recently in the columns of The World fifteen members of this company's staff have enrolled for service with Uncle Sam and the patriotism of these Victor men has been a subject of considerable comment in talking machine circles throughout the country.

After these men had left for the front, General Manager Roy J. Keith was confronted with the problem of welding together a new sales force as shown in the accompanying photograph. The sales force of the New York Talking Machine Co.'s sales force as shown in the accompanying photograph are as follows: Standing, M. C. Stegner, Ernest Fontain, J. J. Davin, Fred S. Stewart, G. A. Deacon, seated, George Kelly, H. C. Ernst, Roy J. Keith, M. M. Reinhard, W. H. Nolan. A rising toast was given to Thomas A. Edison. The dealers, many of whom were accompanied by their wives, were warm in their praise for the manner in which the Kipp Phonograph Co. had carried out its program.

USES CORTINA PHONE-METHOD

June Haughton, champion woman rifle shot of the world, of the Vanderbilt Hotel, has been given to Company 26 of the Eighth Coast Artillery Station, of which she is an honorary member, now located at Fort Wadsworth, Staten Island, a complete Cortina French-English Military Phone-Method to help the boys acquire a practical speaking knowledge of French. This method has become quite popular as a rapid means of learning the language spoken "over there."


Given by four of the Edison artists. Madame Marie Hoppold and Sig. Guido Cecconelli, tenor, were assisted by Elias Breeskin, violinist, and Jac Glockner, violoncellist. The recital was in charge of the Edison Shop and besides the dealers there were present prominent citizens of Indianapolis to whom invitations had been given. The Indianapolis press spoke highly of the entertainment and of the demonstration of the re-creations of the Edison.

After the recital the dealers went back to the club house, where they enjoyed a banquet. An orchestra furnished the music. There was a quartet of "coon song" singers and the Edison Shop quartet, the latter proving a big hit. The dealers, many of whom were accompanied by their wives, were warm in their praise for the manner in which the Kipp Phonograph Co. had carried out its program.

PRÉSTO UNIVERSAL TONE-ARM

This tone-arm has been designed to play all makes and types of records, whether of vertical or lateral cut. No change or adjustment becomes necessary. By merely turning a swivel joint, the change from one system to the other is made quickly.

The Présto Perfected Sound Box is in no small measure responsible for the success of the Tone-Arm. The "triangle" Needle Holder permits the use of all types of needles, including the fibre needle. This is a feature not generally found in other makes of sound boxes. The use of new and especially designed machinery enables us to produce work that is of exceptional precision and refinement.

Prices and Samples Upon Request

Let us figure on your other phono parts requirements

PRESTO PHONO. PARTS CORP.

124-130 PEARL STREET, BROOKLYN, N. Y.
The Pathe Pathephone
Mode 375
The most popular of the upright cabinet Pathephones—and no wonder, either.

This trade-mark is a symbol of supremacy in every corner of the world.

You don't have to tell people what the Pathe red rooster on your window stands for. You may stake your reputation as a dealer on this: That they already know it and are entirely familiar with its significance—both as an identification of Pathe phonograph product and as an instantly recognized message of quality flashed daily on ten thousand motion picture screens.

You've got an asset in that red rooster and the Pathe name as big as the world-wide Pathe repertoire—as broad as the claims you can make for Pathe product—and as solid as the business you can build on the exclusive features and TONE and quality of both the Pathephone and Pathe records.

And it's an asset worth more to you each time we remind the public of what it stands for—as we will with increased force (and frequency) from now on.

PATHÉ FRÈRES
20 Grand Avenue, Brooklyn, N. Y.
(Pathe Freres Phonograph Co., Ltd., 6 Clifford Street, Toronto, Ont.)
This feature is the greatest exclusive phonograph selling point to-day!

The Pathe Sapphire Ball
(much enlarged) showing how it fits into the half-circle of the sound-groove, making possible the full reproduction of the delicate "overtones;" also showing the microscopically jewel-polished surface that makes possible the Pathe Guarantee below.

We don't need to tell you what sells phonographs: TONE, difference, exclusiveness—those are the points—and you've got all of them in the PATHE SAPPHIRE BALL. You don't have to sell your prospect on comparisons of vague, intangible similarities here. The Pathephone is different—unmistakably different—convincingly and demonstrably different.

There is the point of "no needles to change", for one thing, and elimination of the danger of marring records, for another; the smooth gliding of the sapphire in the sound-grooves, and the matchless purity of TONE which that produces; the long life of Pathe Records and the Pathe guarantee—any one point a sales-clincher, and together a combination which is making Pathe product a future in America eclipsing even its leadership abroad.

Remember that "Pathe" is THE coming proposition in this country. And whether you are tied up with Pathe now or not, you will likely have occasion to be reminded of that prediction with increasing force and frequency from now on!

PHONOGRAPH CO.

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

We still possible to get the handling of Pathe product in a few good territories on most attractive terms. Write or wire for our proposition at once.
TALKING MACHINE BUSINESS BOOMING IN KANSAS CITY

Old Glory Week Brought Crowds to City—How Talking Machine Men Helped—Educational Department for Schmelzer Arms Co.—D. M. Guthrie, New Columbia Manager—Other News

KANSAS CITY, Mo., October 5.—Trade conditions, particularly in the talking machine business, received the boom of a decade in Kansas City recently when the business men put on "Old Glory Week." It was a celebration that eclipsed all others ever before given in Kansas City. Instead of the single attraction of a Fashion Show, or a pageant, it included both and many other big drawing cards. First of all it was widely advertised, the press taking it up enthusiastically. When it opened, September 22, the crowd was there. And the crowd stayed, not only during "Old Glory Week," but the week following when the American Horse Show was in progress. There were daily parades, special attractions at the theatres and parks, a spectacular patriotic pageant, grand opera in which such stars appeared as Marie Rappold, Homer, Kingston and Scott. There was also a Fashion Show and a big military ball. The whole city was in gala array and prizes were given in Kansas City, from which he was promoted to manager. Business with the Columbia has been excellent. Morgan Kingstone in grand opera stimulated the sale of records.

Miss Leah Ullom, of the Schmelzer Arms Co., who has just returned from the factory where she went for special instructions along educational lines, has opened an educational department for that company. It will be patterned after those in Eastern cities and is the first of its kind in Kansas City. The educational element here has taken it up with enthusiasm. Particularly numerous at the parades and special events was the Schmelzer Arms Co., dealers in the Pathe, has picked up business, received the boom of a decade in Kansas City, recently when the business men put on "Old Glory Week." Business with the Columbia has been excellent. Morgan Kingstone in grand opera stimulated the sale of records.

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How Victrola Aids Physical Culture

A large booth is being fitted up for the children on the order of a nursery, with nursery rhyme characters on the walls, etc. Here, on Saturdays, the small children will be invited to hear story telling by the Victrola. There will be a certain period each week when the grade school teachers will be instructed in the following phases of the Victrola work: community singing, character impersonation (including dialect work, which will be taken up by the sixth and seventh grades), natural history with bird records, etc., rhythm and folk dance work and patriotic records. Herefore the machines have been used in the schools chiefly for entertainment and appreciation but in the case of the Benton School (shown in picture) the Victrola has just been introduced in connection with calisthenics.

A. A. Trostler, manager of the Victrola department of the Schmelzer Arms Co., says that "business is wonderful. I had a great many dealers in the city during 'Old Glory Week,' and as far as the Victrola proposition is concerned, it is the same old story—we need more goods and our dealers are just crying for the same. We do not know what we will do in November and December. This is also true of records, but, taking it all in all, everything is running along very nicely."

Irving E. Magill, recently of Chicago, is the Kansas City representative of the Jones-Mortola, which has been taken up quite enthusiastically by a number of Kansas City jobbers. Mr. Magill will handle all the Southwest territory, including Texas, where he will sell direct to the dealers.

Horace Jordan, manager of the talking machine department of the Newman Mercantile Co., Joplin, Mo., took the cash prize offered by the management of the company for having the department that made the biggest increase over the last year. The sale of the instruments had increased 310 per cent. over the year before, more than on any other class of merchandise in the store. Mr. Jordan, when questioned as to how this result was achieved, said modestly that it was due to hard work and particularly in getting up attractive ads. He had also used re-cital as a drawing card.

John A. Lamkin, Warrensburg, Mo., states that the talking machine business has never been better. He attributes this largely to the crops around Warrensburg being good, as his trade is, for the most part, with country people. And this class, he says, buys the most expensive instruments. Mr. Lamkin advertises largely through the channel of tone tests, and often brings stars to the Opera House for these affairs.

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 PHONOGRAPH SUPPLY CO.

1108 W. 9th St.

W. J. McNamara, President

CLEVELAND, O.
PATHE PUBLICITY BY G. P. METZGER

The Prominent Advertising Man Arranges to Handle Campaign for the Pathe Interests

This issue of The Talking Machine World carries a business announcement that undoubtedly will make interesting reading for our readers. It is the announcement of George P. Metzger, one of the best known figures of the talking machine field, and characteristically expressed, it tells us that he has hitched his wagon to a red rooster, and that from now on he will handle the advertising for Pathe. This is good news, and we are sure it will be good news to everyone in the industry who knows Mr. Metzger and Geo. W. Lyle of the Pathe Freres Phonograph Co.

These men were closely associated over a period of many years and the announcement that they are to come together again means that we may confidently look forward to the inauguration of a selling and advertising campaign that will be well worth watching.

When news of Mr. Metzger's "Red Rooster" was issued, we looked up Mr. Lyle to ask him if he had any comment to make on this particularly interesting happening. Mr. Lyle readily confirmed the announcement, and in doing so told us just how he felt about it all. "Pathe has certain very definite plans for the immediate future. And in helping us to carry out those plans we are very glad indeed that we are able to call on the same counsel and wide advertising knowledge of Mr. Metzger. "You know that I know Metzger and his organization pretty well, and what he and his force have accomplished. "His readiness in the advertising field, particularly in the talking machine industry, does not need any extolling by me. He is not alone a sound advertising man, but he has proved to be the one big thing the industry needed when he got into it. And that one thing was vision. And vision is what Pathe is looking for in the men associated with us. "We are looking ahead—our plans are worked out to do big things. And to live up to those big things we must have the right kind of men, and Metzger is going to fit in with our plans like a hand in a glove. "We certainly are very glad that Pathe advertising is going to bear the imprint of Metzger. We know beforehand what kind of work he will do—and we are glad that timely conditions have made him and his staff available. "We don't believe there is anything we can add to Mr. Metzger's announcement and Mr. Lyle's confirmation, except to say that we believe he is going to see something big in the way of advertising and development work in the talking machine field. And that advertising and development work is going to have Pathe as the motive power behind it.

BOSTONIANS GONE TO THE FRONT

The various business houses of Boston are giving honor to their various employes that have joined the colors. Everywhere may be seen the service flags, each star denoting a man having left that house. At the headquarters of the Eastern Talking Machine Co., in Tremont street, there is conspicuously displayed at the entrance an honor roll very attractively framed and placed upon an easel. It is headed "The Talking Machine Co.'s Roll of Honor, Volunteers Fighting for the U. S. A. and Her Allies." The following names thus far appear: J. J. Spillane, E. O. Welch, Earl Mosely, John Colson, Stephen Dumont, Jos. Kilmartin, Wm. McBride, Lional Kilpatrick, Wm. Washington, Frank Moran, and Chas. Appleyard.

**SONORA ON TIMES SQUARE**

Immense Electric Sign Catches the Eyes of the Millions Who Pass That Way

A few nights ago there flashed into view in Times Square, New York, what is probably the largest and most attractive electric sign ever there flashed out in golden letters "The Highest Class Talking Machine in the World." Beneath this came the brilliant white Sonora trade mark and then a glowing red address line, Fifth Avenue at Fifty-third Street.

Although the expense of this sign is great, it comes daily to the attention of hundreds of thousands of people from all over the world and is considered a splendid piece of advertising by the Sonora Co.

It is extremely difficult to design a sign of this nature which will indicate the high quality of the product it represents, but in this instance the effort has been eminently successful. Thousands of yellow, white, red and green incandescents are used for this display. The sign covers an area forty-nine feet by ninety-one feet and is placed on the roof of a large hotel. It has become one of the night sights of the city.

**VICTOR RECORDS FOR CHRISTMAS**

Specially Selected List for Holiday Time Just Issued for Convenience of Dealers

The Victor Talking Machine Co. has just issued a special order blank to cover a selected list of records that are particularly appropriate to the holiday season. During the past year the Victor Co. has also issued a list of specially selected records that have proven excellent sellers at holiday time, and this year's list is no exception to the rule, containing as it does some of the most popular of the Christmas carols, together with Bible readings, sacred songs, children's pieces, etc. Dealers are urged to order selected records now in order to be properly prepared at holiday time. Elaborate window hangers and special supplements for distribution to customers will be issued later.

**SATISFACTION AND SUCCESS**

To be satisfied with yourself is to do the best you can in everything that you do. A man who does less than his best will never be satisfied.

---

"The House of Service" Again Proves Its Superior Service

**VICTOR DEALERS**

We have Steel Needles

** Send Us Your Needle Orders NOW**

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. Loaded Needles

Packed 100 in Envelopes, 200 in Tin Boxes

** Specially Selected List for Holiday Time Just Issued for Convenience of Dealers**

The needle situation is such today that we advise every dealer to exchange his waste for several months to come, and order today, thereby protecting themselves against future advances in prices which are sure to come.

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**THE TALKING MACHINE WORLD**

99
4 BIG SONG HITS
In a "Smashing" Campaign!

Every Talking Machine Dealer—Every Piano Dealer—will be benefited by this tremendous advertising and promotion campaign—The Biggest the Sheet Music Business has ever seen.

These Four Song Hits are being exploited in a Sensational way throughout the United States and Canada—and the people are urged to get them for their piano—talking machine or player-piano.

This means much to every dealer, and especially to those dealers who "Hook Up" with the campaign by making a prominent display of the goods simultaneously with the appearance of the advertisements—on November 15th.

In addition to the full page $5,000.00 advertisement in

THE SATURDAY EVENING POST

reproduced on the opposite page—thousands upon thousands of dollars will be spent in other forms of promotion—making this—not only the most costly but the most carefully planned and most intensive publicity drive the Sheet Music industry has ever seen.

The extent to which you—Mr. Dealer—may "cash in" on this extraordinary campaign—conducted for your benefit as well as ours—depends entirely upon the co-operation and interest you take in the matter.

We could say more—but doesn’t the above paragraph really complete the story?

It is, therefore, Mr. Dealer, up to you!

DON’T FORGET THE DATE, NOVEMBER 15th
DON’T FORGET TO MAKE A BIG DISPLAY
DON’T FORGET TO ORDER THE GOODS

THIS IS THE OPENING GUN OF THE BIGGEST PROMO
This is an exact copy of the full-page—$5,000.00 advertisement
which will appear in THE SATURDAY EVENING POST
On sale everywhere Thursday, November 15th.

SONGS
the SOLDIERS
and SAILORS SING

Get these four smashing song hits for your piano, your talking-machine, or your player-piano—and get them right away. Keep up with the boys who sing their way into action.

It's a Long Way to Berlin
But we'll get there

"We'll sing 'Yankee Doodle' under the Linden with some real live Yankee pep!" That's the real "do or die" spirit of this up-to-the-minute war-song hit. Better than "Tippery," because it goes straight to the point. The music gets there, too—gets to your heart and your feet. By Arthur Fields and Leon Platon.

I Don't Want To Get Well
Here's a song that will make you laugh—although it's about a wounded soldier. He was harder hit by his nurse's smile than by the German bullet—and in a far more vulnerable spot. A unexploited melody that won't let your feet keep still. By Johnson, Pense, and Jentes.

I Don't Want to Get Well

ON SALE NOW
At all music and department stores, or at any Woolworth, Krueger, Kress, McCrory, Kraft, Grant, or Metropolitan store.

OUR boys on the fields of France, our sailors on the big, gray sea-fighters, and the boys in our training-camps are singing them. The whole country is singing them and dancing to their inspiring melodies. Being the sort of stuff that puts pep in your stride—gets there, too—gets to your heart and your feet. By Arthur Fields. "These song are on sale at practically every music store in the United States and Canada. Look for their displays of the songs and reproductions of this advertisement in their windows.

Hail, Hail, the Gang's All Here

Here's a song you think you know. But did you ever hear the verses or did you ever see the music? It's all here—and it's all the sort of stuff that puts pep into everybody. One of the greatest marching refrains ever written—and just as good as a fox-trot of one-step. By D. A. Esrom, Theodore Morse, and Arthur Sullivan.

Homeward Bound

You're in will be awfully thick if this song doesn't get deep down in your heart. You can see our boys coming home, you can see the joy of that Navy job done and the world at peace again. The melody—well, it's just the right one for this matchless song. By Jimmy Johnson, Coleman Goetz and George W. Meyer.

These songs are printed in the new "Feist" easy-to-read style. Complete song at a glance. No leaves to turn. 15c each, any 7 for $1.
GREAT ACTIVITY FOUND IN PITTSBURGH "TALKER" TRADE

New Officers of Local Association Plan an Active Campaign—Elaborate New Pathephone Shop Opened—New Dealers Entering Field—Frederick Piano Co.'s Recent Purchase

PITTSBURGH, Pa., October 9.—The regular monthly meeting of the Talking Machine Dealers' Association of Pittsburgh was held in the Dutch Room of the Fort Pitt Hotel, Tuesday evening, October 9, when the newly elected officers of the association took their places. The officials, who were chosen at the last regular meeting, are as follows: President, Leo Half; vice-president, H. N. Rodderow, of the Talking Machine Shop; secretary, A. R. Meyer, of Joseph Horne & Co.; treasurer, Jacob Schoenberger, of Lechner & Schoenberger.

The new officers outlined a very ambitious program for the coming winter's work, and there was an enthusiastic general discussion. The plans indicate that there is a most active program for the future. The first floor is given over exclusively to the retail department, and it contains eight spacious and lavishly furnished demonstration rooms.

The wholesale department occupies the four upper floors. A very large and complete stock of machines is carried. The record department has a capacity of 50,000 records, and is arranged with a view to the greatest possible efficiency in handling this end of the business. The local jobbing agency for the Pathé line embraces the entire territory of Western Pennsylvania, West Virginia and Eastern Ohio, and the new establishment provides adequate facilities for supplying this large group of dealers.

The Pittsburgh Motrola Sales Co. also occupies a portion of the new Pathé headquarters.

The Standard Talking Machine Co., of this city, is making all preparations for the largest fall business in its history. In the service department the Standard is furnishing its dealers with a very attractive Christmas record selling folder. It is the only record selling argument in itself, but provides also for carrying with it the Victor Co.'s Christmas record certificate, which the Victor Co. is this year furnishing to its dealers.

J. C. Roush, president of the Standard Talking Machine Co., has just returned after spending a week in the East, where he attended the conferences with relation to the recently imposed taxes upon the talking machine industry. Mr. Roush is secretary of the National Association of Talking Machine Jobbers. While in the East Mr. Roush visited the Victor factory.

The Buehn Phonograph Co., local Edison distributors, is enjoying a steady increase in business, both in machines and records, according to Manager Albert Buehn. This house is receiving initial shipments of the new style William and Mary phonograph, and the request for same is reported much larger than the supply. The Amberola business is making great strides, Mr. Buehn states, and a gain of more than 100 per cent. is shown over last year.

The Buehn Phonograph Co. reports the addition of two new dealers recently. They are J. H. Rubert, a general music dealer, of Emelton, Pa., and S. G. Patterson, a piano dealer, of New Brighton.

Preparations are being made by Manager Albert Buehn, of the Buehn Phonograph Co., for an elaborate Edison tone test recital in November at Carnegie Music Hall. At that time an Edison dealers' meeting will also be held at the Buehn headquarters.

The W. F. Frederick Piano Co., of this city, has purchased the Watkins Music Co., 120 East Federal street, Youngstown, O., and with it the Victor franchise. H. R. Watkins, a member of the firm, remains with the W. F. Frederick Co. as manager of the branch store. H. W. Watkins, whose retirement from the business necessitated the sale of the Watkins Music Co., has entered another line at Columbus, O. G. W. Watkins, the third member of the company, is sales manager of the W. F. Frederick Piano Co.

The Columbia Graphophone Co., Sixth street and Duquesne Way, reports an exceptionally active trade throughout this territory, both in machines and records. Manager Kenneth Mills said: "The phenomenal industrial activity in the Pittsburgh district is strongly reflected in the talking machine demand. This branch enjoyed the best September business in its history by a large percentage. Fall buying has thus far exceeded anything on our books."

The Kuhlmann & Baer talking machine department reports an exceedingly active trade, particularly in machines. This large and attractive department, which is one of the newest in the city, is now featuring the Aeolian Vocalion, along with the Columbia line of machines and records. It holds the only agency for the Aeolian Vocalion in the Pittsburgh section.

Leo Half, the New Association President

"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. 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.

We stand back of every American

AMERICAN PHONOGRAPH COMPANY
Main Office and Factory, 111 Lyon St., GRAND RAPIDS, MICH.
503 Cable Bldg., CHICAGO
THREE ART MODELS OF PATHE PHONOGRAPH ANNONCED

New Designs After Leading Decorative Periods Are Very Distinctive in Construction and Appearance and They Have Made a Most Favorable Impression on the Trade

The Pathe Freres Phonograph Co., Brooklyn, N. Y., has just advised its dealers that it is now ready to place on the market three new and distinctive art models. The company has been working on these models for some time past, as they felt that their representatives should be furnished with a line of period designs that would meet with a ready sale. That they have succeeded in the fulfilment of this desire is indicated in the enthusiastic praises which these instruments have received from Pattie jobbers and Pathe dealers who have visited the factory during the past fortnight.

There are three Pathe period designs, designated as the Jacobean, Sheraton and William and Mary. The general overall dimensions of these art models are forty-seven inches in length, thirty-six inches in height and twenty inches in width. The different designs were constructed by one of the finest cabinet houses in the country, and are faithful reproductions of the characteristics common to the different periods they represent.

The William and Mary model is finished in walnut; the Sheraton in mahogany and the Jacobean is finished in fumed oak and white, giving an artistic antique effect. The different designs, while adhering strictly to the three Old English periods, are arranged to give a simple and most striking appearance without being ornate and overdecorated. They are so designed and constructed as to harmonize perfectly with the various styles of interior decoration.

The cabinet constructions of these art models are of a sturdy, durable pattern, being well reinforced throughout. The center of the top consists of a lid which when closed lies flush with the top of the cabinet, and when raised offers easy access to the turntable. The sound chamber is of approved Pathe construction and is artistically arranged and finished with as much care and precision as the exterior of the cabinet. On the right is a small drawer suitable for holding accessories, below which is a compartment with vertical partitions for holding record albums. The left side is equipped with shelves for records arranged horizontally. All of these partitions and shelves are made of durable three-ply board which prevents splitting. The cabinet itself is of five-ply, adding greatly to its strength. The handles on the Sheraton design are constructed of oxidized silver, while their finish on the William and Mary and Jacobean models is of statuary bronze.

It is interesting to note that all of these models will retail at $190, and an electric motor will be part of the equipment in the models retailing at $200. The company expects to launch an aggressive campaign in behalf of these art models, and their moderate price, together with their artistic appearance, will doubtless enable Pathe representatives to develop a profitable market for these period designs.

ATTENDED THE WAR CONVENTION

Three Prominent Talking Machine Men Present at Recent Conference Held at Atlantic City

Among those who attended the War Convention of Business Men held at Atlantic City last month as representatives of the talking machine trade were French Nester, manager of the National Association of Talking Machine Jobbers; Joseph C. Roush, president of the Standard Co., Pittsburgh, who attended as national councilor of the National Association of Talking Machine Jobbers; Joseph E. Michel, of Michel Bros., Victor distributors, of Omaha, Neb., who was a representative of the Rotary Club.

SERVICE COUNTS

We have built up our business to the highest point of efficiency on a foundation of honesty and reliability. Our service enjoys the dealer's confidence to an unapproachable degree.

W. D. & C. N. ANDREWS
BUFFALO, N. Y.
No. 2—Oak or imitation Mahogany
17 1/2 x 20 1/4 x 42 1/4 inches, $75.00

No. 10—Quartered Oak or genuine Mahogany
24 x 24 x 45 1/2, $200.00

No. 15—Quartered Oak or genuine Mahogany with Inlay
20 x 20 1/2 x 44 3/4, $150.00

No. 5—Quartered Oak or genuine Mahogany
19 3/4 x 21 3/4 x 14 3/4, $50.00

No. 1—Quartered Oak or genuine Mahogany
18 3/4 x 20 1/4 x 42 1/4 inches, $100.00

No. 3—Oak or imitation Mahogany
17 x 18 1/2 x 13 inches high, $30.00

CENTURY
PHONOGRAPH
"The Phonograph of the Century"

Its makers have been identified with the phonograph industry almost since its inception, first making only cabinets, later the best "universal" tone arm ever made and complete phonographs for other "manufacturers."

The line ranges in retail prices from $30. to $200.

It yields the maximum possible profit.

The dealer is furnished with effective dealer helps, and with the assistance of an efficient Service Department.

He gets deliveries when he wants them.

NOW, not later, not even tomorrow, is the time to send for catalog and proposition.

Century Cabinet Company
No. 1603-25 West 45th Street
New York, N. Y.
Factory at Utica, New York
SELLING TALKERS TO INDIANS REQUIRES SPECIAL GIFTS

B. L. Peter, of Pawnee, Okla., Pays Special Attention to the Trade of the Brave and Squaw and Solves Many Problems, Especially That of Getting Payments Promptly

KANSAS CITY, Mo., October 4.—B. L. Peter, Pawnee, Okla., has, in all probability, more interesting customers than any other talking machine dealer in the business. Mr. Peter is situated among the Pawnee and Osage Indians and he says the location is highly profitable as these Indians are immensely wealthy, the Osage being the richest tribe in the world. Many of them draw thousands monthly from their oil wells. To any dealer who wishes to follow into so lucrative a territory, the directions are simple. "Master a couple of Indian dialects, learn to squat gracefully on the bare floors in the huts of your prospects, and let old Ben Franklin have nothing on you for diplomacy," so advises Mr. Peter. Outside of these few requirements, it is the easiest thing in the world to "sell" the Indian. To begin with, love of music is one of their most dominant racial characteristics. The tom-tom has always been as necessary to their happiness as the tomahawk. They are primarily hero-worshippers and any seemingly impossible or wonderful feats arouse an admiration that is carried to the point of worship. In such a light do they regard the white man's music box; they do not understand the why or wherefore but they pay homage to the result. Thus there is no necessity to create the desire of possession—it is already there. But the next phase, the ability to pay, is where the rub comes in. Though they have the money, the Indians (unlike, of course, their white brother) do not seem to care about parting with it. If one can get cash for the instrument, there is of course no difficulty, but if the machine is paid for in instalments, it is with the greatest effort, in many cases, that the money is collected. The Indians will pay the first instalment and then they think they own the instrument and do not see the justice in possession.

An illustration of the type of customer that Mr. Peter has is the Osage Indian who recently bought a $250 instrument. This Indian, chancing to pass Mr. Peter's store, heard the talking machine and entered. He listened intently, giving grunts of approval. The next day Mr. Peter drove out to the Indian's house—or hut, as it should more properly be called—and was met at the door by a two-hundred-pound squaw. She then went into the bedroomresharpening Fibre Needles Marketed by B. & H. Fibre Mfg. Co.

CHICAGO, Ill., October 8.—The B. & H. Fibre Mfg. Co., manufacturers of the B. & H. fibre needle, are now ready for the market with the new fibre needle "reproducer" or sharpener, which is shown in the accompanying illustration. It represents years of careful experimentation by F. D. Hall, president of the company, and the inventor of the fibre needle, and is the product of his knowledge of the nature and requirements of the fibre needle. The feature of this little sharpener is that it sharpens the needle with a slanting side cut on the pulp side of the needle only and does not cut through the cortex. In other words, it sharpens the needle very much as one sharpens a pencil with a pen knife and with the least possible wastage of material. As may be seen by the illustration, the point of the needle to be sharpened is inserted in the triangular shaped groove in the cutter and the lever raised. That is all there is to it, the work being done quickly and accurately. The aim in producing this sharpener has been to produce a device which will be absolutely foolproof and

New B. & H. Fibre Needle Reproducer which will infallingly produce a perfect point. Any imperfect needle may be made instantly perfect through the use of this device. The new sharpener comes in a neat box, which can be attached in the top of the talking machine, furnishes a permanent holder and takes care of the shavings from the sharpened needles. The sharpener is made of the best materials, is extremely handsome in appearance and can be furnished in either nickel or gold finish to match the trimmings of the various talking machines. Its merits have already come in for the highest praise from members of the trade.

LOOK

We Have Anticipated Your Needs
And Can Fill Your Orders for

Steel Needles
Playrite and Melotone
Record Stock Envelopes
Delivery Bags
Supplement Envelopes
Carrying Cases
Cabinets for all Type Victrolas
Record Easels for Window Display
Ogden’s Record Stock Cabinets

Send for Catalogs and Price List

We also have one of the largest and most complete stocks of Victor Foreign and Domestic Records in the country.
BOOKS MANY GOOD ORDERS
Paul L. Baerwald Tells of Trip Through New York State and Adjacent Territory
Paul L. Baerwald, Eastern sales manager of the Otto Heineman Supply Co., New York, returned last Monday from a trip through New York State and the surrounding territories. He

visited the talking machine manufacturers in this territory and secured large orders for Heineman products in all the cities he visited.

In a chat with The World Mr. Baerwald stated that conditions in the talking machine industry are very satisfactory and that all of the manufacturers he called upon are making preparations for an active fall trade.

One of the most gratifying features of the business at the present time is the fact that the majority of the manufacturers are increasing their retail prices in order that their dealers may secure a fair profit and in order to take care of the tremendous increase in the cost of labor and raw material. As a whole the industry seems to be in excellent shape and Mr. Baerwald was well pleased with the situation.

PUBLISHER HELPS RECORD SALES
Leo Feist, Inc., in All Advertising Calls Attention to Fact That the Company's Song Hits Are Obtainable on Records—Conducting a Big National Advertising Campaign

In the announcement of Leo Feist, Inc., which appears in another section of The World this month, there is reproduced a full-page advertisement of the company’s songs which will appear in an early issue of the Saturday Evening Post. It is noticeable that in this advertisement, in the page used by the company in the Saturday Evening Post of September 29, and in their quarter-page advertisement in the same medium last year, the fact is emphasized that all the songs advertised may be obtained on the leading records.

In addition to having their songs sung by vaudeville artists throughout the country, Leo Feist, Inc., have a number of traveling scouts cover the country for the purpose of insuring public interest and popularity for their prints.

they being "It’s a Long Way to Berlin (But We’ll Get There)," "Homeward Bound," "Hail, Hail, the Gang’s All Here" and the new novelty song, "I Don’t Want to Get Well." Twenty-five thousand copies of this latter number were ordered by the Kresge Syndicate Store on State street, Chicago, before it was published.

Leo Feist, Inc., has certainly set a mark for publishers to shoot at for some time to come, so far as publicity is concerned. Publicity and efficient exploitation is nothing new for a Feist song, however, and when the company announces in fairly large sized letters in their advertisement, "The Four Big Song Hits, You’ll Want Them for Your Piano, Talking Machine or Player-piano," they mean it. The object is to make the reader want the song in some form or another.

In addition to having their songs sung by vaudeville artists throughout the country, Leo Feist, Inc., also maintain professional departments in several of the larger cities and have a number of traveling scouts cover the country for the purpose of insuring public interest and popularity for their prints.

THE TALKING MACHINE WORLD

DENISON SNAPPED IN THE DESERT
Pacific Coast District Manager for Columbia Co. Photographed in Front of a Cactus

We take pleasure in presenting a photograph of F. A. Denison, Pacific Coast district manager of the Columbia Graphophone Co., New York. In the accompanying illustration Mr. Denison is making the "best of things," although from all appearances he is stranded with his automobile in the desert.

As announced recently in The World, Mr. Denison is a two-time winner of the President Whitten cup, now being contested for by the district managers, and when he wins it for the third time it will be his permanent property.

If it wasn’t for the nervy office boys of to-day, the crop of successful business men of to-morrow would be very short.
LARGER STOCKS AND CASH SALES FOR BALTIMORE TRADE

Machines Being Received in Steadily Increasing Quantities—Higher Grade Outfits in Favor—Working to Overcome Express and Freight Delays—What Dealers and Jobbers Are Doing

BALTIMORE, Md., October 5.—Talking machine business in this city has been running at a fast pace during the past month. A. J. Heath, manager of the Baltimore and Washington branches of the Columbia Graphophone Co., reports that September proved to be another month of wonderful business. "Freight congestions," said Mr. Heath, "have handicapped us somewhat, but toward the close of September we were able to secure a big lot of machines, and these helped us to satisfy our dealers. Our shipments are coming to us in carload lots, but even these shipments do not make good time. When we ship out again to the trade we get up against another difficulty, which is not very easily overcome. We are doing our utmost to satisfy our dealers and they appear to appreciate our efforts." During the month Mr. Heath made a number of trips to Washington and also visited Norfolk and Richmond and found business in the latter two cities very promising.

"Business conditions in the Victrola line," said W. C. Roberts, manager of E. P. Droop & Sons Co., Victor distributors, "is almost driving one to distraction. We are working night and day to get our customers satisfied. The freight and express conditions have tied up our business to a large degree in the city, and we have been looking from dealers who have thousands of dollars of their money held up. Under the present situation the city customers and those dealers living a short distance from the city have the advantage. We are looking to the future and using motor trucks to solve the transportation problem, but I am afraid it will prove too costly, and for that reason we have not seriously considered the proposition. "Our retail business has been wonderful. We are just now completing improvements in our retail store, which will give us several additional booths and a better looking store, for we have installed the celebrated Ogden filing cabinets." Mr. Roberts has also been forced to undergo the strain of having his wife seriously ill. Mrs. Roberts underwent an operation on Tuesday and is reported to be receiving well from the operation.

Jesse Rosenstein, manager of the National Piano Co., Pathé distributors, is well satisfied with the business, but is unable to obtain machines and records in as large quantities as he desires. Mr. Longhren, of Norfolk, Va., signed a contract to handle the Pathé in that city.

J. H. Chase, sales manager for Cohen & Huguet, reports a big business in Victrolas. He is busy laying the foundation for the company in the State of Delaware.

C. B. Noon, manager of the music department of The Hub, found September business in excess of the corresponding month of 1916 and expects to see the balance of the year even exceed the record business done during the same period of last year.

DURABLE DOUBLE SPRING MOTOR
Absolutely Perfect

Double Spring worm driven motor, dial, speed regulator, 12-inch turntable Plays four 10-inch records with one winding. Ask for quantity prices.

Repair Parts for all Standard Motors—Main Springs in Different Sizes, Governor Springs for Victor and Columbia Motors, Governor Screws, Brakes, etc.

PHONOGRAPH SPECIALTIES MFG. CO.
118-126 Walker Street
NEW YORK

Canadian Agent, F. A. Schmidt, 31 Weber St., Kitchener, Can.
Every loyal American is going to want Columbia Record A 2354. One side depicts the Departure of Our Troops for France—the other side Their Arrival on French Soil. Get a good supply of this timely record.

Columbia Graphophone Co.
Woolworth Building, New York

CENTURY ART STYLE PHONOGRAPH
Installed in Music Room of Hon. Julius Fleischmann’s Residence at New London, Conn.—Wins High Praise From the Art Critics

The Century Cabinet Co., New York, has just installed in the new summer home of the Hon. Julius Fleischmann, former Mayor of Cin-cinnati, at Eastern Point, New London, Conn., a Century phonograph which it has been building for several months to conform to the plans and specifications of the architect of Mr. Fleischmann’s new home, C. Aubrey Jackson. Mr. Fleischmann had brought a Century phonograph some time ago for his city residence and was so well pleased with its design and tonal qualities that he instructed his architect to include in his plans a specially built instrument to be constructed by the Century Co. The price of the phonograph is about $2,000.

GENNETT RECORDS WELL RECEIVED
Excellent Report Made at the New Sales Head-quarters in New York—Representative Library Offered—Planning Active Campaign

The new sales headquarters for “Gennett Records,” at 9 East Thirty-seventh street, New York, report that orders have greatly exceeded expectations. Deliveries have been prompt and the enthusiasm of the dealers who have investigated this new line should guarantee its success. The outlook is extremely gratifying to the officers of the company.

The Gennett Record Library includes classic, standard and popular numbers and offers a pleasing assortment which has appealed to the record buying public. Releases in the near future will include several prominent artists, announcement of which will be made later.

The new Gennett record, for which a large advertising campaign has been started, will be handled in New York, with E. H. Hill in charge. Mr. Hill was formerly manager of the Starr Piano Co.'s store at Nashville, Tenn., and prior to that date was in charge of the purchasing department at Richmond, Ind.

In speaking of the new product Mr. Hill said: “The Gennett record is undoubtedly a proposition for the independent phonograph manufacturer who has heretofore been restricted in regard to the record business, as well as for the department store, drug store, jeweler and music dealer, not desiring to handle machines. In fact, a phonograph department is not necessary for the profitable sale of records. "There has been a great demand for an independent, nationally advertised record for several years, due to the great increase in the number of new phonographs. It is obviously improper, in selling, to advertise the competitor’s goods, though most records have heretofore been a part of a restricted article of commerce, and the sale of cabinets made by other manufacturers has often been only by the use of a portion of the competitor's wires. No man prefers to sell an article under such conditions so it is not surprising that immediate appreciation has appeared from our efforts to remedy this situation with Gennett records. 'We help sell your goods on their own merits' is one of the strongest slogans in our introductory campaigns.

"To support these plans our factory has been fitted with the very latest equipment for the manufacture of records, and we have delayed urging our product until our experience can insure complete success. Our organization assures prompt deliveries. Our recording is done entirely in New York, and is in charge of men long trained in the building of musical instruments and no effort is being spared to procure the best talent the country affords. Our pressing department will, of course, remain at the factory in Richmond, Ind."

The Gennett record is of the Hill and Dale type, 150 lines to the inch, double-sided and priced to retail at from 65 cents to $1.25. The first catalog was issued in September and supplements of new records will be issued at frequent intervals hereafter.

The Universal Talking Toys Co., of Newark, N. J., was incorporated this week. Capital $50,000.
REPAIRS
TALKING MACHINE TROUBLES AND REPAIRS
Conducted by Andrew H. Dodin

(This department of The Talking Machine World is de-
signed for the service of all classes of our readers, including
those who make, and those who sell, talking machines.
Andrew H. Dodin, who conducts this department, has a
wide and envious reputation as a repairer of talking ma-
chines and conducts an exclusive talking machine repair
shop at 176 Sixth avenue, New York.

There are so many motors of different con-
struction and design now on the market that I
think it would be a good idea to glance back-
ward to the beginnings of the talking machine
and take a look at the first motors used.

The average dealer in present-day talking ma-
chines will no doubt find it hard to realize that
the first machine presented to the public had
neither main spring nor governor in its make-up,
and probably harder to believe it necessary to
have two fly wheels nearly big enough to be
used on some of Mr. Ford's products.

It was in 1876 that Thos. A. Edison first
claimed the reproduction of recorded sound
waves and placed on exhibition the Edison
speaking machine, which in later years was com-
monly called the tin-foil phonograph.

To operate the machine
The mandrel was moved
forwardly by hand) to receive and record the voice
and the machine was ready (when turned
point barely touching the surface of the tin-foil,
was next drawn up into position with its jewel
The drum or mandrel was covered with tin-foil,
was threaded to correspond with the feed thread
shaft and balance wheels. The drum or mandrel

The Proper Diaphragm Thickness
A. C. Dodin,
Care of The Talking Machine World,
Would you kindly advise me what, in your
opinion, woul be the proper thickness of a mica diaphragm which is 2 1/16 inches in diameter?
Answer: A diaphragm 2 1/16 inches in diameter should be from 9 to 10 thousandths of an inch thick for best results.—A. H. D.

ARTISTIC BRUNSWICK EXHIBIT
MINNEAPOLIS, MINN., October 4.—One of the
most attractive exhibits at the recent Minne-
sota State Fair was made by the Brunswick-
Balke-Collender Co., through their local mana-
ger. Eleven different styles of Brunswick ma-
chines were shown ranging from $30 to $1,500,
the latter being illuminated and lighted by elec-
tricity, and cards displayed showing what make
of records were being played. This $1,500 ma-
chine was a special instrument with a round


$15 Retail
SHELTON Electric Talking Machine Motor
FULLY GUARANTEED FOR ONE YEAR

Cranking of the phonograph
is now passé.

Under the heading "Tone," the Columbia Co.
carried an artistic and effective full-page adver-
tisement in the Saturday Evening Post recently.
Flanked by illustrations of the famous Cathedral
at Rheims and the Columbia Grafonola 200, the
word text referred to the organ at the Cathed-
dral in Rheims.

"Its wondrous organ is now dead, but if you
ever listened to that famous instrument you
have felt its very wizardry—thunderous, over-
whelming billows of sound dying away to the
merest echo, then swelling again in a glorious
wave of music. You have marveled at this ab-
solute perfection of tone control in every great
organ you have heard. While volume of sound
is determined by the number and character of
pipes employed, yet the secret of the delicate
gradations of tone lies in the swell-box—in
shutters that open and close at the player's will.
Only the Columbia Grafonola is equipped
with this same device for tone control. Shutter-
s that open and close and make it possible
for you to play the world's great music with
the depth of expression that it deserves. It is
in these perfections of tone—the very heart of
music—that this masterful instrument stands
supreme; tone is the heart of your Columbia
Grafonola."
TALKING MACHINES AND RECORDS

Imperial Model No. 1
Price, $25.00
Mahogany or quartered oak cabinets, size 14% inches high, 16 inches wide, 19 inches deep. Single spring, warm-driven Imperial motor, 10-inch turn table. All metal trimmings heavy nickel plated.

Imperial Model No. 2
Price, $35.00
Mahogany or quartered oak cabinets, size 16 inches high, 17 inches wide, 20% inches deep. Double spring, worm-driven Imperial motor, 12-inch turn table. All metal trimmings are heavy nickel plated.

Imperial Model No. 3
Price, $70.00
Mahogany or quartered oak cabinets, size 42% inches high, 18% inches wide, 20% inches deep. Double spring, worm-driven Imperial motor, 12-inch turn table. All metal trimmings are nickel plated.

Imperial Model No. 4
Price, $90.00
Mahogany or quartered oak cabinets, size 16 inches high, 17% inches wide, 20% inches deep. Double spring, worm-driven Imperial motor, 12-inch turn table. All metal trimmings are heavy nickel plated.

Imperial Model No. 5
Price, $135.00
Mahogany or quartered oak cabinets, size 14% inches high, 21 inches wide, 24% inches deep. Double spring, worm-driven Imperial motor, 12-inch turn table. All metal trimmings are heavy nickel plated.

Imperial Model No. 6
Price, $190.00
Diamond panelled mahogany cabinet, size 48 inches high, 22% inches wide, 25 inches deep. Triple spring, worm-driven Imperial motor. The 12-inch turn table and all metal trimmings are heavily gold plated.

Imperial Model No. 6 can also be had in straight paneled mahogany or quartered oak, otherwise same specifications.

Price, $175.00

THE IMPERIAL is absolutely the biggest value in a musical instrument ever offered to the music-loving public. The Imperial Machines and Records are produced under the most exacting and scientific methods. Every part made in our own factory under the constant supervision of mechanical and musical experts.

Remember the Imperial is not a machine assembled from parts made by several different factories, often by inexpert labor, but has been designed and perfected right in our own shops built to produce nothing but Imperial Talking Machines and Records. We can conscientiously guarantee their perfection, because we know how they are made. Our proposition is supported by a Record catalogue of over 2,000 selections.

Write to us immediately for handsomely illustrated descriptive booklet and our special terms to dealers.

Exclusive territory still open to reliable dealers.
LIBERAL DISCOUNTS

IMPERIAL TALKING MACHINE COMPANY,
Main Office and Factory: No. 9 Vandeaver Avenue, Wilmington, Del.
Recording Laboratory and Showrooms: 35 West 31st Street, New York City
PLANNING ASSOCIATION IN ATLANTA
Victor Dealers in Southern City and Vicinity Arranging to Form Organization

ATLANTA, GA., October 5.—The prospects are that there will be organized a local association of talking machine dealers similar to those already in existence in other cities, if the present movement works out successfully. The Eliza-Austell Co., local Victor distributors, are back of the plan and have already been advised by over thirty dealers that they are favorable to the idea and will help in the organization. It is felt that through the medium of an association a number of things could be developed for the benefit of the trade at large in the matter of interest, allowances, etc., in view of the fact that dealers in other cities have succeeded in accomplishing these results. The date for the preliminary meeting has not yet been fixed.

ARMY MEN BOOST DALLAS TRADE
Talking Machine Dealers in That City and Vicinity Doing Excellent Business in the Neighboring Military Cantonments

DALLAS, Tex., October 6.—The talking machine trade in this city and vicinity is now beginning to appreciate the advantage of having large military cantonments located in their districts. The cantonments in the vicinity of Dallas are now full of troops of the regular and national armies, and the various units display decided interest in talking machines and records. Lester Burchfield, wholesale manager of the Victor department of Sanger Bros., this city, reports that the presence of the soldiers is having a wonderful effect on business, with the increased demand for records being particularly noticeable. It is the present ambition of Sanger Bros. and the various units display decided interest, allowances, etc., in view of the fact that dealers in other cities have succeeded in accomplishing these results. The date for the preliminary meeting has not yet been fixed.

JOINS SALES FORCE IN QUAKER CITY
Mr. Keyes worked for some time under A. J. Heath, Baltimore manager, who was recently appointed head of the Philadelphia branch, and in his new post Mr. Keyes will have ample opportunity to add to his previous success. Accompanied by Mrs. Keyes he visited the Columbia Co.'s executive offices this week and was one of the lucky talking machine people who attended the World's Series.

WANTS A RECORD OF "CHERI"
A subscriber to The World is desirous of obtaining a Victor record of "Cheri," sung by Harrison, and which was cut out some years ago. Anyone having such a record may write to the subscriber through this office.

A. J. HEATH APPOINTED MANAGER
Of the Philadelphia Branch of the Columbia Co., succeeding C. S. Tay, who has resigned from the Columbia service. Mr. Heath was formerly manager of the Baltimore branch, and although a young man in point of years, is recognized as one of the best posted members of the wholesale talking machine trade in the East. He has been connected with the Columbia Co. for a number of years, and has steadily advanced as he acquired more intimate knowledge of conditions in the wholesale field. He is popular among his associates, and a considerable portion of his success may be attributed to his unceasing efforts to co-operate with the dealers whom he served.

William S. Parks, formerly assistant manager of the Boston branch of the Columbia Co., has been appointed manager at Baltimore, a promotion which his success in Boston well deserves.

INTERESTING NUMBER OF "PEPTIMIST"
Volume 1, No. 5, of the "Peptimist," the newy house organ issued by the Columbia Graphophone Co., for the members of its staff, made its appearance this week and as usual contained some interesting data and information for the sales staff. A message from H. L. Willson, general manager of the company, was featured on the first page and on the second page were presented photographs of the winners of the President Whitten cup for the month of July. There were a number of timely and interesting editorial articles which, if read carefully and remembered, cannot fail to add materially to the efficiency of the individual salesman.
GROWTH OF THE VICTOR FACTORY

Largest Single Building of Group Recently Completed and Devoted to Cabinet Manufacturing—Victor Employes Now Number Over 10,000—Church Property Purchased

PHILADELPHIA, Pa., October 8.—With the completion of the largest single factory building in the plant of the Victor Talking Machine Co., at the corner of Delaware avenue and Market street, Camden, and which will be used exclusively for cabinet work, employing some hundreds of extra men, the Victor Co. now reports a total of approximately 10,000 employees.

Extensive alterations are being made to another building on Front street, including changes in machinery equipment, and a small addition is also being built to it.

Some trouble is being experienced in the present department in getting materials and labor, but the shortage does not extend to the record department, for record-making material is coming in daily in large consignments.

Though some of the departments are being worked nights right along, the company still finds itself behind in orders, especially for the holiday trade on machines.

The new $250,000 library building in Cooper Park, immediately opposite the Administration Building of the Victor Co., and which is the gift of Eldridge R. Johnson, president of that company, is now nearing completion, and will add greatly to the architectural beauty of the surroundings.

The Victor Co. has also purchased the Trinity Baptist Church property on Fifth, above Market street, Camden, which is now being used by the Red Cross. The company will use the church property as a recording laboratory.

TALKS ON AUSTRALIAN CONDITIONS

CHICAGO, ILL., October 10.—W. S. Paton, of Wills & Paton, Ltd., Melbourne, Australia, has been in Chicago several days. He is the exclusive Edison disc jobbers for the State of Victoria, and are also jobbers for other lines. Mr. Paton is on the way to the Edison factory at Orange and incidentally is looking up other lines of machines while in America with a view of extending their jobbing business. The company operate an exclusive Edison shop on the block in the heart of the main retail district in Melbourne. It is the only establishment of its kind in Australia and they do an excellent business on the Edison disc. While in America he has heard several Edison tone tests and is very enthusiastic regarding them. He hopes in the future to get some of the Edison artists to appear with the Edison disc in Melbourne. Mr. Paton is also interested in the firm of A. Paton & Son, piano dealers, at Hobart, Tasmania, where they handle English lines exclusively.

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The situation in Australia is somewhat mixed," he said. "There are, of course, a large number of people in Australia directly affected by the war, who are restricting their expenditures. On the other hand, there has been a vast amount of money put in circulation and business in the aggregate is satisfactory."

24-Hour Pathe Service

THAT'S what "Fischer's for Service" means! Any model in any finish—any record in any quantity—any need of any of our dealers met within twenty-four hours!

Think what this means in a business growing at the rate the Pathe business is bound to grow! Pathe is THE coming phonograph proposition, as sure as your are in business for your profit—and it's twice as good a thing with service like ours to back you!

"Fischer's for Service"

THE FISCHER COMPANY
940 Chestnut Avenue
Oldest Pathe Jobbers
Cleveland, Ohio

To Dealers Not Handling the Pathe Line, Write Us for Our Letter, "Pathe for Profit"—By Fischer
THE TRADE IN NEW YORK CITY AND VICINITY

A shortage of product in both machines and records was the predominating feature of last month's business in the local talking machine trade. The manufacturers and jobbers state that the extent of their sales is limited only by the machines available, and with this healthy trade condition there is every reason to believe that this season will be a banner one for the industry as a whole.

How to Increase Record Sales

In this section of this month's issue of The World there is published an interesting advertisement over the signature of C. Bruno & Son, Victor distributors. This company calls attention to the fact that many dealers have increased their record sales during the past year, and that the dealer who develops salesmanship, studies his customers and his records can do likewise. The closing paragraph conveys the important fact that the salesman's knowledge of records and music is the greatest factor in increasing the dealer's record sales and resultant profits. This knowledge can be acquired through a little study of the Victor record catalog and the Book of the Opera.

Limited Only by Available Product

"Our sales the past month were far ahead of last September," said Lambert Friedl, manager of the Columbia Graphophone Co.'s New York branch. "Our business is limited only by our shipments of Grafonolas and records, and at the present time there is a tremendous shortage of product." Mr. Friedl will be the host to a party of Columbia dealers in local territory who will visit the company's factory at Bridgeport next Wednesday. The dealers will go through the factory carefully, subsequent to which they will be the guests at luncheon of George W. Hopkins, general sales manager of the Columbia Co.

A Splendid Operatic Record

The Edison Shop, 473 Fifth avenue, New York, carried an unusually interesting advertisement in the local newspapers last week entitled "A Triumph of Re-creation." This advertisement featured the new Edison Diamond Disc "Quartet," from "Rigoletto," and the text invited the public to hear this record in the auditorium of the Edison Shop. This re-creation is sung by Alice Verlet, celebrated Belgian soprano; Ciccolini, renowned Italian tenor; Arthur Middleton, basso of the Metropolitan Opera Co., and Merle Alcock, famous concert contralto.

The Pathé Line at Mineola

A. H. Andrews, Pathé dealer at Mineola, L. I., maintained a very attractive exhibit at the Nassau County Fair held recently at Mineola. Mr. Andrews displayed several of the latest Pathéphone models, together with a comprehensive exhibit of the distinctive qualities of Pathé discs. He closed a number of sales, and in addition secured a five list of prospects.

A Timely and Effective Window Display

The warerooms of the Sonora Phonograph Corp., 50 Broadway, New York, featured recently one of the most attractive window displays that has been seen on lower Broadway for quite some time. Realizing the timeliness and value of a patriotic display, J. F. Lynch, manager of this store, secured from the British Recruiting Mission a quantity of war souvenirs taken from the battlefields abroad. This display included an English aero-bomb, a French aeroplane, a piece of German Zeppelin, rifles, a machine gun and similar articles. The display was sufficiently attractive to necessitate the calling of the police to keep the crowds in order.

Literature That Will Increase Sales

The Blackman Talking Machine Co., New York, Victor distributor, has prepared for the use of its dealers a series of attractive show cards featuring the monthly supplements of Victor records. These cards have been well received, and a new series will be issued each month. The company has also prepared a remarkably effective Christmas circular which the dealer can use in conjunction with a gift certificate.

Joins the U. S. Navy

J. A. Sieber, formerly assistant to George A. Baker, assistant manager of the local branch of the Columbia Co., has joined the U. S. Navy. Mr. Sieber, who was very popular among his associates, is succeeded by J. C. Lush, an ex-professional ball player of considerable prominence.

Baker Returns From Vacation

Edw. M. Baker, advertising manager of the Columbia Co., recently returned from a very pleasant two weeks' vacation, which he spent at Old Point Comfort and other Southern points.

Mr. Baker enjoyed his rest to the fullest extent, and is now ready for the activities of the coming winter season.

CLOSE IMPORTANT CONTRACTS

The Manhattan Phono Parts Co., manufacturer of the Manhattan wooden tone arm, has closed a number of important contracts during the past few weeks. This company has perfected a wooden tone arm which is giving splendid satisfaction to manufacturers of high-grade machines, and at the present time is planning an extensive campaign to impress upon the trade and the public the distinctive merits of a wooden tone arm. The factory capacity has been enlarged to take care of an active fall demand for this tone arm.

Don't Lose Profits

Many dealers have greatly increased their record sales during the past year. YOU can do likewise.

Study your customers and study your records. Develop salesmanship.

If you cannot get enough machines to sell, why, sell what you have to sell. It can be done.

Create a special telephone service and immediate delivery to your customers' homes. This plan has been successfully used and will secure business you will not otherwise receive.

Attractive leaflets listing and interestingly describing a few selected records will suggest many numbers your patrons will like to have.

Use your show window for display of records and our monthly window cards.

The salesman's knowledge of records and music, which through just a little study of the Victor Record Catalogue and Book of the Opera can easily be acquired, is the greatest factor in increasing your record sales and resultant profits.

C. BRUNO & SON, Inc.
(Established 1834)
Victor Distributors to the Dealer Only
351-353 Fourth Avenue
NEW YORK
We Do Not Retail
DEMONSTRATING SAENGER COURSE

Volume of Unusual Range and Interest on "How to Demonstrate the Oscar Saenger Course in Vocal Training," Just Issued by the Victor Co. for the Use of Their Dealers

A little volume that should prove immeasurably valuable to live Victor dealers everywhere has just been published by the Victor Co. as a part of their service to dealers, and follows out in great detail the subject set forth in its title: "How to Demonstrate the Oscar Saenger Course in Vocal Training." In glancing over the twenty-four pages of the new volume, one wonders how much actual information — information that is practical and really answers questions — can be crowded into such small space.

After a comprehensive introduction, the first subject taken up is that of lecture demonstration, and not a point is overlooked in reference to planning and carrying out such a demonstration. Not only does the text go into detail regarding the preparation of the hall, the manner in which invitations should be designed and issued, and the proper way to lay out a program, but it also gives actual illustrations to show how a temporary platform may be constructed, the best way of arranging the platform for recitals, suggestions as to the form of invitation as well as reproductions of invitations that have already been used successfully.

The greatest aid offered by the book perhaps is in a systematized outline of the lecture that should be given in connection with the recital and which is designed to work up the interest of the audience by gradual and consecutive steps. The lecture includes the names of famous artists who have studied under Mr. Saenger, gives facts about the various lessons, and includes notes as to when records should be played, and what records should be selected at various points of the lecture. Even the proper pronunciation of doubtful words is clearly marked.

One page of the booklet is given over to full information regarding store demonstrations and how they should be conducted, and four pages to questions and answers that should enable the dealer or salesman to meet many situations promptly. The booklet has been compiled by authorities, the facts given are from actual experience, and dealers could do better than to study it thoroughly and carefully.

THE kind of service that builds up a dealer's business — service that enables him to keep his promises — service that won't let him be caught unprepared for any demand made on his stock.

We are in an exceptional position to render you just that kind of service — and with Pathé business booming as it is (and it isn't a marker to what it's going to be) you will be glad to have our big warerooms behind you.

Let us tell you about the Pathé proposition to-day.

Pathéphone Distributors Company

Distributors for Pathéphones and Pathé European and American Double Disc Records

95 Southern Boulevard The Bronx — New York

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

The Paddock 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 Paddock 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

Service for Greater NEW YORK

The kind of service that builds up a dealer's business — service that enables him to keep his promises — service that won't let him be caught unprepared for any demand made on his stock.

We are in an exceptional position to render you just that kind of service — and with Pathé business booming as it is (and it isn't a marker to what it's going to be) you will be glad to have our big warerooms behind you.

Let us tell you about the Pathé proposition to-day.

Pathéphone Distributors Company

Distributors for Pathéphones and Pathé European and American Double Disc Records

95 Southern Boulevard The Bronx — New York

SAPPHIRE NEEDLES

Sapphire Points for playing Edison records, 14c each

Sapphire Balls for playing Pathé records, 13c each

LUCKY 13 PHONOGRAPH CO.

3 East 12th St. New York
NEW FORM OF WINDOW DISPLAY

Announced for the Use of Pathé Dealers—Details of the Plan Are of Interest

The advertising department of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has announced for the use of Pathé dealers a new form of window display which has been very favorably received by all Pathé representatives who have seen it. The Pathé publicity department spent several months working out the details of this window display and the illustration shown herewith will give some idea of its effectiveness and its distinctive merits.

According to the plan of the Pathé Frères advertising department it will send to Pathé dealers the specially designed three-piece frame advertising department called attention to the specifications of the design as follows, giving the dealers a detailed idea of how it works:

"The center piece, the 'glorified' Pathé record, stands thirty-six inches high. The guarantee card is eleven and three-quarters inches high. Both designs are lithographed on heavy paper, mounted on 150-point board and reinforced by heavy wooden strips, making it strong, solid and substantial. The side frames are of wood; finished in dull black; they are fifteen inches wide, twenty-three inches high, and are attached to the center piece by strong metal hinges.

"But the chief beauty of this display, aside from its general attractiveness, lies in its construction. In the first place, the design showing through the center of the record is several inches behind the face of the record; it is curved, and stands back. This enables you to place an electric light in front of the picture, either above it or below, and in that way give the appearance of footlights. The effect thus created is startlingly dramatic, and at the same time unusually attractive, because of the nature of the goods advertised."

The Auburn Music Co., Auburn, N. Y., will shortly open new quarters at the corner of Genesee and North streets, that city.

SAUL BIRNS NEW PIANO DEPARTMENT

Well-Known Talking Machine Dealer Opens Elaborate Piano Warerooms in Building Adjoining His Large Victrola Parlors

On Saturday evening, September 29, Saul Birns, the well-known talking machine dealer of 111 Second avenue, New York, opened elaborate piano warerooms in the building at 113 Second avenue, adjoining his old store. The new warerooms are commodious and fitted up in handsome style, and an excellent line of pianos and player-pianos has been stocked.

This latest departure of Mr. Birns marks a new chapter in his story of success, which is a rather romantic one, for he came to America with just about the legal amount of cash in his pocket only a comparatively few years ago. About ten years ago he branched out as a Victor dealer, buying a minimum amount of stock for that purpose. He later took on the Columbia line which he still handles.

His business developed swiftly until some time ago he occupied the entire three-story building which he purchased at 111 Second avenue. The adjoining three-story building in which his piano warerooms are located is also owned by Mr. Birns and both structures have been connected at each floor.

In the talking machine department ten booths are required to take care of the business, which runs very strongly towards the better classes of instruments, those ranging in price from $200 up. Foreign records are featured strongly and with special success, full attention being given to both the Victor and Columbia catalogs.

James P. Bradt, Canadian manager of the Columbia Graphophone Co., was a visitor recently to the company's executive offices, with glowing reports of the situation in Canada. Mr. Bradt's optimism is substantiated by the fact that Columbia sales in his territory for the past three months have shown an average gain of 122 per cent., a remarkable record.

A Great Victor Distributing Organization

THE House of Grinnell is equipped to be of very greatest assistance to the dealer.

We've a tremendous stock of Records. Your orders will be completely and carefully filled.

Promptness, painstaking attention to every order, large or small, and especially good transportation facilities are features of our service, and advantages that have a definite dollars-and-cents value to you. AVAIL YOURSELF OF THEM ON YOUR NEXT ORDER!

Write us to send you regularly our advance list of best selling Records. You'll find it a big help in ordering.

Grinnell Bros
WHOLESALE DISTRIBUTERS
VICTROLAS AND RECORDS

Warerooms: DETROIT
First and State Streets
COLUMBIA GRAPHOPHONE CO. MEETS WAR TAX ISSUE

Announces Increase of Five Per Cent. on Retail Prices of Grafonolas to Be Paid by Public—Covers Tax and Part of Increased Production Costs—The Plan in Detail

Following the signing of the War Revenue Act on October 4 with its clause providing for a special excise tax of 5 per cent. on graphophones, phonographs and talking machines and the records used in connection therewith, there has been considerable question as to just how the various factors in the trade would handle the matter and take care of the tax.

The first company to answer the question publicly is the Columbia Graphophone Co., who announced this week that a charge of 5 per cent. of the retail price of all Grafonolas would in future be collected by the dealer in addition to the present retail price of the machine. This additional 5 per cent. is designed to cover the war tax of 5 per cent. as well as a portion of the increased cost of production. According to the plan as outlined, for instance, the dealer will charge the usual fixed retail price of $100, plus an additional charge of 5 per cent., or $5, this additional sum to be returned in full to the Columbia Co. by the dealer.

The Columbia Co. plan is announced as follows in a letter to the dealers dated October 9 and bearing the signature of G. W. Hopkins, general sales manager:

"The recent War Revenue Tax bill approved October 3, 1917, which imposes a special tax on graphophones, phonographs, talking machines and records used in connection with graphophones, phonographs and talking machines, together with the cost of collecting and accounting for this tax and the increased cost of materials and labor, due to war conditions, make it necessary for us to increase slightly the cost to the consumer. This additional 5 per cent. is designed to cover the war tax of 5 per cent. as well as a portion of the increased cost of production. According to the plan as outlined, for instance, the dealer will charge the usual fixed retail price of $100, plus an additional charge of 5 per cent., or $5, this additional sum to be returned in full to the Columbia Co."

In discussing this latest move of the Columbia Co., H. L. Willson, general manager, said: "During the past eighteen months our company, and I can speak also for other talking machine manufacturers, has been placed under a heavy burden with the steadily increasing cost of production, including particularly higher cost of material and labor. This increased cost we have up to this time absorbed without levying any additional charge on the dealer or cutting into his profits to the slightest degree, despite the fact that the retail business has expanded steadily. During that period we have in no way curtailed our co-operation with the dealer and have, in fact, expanded our advertising both in a general way and in the advertising and selling help, and we have supplied free to our dealers the War Revenue Tax, however, is the latest blow and this we cannot absorb. We have therefore adopted the plan of adding a full 5 per cent. to the retail price of each instrument to cover this tax and a portion of the increased production expenses. We feel that this method is the most equitable for the dealer inasmuch as it does not affect his discounts or his profits. Some of the bigger dealers who we have consulted in the matter have given the plan their whole-hearted endorsement, and we feel that we can depend upon the co-operation of all our dealers at this time."

NEW IMPERIAL CO. CATALOG

Latest Publication Is Devoted to Imperial Talking Machines and Is Handsomely Produced

The Imperial Talking Machine Co., Wilmington, Del., has just issued an attractive catalog featuring Imperial talking machines. This publication is artistic and compiled in a way that will add prestige to the Imperial dealer who distributes it properly among his patrons and prospective clients.

The first page of this new catalog presents several pictures taken in the Imperial plant at Wilmington, which give some idea of the magnitude of this factory. Following this is a brief and interesting editorial entitled "Music in the House," together with a few paragraphs regarding some of the features of the Imperial talking machine from a general standpoint. The illustrations in the catalog include Imperial talking machines Nos. 1, 2, 4, 5 and 6, retailing from $25 to $190. Included in the text are references to the Imperial sound box, tone arm, sound chamber, cabinet and motor, with a separate section devoted to Imperial records.

Imperial talking machines are made in their entirety at the company's plant in Wilmington and in the short while that the line has been on the market it has won considerable praise from representative dealers. The company is making plans to take care of an active demand for Imperial machines and records and its policies include the adoption of the strongest plans of merchandising and manufacturing.

BUILDING UP LARGE TRADE

PHILADELPHIA, PA., October 10.—The International Mica Co., of this city, report that the talking machine trade is placing heavy diaphragm business for this season, the bulk of this business coming from the larger houses. This would indicate a heavy fall season and it is their opinion that it is caused by the prevailing high scale of wages now in vogue.

"Victor" Toy Dogs

Authorized

White Stuffed Dogs with Victor collar.
Stock now ready for immediate shipment.
Victor Dealers should place orders now for one of the best sellers on the market.

No. 1, 12 in., $8.00 per Doz.,
No. 2, 15 in., 12.00 per Doz.

WRITE

B. ILLFELDER & CO.
Sole Selling Agents
29 Union Square, West, New York

Tone—the vital thing

If you, as a manufacturer, can talk and prove tone superiority in your product, you have a selling argument to overshadow all the "talking points" of cabinets, and designs and accessory features. And you can talk tone superiority. You can put out a product that will be a revelation in tone-purity, tone-quality, tone-volume. When you realize what virile, lifelike, colorful tone can be produced and sustained by the talking machine equipped with Parr Magnetic Reproducer

Fitted with the Vibratone Patented Diaphragm

These two dominating and proven inventions open up wonderful possibilities for manufacturers eager to put their product at the top-notch of class and character.

You want your product to be RIGHT!

If you want your product worthy of your name, you certainly want that product to be right in its most vital feature. And it will be right if it is equipped with the Parr Magnetic Reproducer—the reproducer for those who seek perfection.

The indestructible, non-crystallizing, always resilient VIBRATONE PATENTED DIAPHRAGM

Positively all the good points of miles diaphragms; it overcomes all their bad features. Graduated in quality, free from defects, the Vibratone Patented Diaphragm is non-porous, non-absorbent.

The Vibratone Patented Diaphragm improves tone quality, creates new tone possibilities for every reproducer of other types.

PARR MANUFACTURING CORPORATION

1 UNION SQUARE At Fourteenth St.
NEW YORK
SOME VIEWS IN MANDEL FACTORY AT BENTON HARBOR

Why the Mandel Manufacturing Co. Take Pride in the Fact That They Build Their Machines Complete—Some Interesting Data in This Connection

The Mandel Mfg. Co., with executive offices in Chicago, and factories in Benton Harbor, Mich., take justifiable pride in the fact that they build their machines complete. It is very frequently the case that a talking machine manufacturer makes both the metal parts and buys the cabinets in the open market. The Mandel Co. makes both its cabinets and metal parts, including the Mandel motor. A few interesting views are herewith presented which have recently been taken in the metal working department of the Mandel factory at Benton Harbor.

The first view shows the screw machine department where the spring casings, blank gears, governor springs and reproducer parts are punched out. Here also the main springs are cut to their proper length and punched to fasten in the spring casing.

The final view is taken in the motor assembling department where the motors are rigidly inspected and thoroughly tested.

MANY VAN VEEN INSTALLATIONS

Booths in Black Walnut for Nathan Levin, New York, Attract Attention—Other Installations in New York and Vicinity

During the past few weeks Arthur L. VanVeen & Co., New York, manufacturers of VanVeen "Bed-Set" booths, have closed several deals with well-known dealers for installation for their booths or special interiors.

In the establishment of Matthew Levin, Forty-second street and Lexington avenue, New York; A. L. VanVeen & Co. have just installed several booths constructed of American black walnut. This is said to be the first installation using this wood that has been completed for any talking machine dealer in New York City. Another recent installation was a complete interior including booths and record racks for the Atlantic Talking Machine Co., Hanover avenue, Brooklyn, N. Y. This interior will be one of the most attractive in that section of Brooklyn. VanVeen booths have recently been installed in the wareerooms of the Fifth Avenue Music House, Brooklyn, N. Y., exclusive Victor dealers, the popular priced style C booths being used.

SHALL THERE BE PRICE CONTROL?

National Chamber Committee Favorably Recommends Such Legislation and Affiliated Organizations Are Asked in Country-wide Canvass to Vote on This Most Important Question

WASHINGTON, D. C., October 7—A referendum to ascertain business opinion on price control has been sent forth by the Chamber of Commerce of the United States which carries a committee recommendation that the National Chamber favor additional legislation to create authority to control prices during the war. Business organizations throughout the United States will have an opportunity to vote for or against such a recommendation and forty-five days will be given to them to discuss the subject.

The question is raised at a particularly interesting time in view of the number of important questions about prices which have recently developed. The referendum, it is said, will show exactly where the principal organizations of the country stand on the subject.

After going very thoroughly into this subject the National Chamber Price Control Committee has recommended that authority to control prices should extend to all articles which have importance in basic industries as well as in war, and which enter into the necessities of every-day life; that authority to control prices should be extended to raw materials and finished products; that authority to control prices should be administered by a small committee recommendation that.

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Ku-Allen Phonograph Motors

Precision – Silence – Power

Motor No. 26

This type motor is noted for its great capacity and quiet running. The spring barrels give ample room to the heavy springs, which are powerful enough to play at least seven 12-inch records or nine 10-inch records without re-winding. After the gears have been cut on special gear cutters they are tested for absolute accuracy and all that are not within specified limitations are rejected. The frame is all cast. The top and bottom plates are reinforced by ribs. The bearings are bossed, which allows additional wearing surface. The governor parts are made with the precision of a delicate instrument, consequently the noise has been eliminated. The bevel gear wind is used, which guarantees absolute quietness in this operation.

Not so much the say-so of what it will do as how and why it will do what is promised. If the specifications, material and workmanship are right the guarantee follows as a matter of course.

The Ku-Allen phonograph motor is powerful and runs with precision and silence because it has been made of the best material properly combined by experts. And not upon the promises of what it will do but upon what it does do is the reason for its adoption by some of America’s leading phonograph makers and its guarantee of absolute satisfaction.

DIVISION OF
THE STARR PIANO CO.
CRYSTAL EDGE MICA DIAPHRAGMS

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

ADD TO COMPANY'S SALES STAFF

Roy J. Keith, general manager of the New York Talking Machine Co., New York, Victor distributor, has just announced the addition to the company's sales staff of George H. Deacon, who will travel through Pennsylvania and New York States and co-operate with Victor dealers in this territory.

Mr. Deacon was for some time secretary and

O. H. Deacon F. S. Stewart
director of the American Underwriters, Inc., of Scranton, Pa., and he was also formerly treasurer of the Blue Ribbon Orchards, Inc., a well-known concern with its headquarters at Roanoke. He therefore brings to his new post a thorough knowledge of business and industrial experience which should enable him to render efficient service to Victor dealers.

As mentioned in last month's World, Fred S. Stewart is another recent addition to the company's sales staff. Mr. Stewart will visit the dealers in New England. For many years he was associated with Joseph W. Stern & Co., dealers in New England.

PLACE NEW MOTOR ON MARKET

Latest Product of Leonard Markels Described—Important Additions to Productive Staff—To Open Service Branch in Chicago

Leonard Markels, New York, well-known manufacturer of talking machine motors, tone arms, etc., has just placed on the market a new motor designated as the Markels Motor M-3. This motor, which has a number of special features, has won considerable praise from visitors at the Markels factory, and judging from the orders that have already been received the M-3 will soon equal in popularity the "Butterfly" and M-2 motors produced by the house of Markels.

The M-3 motor is somewhat similar to the Markels M-2 motor, which is one of the most popular motors on the market. The M-3, however, is built more strongly and ruggedly and has a number of important improvements that make it a welcome addition to the Markels line. The M-3 is a double spring motor and has a cast-iron frame. It has brass bearings, bakelite intermediate gears, and a special improved adjustment on the turn-table shaft bearing. This motor plays three full ten-inch records with one winding and is unqualifiedly guaranteed as to workmanship and construction.

In order to handle his fast increasing business, Mr. Markels recently arranged for the installation of several new machines and other additional machinery is now en route to New York. At the present time there are more men employed at the Markels factory than ever before and this is necessary because of the fact that the house is clearing the biggest domestic business in its history and in addition is taking care of a large export trade.

Louis Silverman, well known in the talking machine trade and connected with the industry for many years, has been appointed a representative for the Markels product with headquarters in Philadelphia. Mr. Silverman will visit the manufacturers in this territory and co-operate with them in every possible way.

There has also been added to the Markels staff an expert mechanic and a thoroughly practical engineer who is visiting the manufacturers in New York and surrounding territory with the idea of rendering them technical and practical service.

D. R. Doctorow, credit and sales manager, will leave for Chicago in a few days to establish a service branch in that city. Mr. Doctorow recently spent some time in Toronto, where he made arrangements to take care of the Markets business in Canada which has increased threefold during the past year. He states that the Canadian manufacturers are well pleased with the Markels products, particularly the new "Butterfly" motor, which is being given a hearty welcome everywhere.

There was recently added to the Markels executive staff a production manager who is assisting Mr. Markels in this important branch of the business. Mr. Markels has been devoting considerable time latterly to his experimental laboratory and he expects to announce several new inventions in the near future which should prove interesting to the members of the talking machine industry.

R. F. BOLTON WINS PRIZE

District Manager for New York and New England Gets President Whitten's Prize

Frank K. Pennington, assistant sales manager of the Columbia Graphophone Co., New York, announced this week that the winner of the President Whitten district manager's cup for the month of August was R. F. Bolton, district manager of New York and New England.

The branch that contributed principally to Mr. Bol- ton's victory was the Boston branch, Fred E. Marks, manager, and the salesmen cups will remain in the possession of this branch for a month.

Fred A. Denison, Pacific Coast manager, was the winner of the cup during June and July, and as the permanent possession of the trophy necessitates a victory during three months, the competition for the cup is becoming keener every day. The winners of the five additional salesman's cups for the month of August will be announced next week. These cups have also been donated by President Whitten.

The "INVINCIBLE"

A NEW AND BETTER SOUND-BOX

- Plays all makes of records.
- Pure, clear and sweet tone.
- Stylus is suspended by two steel needle points, eliminating friction and rattle.
- Constructed to give service and absolutely guaranteed.
- No superfluous parts, and production is uniform—no seconds.

Write Today for Samples and Prices

New Jersey Reproducer Co.
10 Oliver Street
NEWARK, N. J.
Behind the Stephenson Precision Made Motor—there is Stephenson Service—a helpful constructive service to the phonograph manufacturers. It is described in this bulletin—number eleven. Shall I send you a copy?

Frank N. Weed
VICE PRES.

STEPHENSON Incorporated
One West Thirty-Fourth Street
New York
THREE PER CENT. EXCISE TAX ON MACHINES AND RECORDS


After months of debate and numerous conferences and hearings, during which business men in all lines were kept on the anxious seat, the War Revenue bill, as agreed upon by the Senate and House, now stands before the President. It is a bill which was first introduced in March, 1862, by Mr. Toomey, and which became a law on October 3, when it was signed by President Wilson.

Although the talking machine trade through personal and organization representatives made a strong fight to prevent discrimination against the trade, the completed law carries with it an excise tax of 3 per cent. on phonographs, cut phonographs, talking machines and records used in connection therewith. Although it is to be regretted that the talking machine trade was selected as one of the very few industries to provide a tax equivalent to 3 per cent. of the price for which it was to be sold, the final bill is to be looked on as a victory for the trade interests in a certain sense, for the original draft of the bill provided for a 5 per cent. excise tax, which was to be retroactive. The law as it now stands is not retroactive, and tax liability begins on October 4, the day following the signing of the bill, and the assessment of the tax of that particular interest to the trade is Section 600 and the franchise tax.

This is to be noted as a matter of interest to the trade is Section 600 and the franchise tax.

Section 602 covering what is known as the "floor tax." The floor tax is levied upon the vendor as security for payment of the tax imposed by existing law has been paid.

That where additional taxes are imposed by the provisions above the rate of 5 per cent. on the retail sale of the articles held in storage, not by manufacturers but by wholesale dealers, such of the provisions as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, shall prescribe.

The normal demand for phonographs, including pianos, talking machines and musical instruments of all kinds, and will open a new music department in the store.

The Harding Jewelry Co. has purchased the hardware stock of the Domestic Phonograph Co., 36-38 Diversey st., Chicago, and has been operating under the name of "THE PERFECTION BALL BEARING TONE ARM," which ball bearing idea is our origination as the Perfection Phonograph Co., and which ball bearings are claimed against infringing this patent.

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

Reports increased business
Fred'k J. Bauer, distributor of the Domestic phonograph, reports greatly increasing business activity in his territory which embraces New York and adjacent territory. The new floor model of this phonograph is proving very popular among his dealers.

The Harding Jewelry Co. has purchased the hardware stock of the Domestic Phonograph Co., 36-38 Diversey st., Chicago, and has been operating under the name of "THE PERFECTION BALL BEARING TONE ARM," which ball bearing idea is our origination as the Perfection Phonograph Co., and which ball bearings are claimed against infringing this patent.

THE TALKING MACHINE WORLD
MONTANA EDISON DEALERS MEET

Edison Officials Attend Convention Held This Week at Helena-Tone Test and Banquet Among the Features—Harrison Durant Talks

HELENA, MONT., October 6—The Edison Dealers' Convention opened on September 26 and proved a most enthusiastic gathering. At the first session an interesting series of business questions were discussed by all hands. Chas. W. Burgess delivered a personal message from Thos. A. Edison, and incidentally acted as leader in carrying out the program. Duncan Lawson also gave some interesting information to the dealers regarding the care and upkeep of phonographs. In the afternoon the visiting dealers attended the State Fair in a body.

In the evening a big banquet was held where good fellowship was the dominating feature. Christine Miller was the star of the evening and sang delightfully. Mr. Burgess acted as toastmaster and introduced Harrison Durant, financial supervisor of Thos. A. Edison, Inc., who came direct from Orange to make an address. Mr. Durant in his speech made a plea for closer co-operation between dealers and the factory and urged that the latter "take more interest on all time payments."

He also explained the relations that the dealer should establish with his bank and pointed out that for the dealer to be able to borrow from his bank was a sign of strength rather than of weakness. In closing his address Mr. Durant said in part:

"We are entering the age of short credit. Your butcher and your grocer no longer welcome the professional slow-payer. Your doctor no longer demands your fees in full when you call on him. Everybody is demanding cash. For this reason the manufacturer that can make bargaining arrangements to extend long credit to his customers is going to get the business. His ability to extend such credit depends entirely upon those banking facilities. It is true that for a time he can draw on his personal resources, but these must necessarily be limited. He cannot borrow money from his bank on his phonograph bills receivable unless he puts them in such shape as will make satisfactory collateral. We are confident that any dealer who will follow our advice can obtain banking facilities to meet the demands of his installment business, and if you are unhampered in your installment sales you can meet your competitor down the street. Not that we advocate meeting competition with long installment terms, it isn't necessary with the New Edison, but we do know that under the present existing conditions in the money market, the dealer who is able to quote advantageous terms is bound to be in a very enviable position when other merchants have the big word Cash standing in their face."

One of the interesting features at the session was a demonstration by Chas. W. Burgess, followed by an open discussion. In the evening a tone test was given by Christine Miller, assisted by Arthur Walsh, violinist, and the affair served to fill the auditorium.

TO RECORD FOR THE IMPERIAL CO.

The Imperial Talking Machine Co. announced this week that Mlle. Leoni visited the Imperial record laboratories this week and made a number of records which will be issued shortly.

This artist has appeared with a number of operatic companies abroad, including Buenos Aires, Rome, Genoa and other cities. She arrived in New York recently to accept an engagement with the Metropolitan Opera Co. and will appear in the Metropolitan Opera House this season. She is a coloratura soprano, and her records will be a welcome addition to the Imperial library.

The Romey Furniture Co., Richmond, Ind., will handle the Brunswick phonograph, have arranged to enlarge their talking machine department.

AN OPPORTUNITY for YOU

THE MILLIONS THAT ARE TO GO TO FRANCE Must KNOW MILITARY FRENCH—AT LEAST

THE QUICKEST WAY IS THE

CORTINA FRENCH AND ENGLISH MILITARY RECORDS

The Language as 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. Advertise your outlet, win customers, make money.

Also Scripture, Bible, Psalms, The Kirtland, and the Pulpit for Ministers

CORTINA ACADEMY OF LANGUAGES
12 East 46th Street, New York

5 Reasons why the DUO-TONE phonograph recorder is the final refinement for all machines using a non-permanent needle. A simple, compact bracket containing one loud and one soft Tungsten needle—attachment which can be inserted into the needle holder of any standard machine—the DUO-TONE is a practical talking machine necessity for the following reasons:

1. Loud and Soft Without Changing Needles. With the DUO-TONE one can play records requiring loud needles as well as those requiring soft needles. There is the convenience of removing needles after each record.

2. From 100 to 300 Records Per Needle. Everyone knows the enormous value of quality in the Tungsten. Few know the great economies of using a quality needle. This is also true of the DUO-TONE which promptly returns the capital invested in the needle. The DUO-TONE makes this possible for both loud and soft records.

3. Easy Interchangeability. If desired to change to steel or fibre needles, simply remove the DUO-TONE, attachment from the needle holder.

4. Economy—Convenience. Every phonograph user knows that the greater economy of the Tungsten needle is the DUO-TONE. The advantage of the DUO-TONE over this economy plus the convenience of no needle changes!

5. $1.00 is All the DUO-TONE Costs. And this includes a set of loud and soft Tungsten needles. At this disappointingly low price, every phonograph owner is a possible buyer.

Dealers! This is a most attractive opportunity for you. Write or wire us at once for our descriptive folder and details on our DUO-TONE proposition.

The Duo-Tone Company, Ansonia, Conn.
LOS ANGELES BUSY PREPARING FOR HEAVY FALL TRADE

Overcoming Freight Delays by Ordering Early—Needle Shortage Causes Worry—Collecting Records for the Soldiers—How the Various Lines Are Being Featured

Los Angeles, Cal., October 4.—There is great activity showing in the talking machine line just at present and both wholesale and retail dealers are preparing for the biggest fall trade in the history of Los Angeles. Owing to the uncertainty of the freight situation local dealers are buying goods in large quantities for fear that the embargo might go on any day. The needle situation is as bad as ever and from indications will not get any better for some time. More people are using the Tungs-Tone and Fibre needles than ever before.

The Army and Navy model of the Edison Diamond Disc has arrived and is creating quite a sensation among both soldiers and civilians. This is certainly a sturdy model and looks as if it could stand some really rough usage.

A great many people are bringing in records to be given to the soldiers at the different camps. So many persons have a large number of records which they never tire of and of course are of no further use to them. These will be appreciated by the soldier boys in their camps and will help to while away their spare time. Many machines have also been given to the boys by friends and relatives. O. A. Lovejoy, manager for the Diamond Disc Distributing Co., has just returned from a two weeks' vacation, during which he spent several days in the vicinity of Oxnard, Calif., hunting deer and fishing.

Robert Cockburn, formerly with the Southern California Music Co., has accepted the position of manager of the talking machine department for the Starr Piano Co., on South Hill street. R. B. Kirkpatrick, the factory representative from the Victor Talking Machine Co., is in the city getting acquainted with the local Victor dealers. Mr. Kirkpatrick is taking the place of W. G. Garland, who has joined the Army.

Earl Dible, with the Fitzgerald Music Co., 727-729 South Hill street, exclusive Edison Diamond Disc dealers, is making a great campaign in that line and has been fitting up a large and commodious talking machine department, which will be in charge of Frank Salyer. The Bartlett Music Co. is exclusive Columbia dealer.

A review of the Los Angeles schools shows that there are over two hundred, and out of this number at least two-thirds of them use the talking machine in music appreciation. This is a wonderful showing and shows what a remarkable grip the "talker" has in an educational way.

Miss Katherine Stone, the musical supervisor for the grammar grades, deserves a great deal of credit for this, for it was largely through her efforts that the original prejudice against the talking machines in the schools was removed. Through Miss Stone's untiring zeal the school board has installed a central library of records open to all the grades where records can be taken out and kept for one week.

The Platt Music Co. is moving from West Seventh street to their new location at Seventh and Hill. They are fitting up a large and commodious talking machine department, which will be in charge of Robert Cockburn, of the Birkel Music Co., and Miss Honorina Biscailuz, formerly with the Pike & Allen Co., were married last month. Both have been in the talking machine business for some time and their many friends wish them good luck. Mr. and Mrs. Cockburn will reside in the southwestern bungalow district.

The Bartlett Music Co., for many years opposite the City Hall on Broadway, are moving to their new location at Seventh and Hill. They are fitting up a large and commodious talking machine department, which will be in charge of Frank Salyer. The Bartlett Music Co. is exclusive Columbia dealer.

The Andrews Music Co., of 350 South Broadway, is making a great campaign in that line and has been fitting up a large and commodious talking machine department, which will be in charge of Frank Salyer. The Bartlett Music Co. is exclusive Columbia dealer.

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THE INDEXO.

PHONO RECORD HOLDERS

are needed in every home to find records without vexation. They show the contents on the index and are cloth-bound on the edges. Indexes are made in 10 and 12 inch and retail at $1.25 resp. $2.00 per doz. We solicit your business.

Indexo Phono. Record File Co. 16 Wooster Street, New York.

THE ELECTRIC LIGHT OR ANY TALKING MACHINE

PERFECT LIGHT

PROTECTS RECORDS

Instantly Attached to all Standard Makes of Machines

Has met with instantaneous approval wherever demonstrated

A slight turn of curved lamp arm floods record and top of machine with brilliant light, eliminates all danger of scratching records and makes the operation of machine easy, safe and positive under all conditions.

CONSTRUCTION SUBSTANTIAL AND ACCURATE—Beautifully finished in nickel plate or genuine 24 Karat gold plate—Powerful battery.

RETAIL PRICES: $3.00 nickel finish, $3.50 gold finish

JOBBERS AND DEALERS—Our liberal discounts allow you a splendid profit. DISK-LITE for a XMAS gift! Greatest gift proposition ever offered the talking machine public better order a large stock now. A dealers' sample—one N. F. and one G. F. light, ready for attachment, shipped prepaid for $4.50.

Patented and Manufactured by DISK-LITE MFG. CO. Washington, D. C.

BUY YOUR SAPPHIRE NEEDLES WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

Supertone supplies are made right and are the ideal needles for securing good music.

Don't delay but write today for prices

Supertone Talking Machine Co.
18 West 20th Street
NEW YORK
W. L. ECKHARDT FORMS PHILADELPHIA PATHEPHONE CO.

Company Headed by Prominent Talking Machine Man to Act as Distributor for Pathe Pataphones and Display Rooms in Philadelphia

Walter L. Eckhardt, one of the best known members of the talking machine trade in the East, and who recently resigned as district manager of the Columbia Graphophone Co., of Philadelphia, has formed a new concern which will be known as the Philadelphia Pataphone Co. The company will be distributors of Pathé Pataphones and Pathe discs in Philadelphia territory. The company has opened wholesale offices and sales display rooms at 1026 Chestnut street, Philadelphia, Pa., and in addition to acting as distributors will conduct at this address one of the most attractive retail warerooms in Philadelphia, handling the Pathé line exclusively.

Mr. Eckhardt is generally recognized in eastern talking machine circles as one of the most successful and best posted members of the wholesale division of the industry. He was connected with the Columbia Graphophone Co. for many years, taking charge of the Philadelphia territory in 1912 and achieving a success that has won him well-deserved recognition throughout the country.

Mr. Eckhardt represents the modern type of aggressive and forceful talking machine man who knows his product and who above all appreciates and understands the value of dealer cooperation. He is popular throughout the trade and the announcement that he has formed the Philadelphia Pataphone Co. will be welcomed by his many friends in the industry.

In a chat with The World, Mr. Eckhardt commented as follows upon his acquisition of the Pathé distributing agency in Philadelphia:

"The Philadelphia branch of the Columbia Graphophone Co., a representative visited the Pathé Frères Phonograph Co. and interviewed George W. Lyle, assistant to the president. Mr. Lyle confirmed Mr. Eckhardt's announcement, stating that the Pathé Frères Co. was very much pleased to announce this deal whereby one of the most experienced talking machine men and Mr. Tay was until recently, assistant manager of the Philadelphia branch of the Columbia Graphophone Co.

There will also be included in Mr. Eckhardt's staff, Hal Dorian and C. W. Flood, who will visit the dealers and whose previous experience and training will qualify them to cooperate with the merchants in Pennsylvania territory.

When The World was advised that Mr. Eckhardt had formed the Philadelphia Pataphone Co., a representative visited the Pathé Frères Phonograph Co. and interviewed George W. Lyle, assistant to the president. Mr. Lyle confirmed Mr. Eckhardt's announcement, stating that the Pathé Frères Co. was very much pleased to announce this deal whereby one of the most experienced talking machine men in the industry became an active representative for their line in Philadelphia. He stated that he had been associated with Mr. Eckhardt in the closest business relations for many years and felt very gratified that these associations would be renewed and that the Pathé Co. had secured a representation in Philadelphia which would be difficult to acquire in any other way.

Mr. Lyle stated further that the Pathé Co. was growing rapidly and that it was closing desirable distributing contracts nearly every month, and that while territory for distributors was nearly allotted there were one or two points in which arrangements similar to those closed with Mr. Eckhardt could be duplicated by interested parties.

NEW LINE OF QUALITY MACHINES

Melophone Talking Machine Co. Offers Three New High-Class Models to the Trade

The Melophone Talking Machine Co., 380 Lafayette street, New York, manufacturer of the Melophone line of talking machines and motors, has placed on the market a new line of quality talking machines. The new Melophones are manufactured in three sizes, the DeLuxe which retails at $100, the Supreme, $150, and the DeLuxe Supreme at $200. All models are in genuine mahogany and the $100 and $150 styles have heavily nickel-ed metal parts, while the DeLuxe Supreme is heavily gold-plated. There are several exclusive features in the new models which should act as selling points for dealers.

The Penn-Norris Co. have opened a new photograph shop at 65 East Main street, Norristown, Pa., where they feature the new Diamond Disc phonograph and records exclusively.

"INDEPENDENT" TONE ARMS AND SOUND BOXES

THE "TWO-IN-ONE"

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.

OUR IMPROVED No. 2 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 Pathé Records.

We also make five styles of sound boxes. Our arms are made to fit any of our sound boxes, or any other brand of a box on the market.

We can supply every part of a phonograph, from a needle to a finished machine.
OUR FACTORY LEADER: An instrument that any home will be proud to have; simple in design, and priced within reach of all.

This instrument is equipped with a double spring worm gear motor of very latest type.

For those who desire a more elaborately carved cabinet and improved mechanical features, we present our Supreme No. 150 and De Luxe Supreme No. 200. These models include several novel features, such as needle cups, set tandem, in sliding, disappearing receptacles, tone modifier, etc. The De Luxe Supreme has heavy gold plating on all exposed metal parts.

We take pleasure in recommending these instruments to the trade. A sample order will convince YOU.

MELOPHONE TALKING MACHINE CO.

380 Lafayette Street,
NEW YORK.

29 E. Madison Street,
CHICAGO.
WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a " Classified " advertisement in charge of our " Classified " advertising, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of $1.00 per line. All bold faciae are desired of same as will be ill., per line.

WANTED RECORD OF "CHERI"—Will pay a good price for Victor record of "Cheri," sung by Harrison, which was withdrawn by the Victor Co., some time ago. Will jibe jokers and dealers try and help out. Address "Cheri," care The Talking Machine World, 373 Fourth Ave., New York City.


AN UNUSUAL OPPORTUNITY for aggres- sive and earnest salesman to represent a real high-grade phonograph that is already strongly established throughout the country. Distributors have been appointed and we desire high-grade salesmen to sell this phonograph. The connection is permanent for the right men and the company commensurate with the results obtained. No tests to earning capacity. State qualifications fully in power and all replies will be held strictly confidential. Address "Box 471," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE—A golden opportunity to buy a well established piano, small goods and sheet music business in a beautiful and well equipped store, thirty-five feet front, best location on the main street in one of the richest and best cities of Southern California. Favorable lease. Every facility for doing a profitable and pleasant business with small expense. Will collect our own accounts and sell at inventory prices. Address C. H. R., Box 638, Station C, Los Angeles, Calif.


WANTED—An experienced phonograph salesman who has sold over $50,000 worth of phonographs, preferably in the Wholesale Department, to manage an important phonograph house, would you consider him? Have good position now. Will explain reasons for desiring change. Address "Box 472," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION—By a thoroughly understanding manufacturer, complete machine assemblies, in stock, open for a branch manager as superintendent or by production manager. Highest credentials as to ability. Address "Box 473," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION—By a thoroughly understanding manufacturer of phonograph parts, complete machine assembling, in stock, open for a branch manager or an assistant superintendent as engineer. Address "Box 474." care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Position as manager of a well established phonograph department. Have had best of connection with New York City dealers for several years and am thoroughly competent. Am married and thirty-four years of age. Address "Box 475," care The Talking Machine World, 373 Fourth Ave., New York City.


WANTED POSITION—As manager of a phonograph department in New York City for a firm that has been established for fifteen years and has had experience in the phonograph business. Address "Box 477," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION—By a mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete machine assembling, in stock, open for a branch manager or an assistant superintendent as engineer. Address "Box 478," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION WANTED—By an experienced phonograph manufacturer and a reliable manufacturer and salesmen. Has had several years' experience with Vittori, etc. Address "Box 479," care The Talking Machine World, 373 Fourth Ave., New York City.


POSITION WANTED—As traveling salesman. Have had several years' experience with Vittori, etc. Address "Box 481," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Position as manager of a phonograph department in New York City for a firm that has been established for fifteen years and has had experience in the phonograph business. Address "Box 482," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION—By an experienced phonograph salesman who has sold over $50,000 worth of phonographs, preferably in the Wholesale Department, to manage an important phonograph house, would you consider him? Have good position now. Will explain reasons for desiring change. Address "Box 483," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—By a reliable and thoroughly understanding manufacturer, complete machine assembling, in stock, open for a branch manager as superintendent or by production manager. Highest credentials as to ability. Address "Box 484," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—By a thoroughly understanding manufacturer of phonograph parts, complete machine assembling, in stock, open for a branch manager or an assistant superintendent as engineer. Address "Box 485," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION—By an experienced phonograph salesman who has sold over $50,000 worth of phonographs, preferably in the Wholesale Department, to manage an important phonograph house, would you consider him? Have good position now. Will explain reasons for desiring change. Address "Box 486," care The Talking Machine World, 373 Fourth Ave., New York City.


WANTED POSITION as manager of a phonograph department in New York City for a firm that has been established for fifteen years and has had experience in the phonograph business. Address "Alfred," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Experienced young man as salesman and manager of phonograph department. At reference required. Address Reifsnyder Furniture Co., Lafayette, Ind.


SITUATION—By an experienced telephone repairman who was with a well known concern for fifteen years and has had experience as a repairman and subassembling equipment. Address "Box 488," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION WANTED—SALESMAN—A young man who has sold phonographs and records in New York and Middle West seeks permanent connections with reliable manufacturer to sell phonograph at high prices. Good reason for leaving last employer. Address "Box 489," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE—14-16" Green Turn Table Felts; 16,658-10" Red Turn Table Felts; 16,450-10" Green Cotton Felts; 16,000 Concluded Brakes. Address "Special," care The Talking Machine World, 373 Fourth Ave., New York City.

MELOPHONE TALKING MACHINE CO. 365 Lafayette Street, New York

FOR SALE—Large quantity standard make phonograph records at bargain prices. ONEIDA, 47 E. Ninth St., New York City.


WANTED—By a reliable and thoroughly understanding manufacturer, complete machine assembling, in stock, open for a branch manager as superintendent or by production manager. Highest credentials as to ability. Address "Box 484," care The Talking Machine World, 373 Fourth Ave., New York City.


POSITION WANTED—As traveling salesman. Have had several years' experience with Vittori, etc. Address "Box 481," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Position as manager of a phonograph department in New York City for a firm that has been established for fifteen years and has had experience in the phonograph business. Address "Alfred," care The Talking Machine World, 373 Fourth Ave., New York City.
It has been evident for some time to everyone connected with the manufacturing end of the talking machine industry that there must be expected some increase in prices of many of the standard models to take care of the steady rise in the costs of materials, labor and all the other incidentals that go into talking machine making.

The great majority of the manufacturers have, up to this time, managed to absorb increased costs without adding to either wholesale or retail charges, and without cutting into the profits of the dealer, although the latter was for the most part enjoying an unprecedented volume of business, as well as increasingly expensive advertising and sales help service from the manufacturer.

The placing of an excise tax of 3 per cent. on talking machines and records, however, through the War Revenue Act, has been a final blow to the manufacturers throughout the country who tried to keep things going without asking aid from the dealer. Placed on top of increased manufacturing costs, the tax makes it absolutely essential that practically every manufacturer must get more for his products from the dealer or the public.

In plans already announced for taking care of the tax and higher costs, the plan of the Columbia Co. as set forth in another page, for in- ternal competition to Manufacturing Facilities makes it impossible for the manufacturer to simply increase the wholesale cost and let the dealer shift for himself.

Every large company has now under consideration plans for taking care of the war tax, and are giving that matter careful study and consideration. While only one or two have announced their policy, as The World goes to press, it is safe to say that the retail trade can expect some increase in prices of many manufacturing costs, expensive advertising and sales help service from the manufacturer.

The logic of this course is readily seen when the placing of an excise tax of 3 per cent. on talking machines and records, however, through the War Revenue Act, has been a final blow to the manufacturers throughout the country who tried to keep things going without asking aid from the dealer. Placed on top of increased manufacturing costs, the tax makes it absolutely essential that practically every manufacturer must get more for his products from the dealer or the public.

In plans already announced for taking care of the tax and higher costs, the plan of the Columbia Co. as set forth in another page, for instance, the manufacturers still show an inclination to protect the dealer and his profits to the utmost and to so arrange their new price schedules and increases that the extra cost of the machines will be assessed directly on the public.

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**THE TALKING MACHINE WORLD**

**NEXT WEEK WILL BE "EDISON WEEK"**

Elaborate Preparations Made by the Factory, Jobbers and Distributors for This Annual Event—Some of the Interesting Features

Next week, October 21 to 27, will be "Edison Week" throughout the United States, and the plans announced by Thos. A. Edison, Inc., to be carried out with the co-operation of dealers in all sections, should insure the success of the annual event this year, and make the week a notable one for the Edison interests.

As has been the case during previous Edison weeks, there are numerous inducements offered to the dealers to put forth their best efforts to feature the Edison line in their localities. There is, of course, the window display contest carried on through the co-operation of the jobbers in their respective zones, and which carries with it prizes ranging from $75 to $300. A brand new feature is the list of prizes offered to the dealers for the best "patchwork" advertisement, which range from $10 to $1,000. and give each dealer an equal chance to collect.

Many of the jobbers have also arranged for special contests among the dealers in their own particular zones, with appropriate prizes for the winners.

The public has been prepared for Edison Week through an extensive national campaign of advertising announcing the week, and carried on by Thos. A. Edison, Inc.

**AN AID TO RECORD USERS**

The Disk-Lite Mfg. Co., of Washington, D. C., have just placed on the market the Disk-Lite, a small electric light, of special construction, designed to be placed upon the talking machine cabinet, so as to illuminate the record under the needle point, and thereby facilitate placing the needle on the record without damage. It is designed to fit any make of cabinet talking machine.

**FINE NEW QUARTERS IN BROCKTON**

BROCKTON, MASS., October 4.—The C. C. Harvey Co. last week held the formal opening of their elaborate new quarters at 57 Main street.

The news column of this week is that the first of October, the 1914, the plaintiffs have been unable to purchase Victor talking machines and records in the ordinary course of business, at the usual discounts, and upon the customary terms. They have been compelled to purchase supplies in unusual ways and through agents in various States throughout the United States. That by reason thereof, and by reason of the expense plaintiffs were compelled to incur for the extra transportation and hauling, salaries or additional employees and loss of discounts, they were damaged in the sum of $75,000; that by reason of the expense which plaintiffs incurred they suffered damages by the infringement instituted against them by the defendant Victor Co., and in which the complaint was dismissed for lack of equity, the Supreme Court, in the sum of $15,000; that, by reason of inability to secure sufficient Victor merchandise at any price whatsoever plaintiffs were prevented from doing business which they otherwise would have done, and were prevented from making profits which they otherwise would have made, in the sum of $100,000.

The early litigation between the Macy interests and the Victor Co. are referred to at several points in the complaint, and it is alleged that the Victor Co. manufactures 80 per cent. of all the talking machines and records manufactured in the State of New York and throughout the United States.

Papers in the suit were served on the complainants early in September.

**ROAT CO. HAS FINE ORCHESTRA**

Michigan Music House Forms Orchestra From Members of Its Selling Staff

BATTLE CREEK, MICH., October 6.—The Chas. E. Roat Music Co. is one of the few houses in this country which can boast of a complete orchestra composed entirely of members of the retail department. Roat himself, as manager of the house, is a talented composer, and also

**TONE ARMS WITHOUT RATTLE OR MUZZLE**

**SOUND BOXES WITHOUT BLASTS**

Is the result of my past years' research work.

The Audion Tone Arm gives the perfect unhampered tone and in combination with the Audion Sound Boxes, both Lateral and Vertical, will give absolutely satisfactory results.

**STOP EXPERIMENTING**

**This equipment all ready for you to adopt. Prices are right.**

The Audion Sound Boxes, both Vertical and Lateral, can be used on any machine with an Audion Tone Arm, the Lateral being better for use on any stereo or 30th of a gramophone tone. Diaphragm is 100 times more sensitive than mica, needle has less work to do, saves records. Dealers can sell the Lateral Box at 50 cents and every customer will be delighted. Sold on a money refund guarantee. Audion Tone Arms same price.

Hill and dale reproducer which will play every hill and dale record perfectly, $1.00 retail.

**HELP UNCLE SAM**

"You folks left at home, don't talk about doing your bit—do it." These are the recent words of a prominent leader of the Liberty Bond department in promoting the sale of the new Liberty Bonds.

Following this advice, The Talking Machine World has adopted a new plan whereby a credit of 25 cents is allowed toward a Liberty Bond on every new Talking Machine World subscription sent in before December 1, 1917, by any member of the talking machine industry, either for himself or an associate.

Where less than a full bond is earned, the publisher of The Talking Machine World will give the amount to the government. This plan will be put into effect immediately.

**OPENS NEW BRUNSWICK SHOP**

J. H. Hicks, music dealer of Lansing, Mich., has opened a New Brunswick Shop on the second floor of the Tussing Building, with an excellent display of machines.
**THE TIPHANY MOTOR**

**IS WORTH ITS WEIGHT IN GOLD**

**ANNOUNCEMENT**

**THE TIPHANY MOTOR** has met with such an enormous success all over the WORLD that in order to do justice to our customers we are forced to make complete and radical changes in our manufacturing and efficiency system to be enabled to turn out big quantities without interfering with quality. Although we are making every effort to effect these changes with every possible expedition yet a delay in filling orders was unavoidable. We will announce in the near future when we will be ready for shipment, and in the meantime we ask all those who are desirous of giving THE TIPHANY MOTOR a test, to send in their orders, as soon we will be sold out regardless of the present increased facilities. We assure you that THE TIPHANY MOTOR has no equal, and that every motor we will ship will come up to the TIPHANY standard and will do for you everything we claim for it, and more if possible.

**THE TIPHANY MOTOR CO.,**

32 Union Square

NEW YORK, U.S.A.
The newspapers throughout the country in discussing the news of the various military camps and cantonments have laid special stress upon the value of music in preserving the morale of the men and providing healthy entertainment during the hours of relaxation. The attitude of the military men toward music in the camps as well as the part being played by John L. Gately, of the Gately-Haire Co., at Albany, N. Y., Victor distributors, in placing Victrolas in the camps, was well set forth recently in an article in the Times Union of Albany, N. Y., and which said in part:

"Mass singing in camp life is fast coming into its own, and those in authority see that song makes a good soldier, a better soldier; a tired soldier, a rested soldier; a depressed soldier, a cheery soldier. And in no way does a group of men learn to sing more quickly than with the aid of a Victrola and records. Recognizing this, New York State has generously furnished to each of her twenty-two regiments Victrolas, records and caring experts from a portable nation.

"The Victrola records selected are of light music, as well as of a patriotic nature, and include such songs as "America," "Star-Spangled Banner," "Dixie," "America, I Love You," "We'll Never Let the Old Flag Fall," "My Own United States," "The Old Flag Never Comes Down," "Batte Hymn of the Republic," "Tramp, Tramp, Tramp," "Tenting Tonight," "The Maple Leaf Falls," "If Your Heart Keeps Right," "A Perfect Day," "Where Do We Go From Here, Boys?" "Good-bye Broadway, Hello France," "Keep the Home Fires Burning," etc. This latter song was easily the most popular at Plattsburg and Madison barracks this summer.

"The United States Commission on Training Camp Activities, as may be guessed from its name, has general charge of all that is done to enliven life at the training camps. This organization is under the war department, and the plans made up of the following well-known men: Raymond Fosdick, John R. Mott, Joseph Lee, Lee Hamner, Dr. Charles P. Neal, Thomas J. Howells, Major Palmer E. Pierce, Malcolm McBride and Dr. Joseph E. Raycroft.

"One plan reached calls for the erection in each training camp by the commission of a big auditorium capable of accommodating 2,000 people, to be completely equipped, where will be staged moving picture shows, the theatrical entertainments and Victrola concerts, etc. The heavy purchasing of Victrolas and records will be made by two agencies to which the war department's commission has entrusted the details of the entertainment program. One of these agencies is the Y. M. C. A., which has been engaged since the Spanish-American War in recreational activities among American military and navy posts. The other agency is the Knights of Columbus, which made a start during the recent operations on the Texas border in providing amusement centers for the Catholic contingent in our military forces. Each of these agencies will make its purchases of Victrolas and records in its own way. Each is well financed, too. The Y. M. C. A. has raised $4,000,000 to provide buildings and outfit them, and the Knights of Columbus have done the venture, will have a couple of millions to spend.

"For use in these buildings, the regular school Victrola is the most practical outfit, while the smaller carrying case type of Victrola will be used for individual troops and companies.

"The stock outfits for these Y. M. C. A. buildings also embraces fifty- and ten-dollar sets. This means that 10,000 records will be needed for the first assignment to launch the recreational activities at these centers. This is merely a starter. The authorities make it clear that they will welcome donations of records from any and all sources with no qualifications imposed save that the records be playable.

"Official at Washington give it as their opinion that frequent change of the record library at every building or 'hut' (as they term these
B. H. ROTH DOUBLES FLOOR SPACE

Vicotoria Dealer in West New York, N. J., Takes
Adjoining Store and Installs New Department
—Has Well Arranged Quarters Which Have
Been Entirely Redecorated and Remodeled

On September 28, B. H. Roth, the live wire
Vicotoria dealer of West New York, N. J., held a
formal opening of his enlarged store at Bergen-
line avenue and Fourteenth street, that city. In
addition to practically doubling his floor space,
Mr. Roth has also installed several new depart-
ments, including musical merchandise and toys.
Mr. Roth now occupies two stores on Ber-
genline avenue, numbers 579, the original store,
and 581. The two stores have been thrown to-
gether, and altered to meet the peculiar de-
mands of the business. The entire store at 579
will be devoted exclusively to the sale of Vic-
trolas and records, and an excellent equipment
will be devoted exclusively to the sale of Vic-
trolas and records, and an excellent equipment
of six soundproof booths has been provided for
that purpose. The store is handsomely dec-
orated and the woodwork and finish arc in light
French gray. Plate glass has also been used
generously.

The record stock room will carry a large re-
pair in the selling also looks after the accounts.
A quick automobile delivery service instituted
by Mr. Roth some time ago has also been a
big factor in increasing the popularity of his
store.

WM. MAXWELL'S NEW BOOK ISSUED

"If I Were Twenty-One," by Vice-President of
Thos. A. Edison, Inc., Full of Valuable Ma-
terial for the Benefit of the Business Man

The new book by William Maxwell, vice-
president of Thos. A. Edison, Inc., entitled "If
I Were Twenty-one," has just been issued by
Lippineott's, and contains many inspirational
business stories and helpful tips to young and
old who are playing the game. The fact that
Mr. Maxwell is a successful business executiv
is reflected in the book, and he has had prac-
tical experience in developing and directing
sales departments that make his advice of much
value.

The object of the book is well set forth by the
foreward, which reads as follows:

"Our straight-backed young men in khaki
have given a new significance to the words "If
I Were Twenty-one."

"Many of you, who are ineligible to military
service and accordingly must stay at home, will
have new responsibilities and new problems.
Some of you, who are now privates in the ranks
of business, will have the opportunity to be-
come officers in the great American industrial
army which is to do its part in winning the
great war. If somewhere in this chronicle of
my own observations there is something that
will help you win your shoulder straps in
business, I shall be very much gratified.

"War is a grim business in which clean living,
straight thinking and earnest doing count for
more than in any other form of human en-
deavor. This book is not a sermon. I do not
believe over much in sermons. But I shall be
very happy if somewhere in the following pages
there prove to be a few helpful thoughts that
our boys of twenty-one to thirty-one can apply
to the business of being a soldier. And may I
offer to every soldier reader a word of advice?
Don't think of your enlistment as a slice of
time cut out of your career. Think of it rather
as a post-graduate course in character building.
When you come back from the war your old
job may not be waiting for you; but what of
that? The loss of your job may prove the very
best thing that could have happened to you.
If you have been a square peg in a round hole,
be thankful for the chance to take a fresh start
in life, and be determined to start right. If
this book helps you, it will not have been writ-
ten in vain."

THE COLUMBIA IN HOLLAND

An Interesting Photograph Shows Delivery of
Columbia Disc Records in Amsterdam.

The sales department of the Columbia Grapho-
phone Co., New York, received recently from

Shipment of Columbia Records in Amsterdam

the Columbia representative at Amsterdam, Hol-
lund, A. H. A. Bakker, a photograph of un-
usual interest, which is shown herewith.

This illustration presents a carload of Colum-
bia records delivered from London to Mr. Bak-
er's establishment last June. This shipment,
as Mr. Bakker points out, was made in spite of
ships and other shipping difficulties, and as it
was received in the thirty-fourth month of
war, indicates that the war has not yet curtailed
the demand for Columbia product in Holland.

In your daily labors, look up, out, forward or
ward, but never backward.
You can talk superiority of tone and tone control as far as you like when you are selling a Columbia Grafonola—and never be afraid of over-statement.

Columbia Graphophone Co.
Woolworth Building, New York

GRAND OLD MAN' OF CABINET TRADE

Daniel G. Williams Has Lost None of His Punch After Two-Score Years on Firing Line—Getting Big Orders for Udell Cabinets

One of the most popular of the veterans in the cabinet branch of the trade is Daniel G. Williams, of the Udell Works, Indianapolis, who, although he has passed his seventy-eighth milestone, is as chipper and spry as the best of the boys, and may truthfully be said to be just seventy-eight years young. No trade gathering of piano or talking machine men in any section of the country is complete without Uncle Dan being in evidence, his latest convention appearance being at the meeting of the Piano Merchants' Association of Ohio in Dayton recently. He does not press Udell cabinets or talk shop, but that fact does not interfere with his being called upon to drag out his order book on frequent occasions just to oblige the dealers. They insist on placing orders, so he just naturally has to oblige.

It is reported that Uncle Dan is getting orders for Udell cabinets just as regularly this year as he has been for two-score years past, and this is looked upon as emphasizing the fact that the Udell Works this year has a great line of cabinets for both player-piano rolls and talking machine records.

Certainly two-score years in the trade have not taken anything from the selling punch of the "grand old man" of the cabinet industry. His example is a worthy one for the younger members of the trade.

VICTOR CO. WARNS THE PUBLIC

In its advertisement which appears on the back covers of the leading magazines for October, the Victor Talking Machine Co. calls the attention of the general public to the fact that "Victrola" is the registered trade-mark of the Victor Talking Machine Co., designating the products of that company only, and that the use of the word "Victrola" upon or in the promotion or sale of any other talking machine or phonograph product is misleading and illegal.

MR. FUHRI SUCCEEDS MR. ECKHARDT

Has Been Appointed District Manager of Columbia Co.'s Philadelphia Territory

W. C. Fuhri, formerly United States manager of the Columbia Graphophone Co., New York, and one of the best-known members of the talking machine industry, has been appointed district manager of the Philadelphia territory, with headquarters at Philadelphia. Mr. Fuhri succeeds Walter L. Eckhardt, who resigned from the company's service last week.

Mr. Fuhri's appointment as district manager in Philadelphia is a matter of gratification to the entire Columbia organization, and to the Columbia dealers in this territory, as he is one of the veterans of the industry, and thoroughly conversant with every phase of talking machine merchandising. He assumes his new duties the first of the week.

The formal letter to the sales force reads:

"In deference to his expressed preference, W. C. Fuhri has been appointed district manager, Philadelphia, Philadelphia, the position recently made vacant by the resignation of W. L. Eckhardt. "It is thus elective to engage in active personal supervision of the sales of the Columbia product, Mr. Fuhri is following a cherished and oft-expressed hope that he might again get back on the firing line where the fight is hottest and most interesting. "His long and highly successful career in this important end of our enterprise fully warrants the prediction that his administration of the Philadelphia district will produce results which will make his self-chosen assignment satisfactory alike to himself and the company."

MANY PATRIOTIC RECORDS INCLUDED

Included in the October list of records just issued by the Emerson Phonograph Co. are seven timely patriotic records, a group of popular hits, dance selections, standard and operatic selections. Many well-known artists are represented in the October bulletin, among others being George L. Thompson, Nat M. Wills, Samuel Ash, Henry Burr, Harry Evans, Ada Jones and others. The Emerson Phonograph Co. has had an unusual active demand for its recent record supplements, and the October bulletin will probably be a record-breaker for popularity.

NEW INCORPORATION

A certificate of incorporation was issued this week to the Compactophonograph Corp., of New York City, for the purpose of manufacturing talking machines and sound reproducing appliances. The capitalization of the concern is $5,000, the incorporators being A. Sondheimer, H. Depew and S. D. Ward.

"How do you find your steak?" asked the landlady.

"Just by intuition," replied the Nervy Boarder. "it is rarely large enough to be visible to the naked eye."

ANDS KOCH, Manufacturer
296 Broadway

THE TALKING MACHINE WORLD
PATHE JOBBERS' CONVENTION PROVED MOST SUCCESSFUL

Second Annual Gathering, Held Last Month, Attended by Prominent Pathe Jobbers From Every Section of the Country—E. A. Widmann Toastmaster at Banquet—Fine Program Rendered

As noted in last month's World, the second annual convention of the Pathe Jobbers' Association was held on September 12 at the Hotel Claridge, New York, and this convention resulted in an invaluable interchange of ideas and thoughts and the permanent establishment of this association. There were discussed at the various meetings topics of timely importance, and when the conference ended each and every Pathe jobber who was present referred to the meetings in glowing terms of praise and appreciation.

From a combined business and social standpoint, one of the most pleasing features of the convention was the annual banquet held on Tuesday evening at the Hotel Claridge. The banquet was programmed as one of the "star" events of the conference, and it certainly lived up to its promise.

After the Pathe jobbers and their friends (all of whom were the guests of the Pathe Freres Phonograph Co. at this banquet) had thoroughly enjoyed a special menu which emphasized the early days and progress of the Claridge chef, E. A. Widmann, president of the Pathe Freres Phonograph Co., was introduced as toastmaster. Mr. Widmann, in accepting this honor, commented upon the fact that he had been scheduled to speak on "Pathe—The Company and the Jobber," but that in his present post he would be able to forego making this address and be a guest for the evening.

He then gave an impromptu talk, in which he eloquently presented a program of current interest. With characteristic wit and humor Mr. Widmann traced briefly the foundation and progress of the Pathe Freres Phonograph Co. from the days of its earliest inception to the present day. He referred semi-humorously to some of the trials and tribulations which confronted the pioneer members of the company when they entered the talking machine field, and although an element of humor predominated in these reminiscences, it was not difficult to see beneath the surface and quickly realize that the problems and handicaps which Mr. Widmann and his group of loyal co-workers had surmounted were of vital importance and tremendously far-reaching in their scope. In closing Mr. Widmann paid a well-deserved tribute to the present body of Pathe jobbers, to whom he referred as a corps of aggressive and progressive business men, whose interests were linked with the Pathe Freres Phonograph Co. in a way which augured for general and individual success.

Another interesting speaker was George W. Lyle, assistant to Mr. Widmann, who gave a timely and important talk on the subject "Publicity." Mr. Lyle gave a short outline of the company's plans for the ensuing year, emphasizing the fact that the Pathe Freres Phonograph Co. will leave nothing undone to co-operate with its jobbers and dealers from a publicity standpoint.

Other speakers of the evening included J. F. Collins, general sales manager of the Pathe Freres Phonograph Co., who spoke on the subject, "Retail Selling;" H. A. Harris, advertising manager of the company, who gave the jobbers an idea of a new window display service, which is now being introduced, and Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., whose talk was both reminiscent and practical, as he told the jobbers something of conditions abroad, and incidentally referred to the problems which must be overcome in the production of talking machine motors.

The most pleasing feature of the banquet was the appearance of three artists who record for the Pathe record library—Eleanor de Cámores, the famous operatic soprano; David Bispham, renowned baritone, and Louis Winsch, who has achieved wide popularity as a singer of novelty and popular numbers. These three artists were ably assisted by a portion of the Pathe "Bijou" orchestra.

With its customary graciousness Miss de Cámores entered heartily into the spirit of the occasion, and in response to the enthusiastic applause of the jobbers favored the diners with several excerpts to her singing of the "Star-Spangled Banner" and the "Marseillaise" evoked tumultuous applause which was probably heard in points far distant from the Claridge.

David Bispham rendered several of his popular selections in a way which gave the jobbers an adequate reason for the remarkable success which this famous American singer has achieved. Among the selections he sang were Homer's "Banjo Song" and "When the Boys Come Marching Home." The words for the latter were written by John Hay, late Secretary of State.


One of the pleasing events of the evening was the appearance of Russell Hunting, of "Casey" fame. Mr. Hunting, who is recording director for the Pathe record library, Eleanor de Cámores entered heartily into the spirit of the occasion, and in response to the enthusiastic applause of the jobbers favored the diners with several selections to her singing of the "Star-Spangled Banner" and the "Marseillaise" evoked tumultuous applause which was probably heard in points far distant from the Claridge.


A day in the woods is a wonderful tonic. A walk to the other side of town will delight and surprise you. Look for other points of view. Seek new sights, new experiences.

WEBER-KNAPP COMPANY

LOWEST PRICES

TONE RODS

We manufacture all the hardware used on these cabinets

Door Catches

Sockets

Sliding Cupboards

Name Plates

Continuous Hinges

Sockets

Door Catches

Knobs, etc.

H. J. Brennan

J. W. Smart

G. E. Jennings

J. H. Wheeler

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STARR PHONOGRAPH PROVING POPULAR WITH SOLDIERS

Pittsburgh, Pa., October 3.—The cut here-with shows several of the members of the Eighteenth Regiment, Pennsylvania National Guard, stationed in this city, listening to a Style II Starr phonograph. The instrument was sold to the regiment by H. C. Niles, secretary and treasurer of the Starr Phonograph Co. of Pittsburgh, a few days ago and the cut depicts the most popular diversion of the khaki-clad boys—listening to their favorite selections. The officer in the foreground is Lieutenant Griffith, and treasurer of the Starr Phonograph Co. of Pittsburgh. The instrument was presented to the regiment by the manufacturers of the instrument as a means to study French, in addition to the texts.

Members of Eighteenth Pennsylvania Regiment Listening to the Starr Phonograph

said Mr. Niles in commenting upon the pleasure the boys derived from their instrument. "It is their firm intention to take the Starr with them wherever they go, for they say they would hardly know what to do without it now. While here at their headquarters it certainly lessened the tediousness and hard work of army life and the regiment is loud in its praise of the Starr." The Starr Phonograph Co. is the distributing organization for Starr phonographs and records in Pittsburgh and the territory around that section of the State, and has had an unusually good reception of the State, and has had an unusually good reception. They have placed a large number of Starr phonographs with the dealers in and around Pittsburgh. Mr. Niles, who is in charge, was formerly advertising manager of the Starr Piano Co. of Richmond, Ind., manufacturers of Starr phonographs and records.

In a recent statement they remark: "It may be hard for some of our friends to realize that from a small town in the interior of the Orange Free State, Africa, one of the dealers has just favorized us with an order for over 2,000 Blue Amberol records, while in the far-off Dutch East Indies two new dealers have just been established. In the Eastern part of South Africa the initial order of a new acquisition to our list of dealers in the foreign field totaled 2,350 Blue Amberol records. "New Zealand and Australia continue to be active purchasers, and at the present time over 500 Amberola phonographs and more than $3,000 Blue Amberol records are in New York, awaiting transfer to a steamer loading for Australian ports. From such remote places as the Samoan Islands, Iceland, the African Gold Coast, British North Borneo, Korea, etc., orders are reaching our export department, and giving convincing evidence of the universal appreciation in which the Amberola line is held by clients in foreign countries."

TALKING MACHINE MEN MEET

Local Organization of Retailers Adopt Standard Form of Installment Contract and New By-Laws—Endorse Resolution on Food Conservation—Want Fund to Buy Music for Soldiers

The monthly meeting of the Talking Machine Men, Inc., was held on Wednesday, September 19, in the assembly rooms of the Merchants' Association, in the Woolworth Building. J. T. Coughlin, president of the organization, opened the session, after which the subjects slated for discussion were brought forward. Lambert Friedl, of the Columbia Graphophone Co., reported for the committee which had been appointed to draw up a contract to be used by members of the association. After some discussion a contract approved by the association for which Mr. Friedl gave the credit for drawing up to Mr. Coughlin, was adopted. Ramon Montalvo, Jr., who operates stores in New Brunswick and Perth Amboy, N. J., then submitted a contract in card form, with the agreement on one side and the record of payments and other information on the opposite side. This was also adopted by the organization, they substituting their own printed agreement. New by-laws were adopted and copies will be printed and sent to every member of the body. Max Landay, chairman of the committee on forming a national organization of talking machine dealers, reported progress, although he was unable to attend the meeting.

A resolution which had been adopted on August 24 by the executive committee of the Conference of Independent Retailers of the Metropolitan District was then adopted by the Talking Machine Men, Inc., it providing that they pledge their complete support to all the rules and regulations to be formulated for the economical distribution of foodstuffs. The resolution further stated: "We maintain that standardization of prices on trade-marked and branded goods is necessary to conserve the welfare of the public." The resolution also carried several other sections which should make for better business during the war.

A committee composed of Irwin Kurtz, E. H. Smith and Henry Mielke was appointed to confer with a number of newspapers to urge them to open up a subscription fund to place talking machines and records in every company of American soldiers now in camp in different parts of the country and in Europe. It may be possible, according to some suggestions, to have talking machine owners contribute their old records. If this is done many depleted libraries will have to be replenished. The Talking Machine Men, Inc., will assist, in every possible way, the paper taking up the idea.

STARR PHONOGRAPH PROVING POPULAR WITH SOLDIERS

Pittsburgh Office of the Starr Phonograph Co. Supplies Machine and Records for Eighteenth Regiment, Pennsylvania National Guard—Phonograph Will Accompany Troops Abroad

Pittsburgh, Pa., October 3.—The cut here-with shows several of the members of the Eighteenth Regiment, Pennsylvania National
General Increase in Record Prices Made by All Manufacturers, the Increases Ranging From 20 to 33½ Per Cent.—Move, Forced by Necessity, Was Long Expected.—The Reasons Outlined.—Needle Shortage Becoming More Acute.—Feasibility of Repointing Used Needles Discussed.—Selling Gramophones During Air Raids.—What the New Record Lists Have to Offer.—Utilizing Services of Disabled Soldiers in the Trade.—New Regulations Regarding Trade Catalogs.—Some New Records by Mme. Clara Butt.—General Trade News of the Month.

London, England, September 29.—The highly important news recently made known by the leading British gramophone record manufacturers has created a tremendous amount of interest and discussion. It refers to an all-round increase in the price of records. The advance amounts in some cases to as much as 33½ per cent, and in other cases not less than 20 per cent. There has been little or no criticism, except of a friendly nature, and all parties interested have accepted the makers' action as inevitable. While the definite news was in itself rather sudden, the time-limit between the date of the announcement and the advance in price coming into force being only three or four days, it caused no great surprise among dealers, for the simple reason that they had been prepared for its probability a considerable time back by the writer, in this, and other trade journals. I first took up the question of the necessity for an increase in record prices about a month ago, on the ground that manufacturing costs were rising to such a height that it was essential. As far back as our October, 1916, issue, the pertinent question was asked: "Is the 18-penny record doomed?" since the subject has been continuously discussed in these columns. In the issue for May I took up a definite line. The actual present increase in the price of many discs was then forecast to a penny. This, in conjunction with the tentative second price-advance by the Columbia and Phonograph companies a few weeks ago, partly prepared the trade for what follows. The element of surprise is therefore non-existent, and all dealers sufficiently alive to the importance of reading The Talking Machine World will once again appreciate the value of the information therein conveyed likely future actions by different firms.

The official details of the various price increases which came into force September 3 are as follows:

**His Master's Voice.**—Plum label records, 10-inch, double, old price 2s. 4d., new price 3s. 2d.; 12-inch double, old price 3s., new price 3s. 4d. All other denominations remain at the same price as before.

**The Columbia Co.**—10-inch single double dark blue label Columbia records from 2s. 6d. to 3s.; 12-inch double from 4s. to 5s.; Regal records from 1s. 8d. to 2s. 2d. A new price change in other of this firm's records.

The Wimmer Record Co.—Estimate the increase in the cost of all materials and manufacturing expenses at about three times pre-war prices, and therefore announce that their records are increased from ls. 8d. to 2s. each.

The British Zeppelin Co. make a somewhat similar announcement as the other firms, the price increase in their records being 6d.—that is from 1s. 6d. to 2s. for the 10-inch double, for the 12-inch double from 2s. 6d. to 3s. 6d., and the new price for the 10-inch double Celebrity record is 3s.

Coliseum Record.—10-inch double-sided 1s. 6d. (old price 1s. 6d.), 12-inch double 3s. (old price 6d.).

It may be observed that other record companies are expected to follow suit, although perhaps not to the same extent as the first four price-alterations mentioned above.

The Reasons Outlined.

These price changes are in alignment with the times, and when the facts leading up to it are fully considered I am of the opinion that there can be no serious objection by either the dealer or the public. One is, indeed, moved to express surprise that the gramophone trade has for so long remained an exception to the universal upward trend of prices in pretty well all industries. This fact in itself suggests the good position in which the British manufacturers have been placed, and the fact that they have only raised their prices under the compulsion of necessity. And what is that necessity? I believe that most dealers are fully acquainted with the circumstances, but for the benefit of those who are not I will briefly outline the conditions which have forced the hands of record manufacturers to the action in question. Let us take a retrospective survey. Three years ago (what an eternity it seems) the gramophone trade was itself at war. Several blows were then taken and given, the combatants being then as now British vs. German. It was a trade war instigated by the latter with the introduction of cheap records. British manufacturers accepted the challenge, and had it not been for the great catastrophe which soon after fell upon the world, we have no doubt whatever would have been fought. (Continued on page 132)

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**From our European Headquarters**


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**'His Master's Voice'**

—the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

---

**Branches**

DENMARK: Skandinavisk Grammophon-Aktiebolag, Pihavon, Copenhagen.


SPAIN: Compania del Gramofono, 56-58 Balines, Barcelona.


UKRAINE: The Gramophone Co., Ltd., 63, Nevsky Prospect, Petrograd (Petersburg), No. 1 Nestor, Revelat Drev, Moscow; 6, Golenisky Prospect, Tiflis; New York 20, Warsaw; 5, Aleksandrovkskaya Uttusu, Bps; 11 Michailovskaya Uttusu, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bel-Haghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

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**Great Britain**

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND
From our London Headquarters—(Continued from page 131)

have demonstrated their superiority in this commercial fight. So far as it went, the culmination was a flood of double-sided records at the all-round unprofitable price, even for pre-war days, of 13 pence and in some instances a shilling. With the opening of hostilities, the German record menace disappeared. But a good deal of mischief had been done, and a state of mutual distrust existed at this time between British manufacturers, with the result that it took some months before they themselves dropped the very cheap record, notwithstanding the repeated advice of a united trade press.

This seeming transgression from the subject is purposely introduced in order to illustrate what has long been a crying shame—the then lack of unity and common action, in contrast with the position to-day, when by this general price increase is demonstrated that for which the writer has for so long fought—co-operation. Doubtless in good faith, they have long held straight talk between our record manufacturers. Price alterations have been made possible by a strong talk between our record manufacturers. With the opening of hostilities, the German record menace disappeared. But a good deal of mischief had been done, and a state of mutual distrust existed at this time between British manufacturers, with the result that it took some months before they themselves dropped the very cheap record, notwithstanding the repeated advice of a united trade press.

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54, City Road, London, E. C., England
FROM OUR LONDON HEADQUARTERS—(Continued from page 132)

all your energy and enterprise towards making the season ahead a record one.

The Needle Supply Shortage—Situation Acute

The prospects of the needle supply situation show little sign of improvement; in fact, it is not by any means unfortunate all to the contrary. A further impetus has been given to the seriousness of the subject by the recent pronouncement of the government through the Music Trade Committee, that crumbly cast steel can only be allowed the trade in quantities sufficient to manufacture needles for the supply of military and naval requirements at the hospitals, convalescent camps, Y. M. C. A. huts, warships, etc.

It is an uncontested ruling, and is considered by the trade that arbitrarity of in which used needles should be made monthly to the comparatively small quantity of steel required to meet the needle demands. Energetic representations made in official quarters have so far failed in moving the powers that be to yield.

I have made certain enquiries with J. Stead & Co., Ltd., of Sheffield, whose reply, as hereunder, is distinctly encouraging.

Sound boxes

A Matter for the British Music Trade Committee

Apropos of this subject, "H. M. V." agents have received a notice from the Gramophone Co., Ltd., asking them to keep special note and make a monthly return of needle sales to Army and Navy institutions, etc. With this information in their possession, the company expects the hope of being able to make supplies for that special purpose, plus the dealers’ orders on requirements.

Sell Forty Guinea Gramophone Amid Bombs

A notable instance of sang froid was displayed by the chief lady assistant at the Edison Bell Cranbourn street show rooms, on the occasion of a recent Hun air raid over London. At the time she was engaged with a prospective customer for a 40 guineas instrument, and although the customer was anxious to see safer quarters, she succeeded in clinching the sale, the while bombs were exploding and shells bursting overhead! We not only congratulate the courageous damsel concerned, but also congratulate the company upon its possession of such a clever saleswoman.

Soundboxes

If you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, filled with the best quality mics. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear $50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire "Knotselles, London".

W. H. Reynolds (1915) Ltd.
45, City Road, London, E. C. 4.

Write for new Illustrated Complete Catalogue

THE TALKING MACHINE WORLD

FROM OUR LONDON HEADQUARTERS—(Continued from page 132)

all your energy and enterprise towards making the season ahead a record one.

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Curiously, too, Mr. Hesse, the musical di-rector, happened at the time to play on the piano "Where Did That One Go To?"
A Fine Winner Program

The latest Winner list bespoke progress. The company seems to offer something new each month, and in point of general quality, Winner records show constant improvement, if that be possible with such a high class produc-tion. On the supplement now under mention is listed a charming variety of vocal and in-stumental titles, a particularly attractive one is No. 3149, bearing "7 My Hawaiian Butterfly" and "Andel Girl, Waitz," by the guitar execu-tants, Lady Chetwynd and Lavann, the latter a native musician from Honolulu. These artists have played their exquisite Hawaiian music be-fore many an American audience. My readers will therefore recognize in this record, which is exceedingly well recorded, a real sales-winner.

(Continued on page 134)
Although the company offered to cancel any demand was really heavier than the supply and of even this time last year, and that, in fact, the sale of Winner records were very much in advance.

In drawing my attention to the quality of this list, as well be may, Mr. Percy Willis, the company's sales manager, stated that the sales of Winner records were very much in advance. In connection with the latter action, I learn that although the company offered to cancel any dealers' order in hand, not one single cancelation has been received.

The Latest "His Master's Voice" Records

The Gramophone Co.'s recent supplementary issues represent a diversified and high-class program of vocal and instrumental numbers that for quality and talent is second to none. There is a nice choice of special orchestral numbers, the executants being the Royal Albert Hall Orchestra, and the Symphony Orchestra, the Mayfair, and other similar organizations of the lighter musical class. Solo instrumentalists include Mischa Elman (violin), C. Warwik, Erich Schorr (cello), Miss Irene Schorr (piano), Miss Mary Law (violin), and Fred Van Eps (banjo). The vocal numbers are rich in variety and range from the severely classical to the more popular element in records, as for instance, "Hello, My Darlin," from "Zig-Zag," and "Let the Great Big World Keep Turning," provided: Caruso, Alma Gluck, Robert Rutherford, Harry Lander, Margaret Cooper, Ruth Vincente, Harry Earle, Robert Eisdell, Lizzie Hunter, Murray's Savoy Quartet, the Gresham Singers, etc. It will be seen by the foregoing that the magnificent standard for which "His Master's Voice" is so famous has in no wise suffered by reason of wartimes.

The Latest "His Master's Voice" Records

A variety of schemes has been put forward for the training of British prisoners upon their return home from Switzerland and Holland. There is ample scope for them in the musical instrument industry and it has been stated that a number of pianoforte and other musical instrument firms have offered to teach the men and employ them on return to this country. For certain trades classes conducted by trained teachers sent out from England are also to be started.

Apropos of the above I learn that a scheme has been approved by the Watsall Town Council for the erection, at a cost of between £3,000 and £5,000, of a factory for teaching disabled soldiers and sailors to make musical instruments formerly produced in large quantities by Germany.

The Latest "His Master's Voice" Records

Popular Titles on Columbia

In addition to the usual standard and better class musical selections, the Columbia September supplement offers a full measure of the more popular element in records, as for instance, "Hello, My Darlin," from "Zig-Zag," and "Let the Great Big World Keep Turning," by the inimitable Jacob's Trogdorians; Ciro's (Banjo) Orchestra in "Fancy You Fancying Me," "Waiting the Dog," and "Loading Up the Mandy Lee," and a fine vocal record of two hits, "A Ring and a Sprig of White Heather," and "I Then I Held You in My Arms, Arminda." There is Al Jolson in a new success, "Now He's Got Such a Beautiful Girl," and the Knickerbocker Male Quartet (with guitar accompaniment) in "Laddie Kaddie Kiddie Kaddie Koo."

The Latest "His Master's Voice" Records

Columbia Again Records Mme. Clara Butt

The Columbia Co. announces a splendid record by Mme. Clara Butt. It is the grand opera air of "Che faro senza Euridice," from Gluck's "Orfeo." Its interest centers on the fact that this famous song was rendered by Mme. Clara Butt upon her first appearance at a students' performance of "Orpheus" at the Lyceum Theatre. Though it has not figured largely in her concert repertoire, it is an air in which the great English contralto is heard at her best. The rendering is an original and a great one.

New Rate for Goods to the Emerald Isle

The Board of Trade has ordered that the charges at present in force for carrying merchandise on the sea portion of the journey between Great Britain and Ireland shall be increased by an amount not exceeding 7s. 6d. per ton.

A New Order Anent Issue of Trade Catalogs

Power is now given under a general license by the Board of Trade for the issue and dispatch of tradesmen's catalogs and price lists, and all classes of advertising circulars between August and January 31 next, to the extent of one-third only of the weight of paper used for the tradesmen's catalogs and price lists and advertising circulars issued by them between August, 1916, and January, 1917. Tradesmen's catalogs and price lists, or advertising circulars, despatched by any person in response to a re-
quest in writing must be reckoned as part of the total weight of paper that is allowed to be used under the license.

Manufacturers of
Talking Machine
Main Springs

Best Prices—Best Quality
Inquiries Solicited

NEW RECORDS FOR OCTOBER
PAROQUET RECORD CO.

LATEST LIST
106 The Star Spangled Banner (Dance)
107 The Red, White and Blue (Dance)
108 Little Boy Blue (Field-Neilson)
109 Little Boy Blue of Mine (Denner)
110 When the Lights Are Low (Lane)
111 When 1st "Crisis Day", But a Song for Cornet (Kimmel)
112 When Rosie Ricoola Do the "Hoola Ma Boola" (Vance)
113 Cohen Calls Up the Gas Co. (Kimmel)
114 Introducing "Swallow's Tail" and "Greenlields Ors' Hornpipe" and "Turkey in the Straw," (Kimmel),
115 International Echoes—Accordion Solo (Kimmel),
116 If You Saw What I Saw in Arkansas (Harris and Golden)
117 Little Boy Blue (Field-Neilson)
118 "Great Little Army March," as also are Special mention should be made of record 1794, carrying "A Perfect

New "Popular" Record Catalog

A new complete catalog of the "Popular" records, containing all titles listed to date, in number close upon 2,000, has been issued by the Recording Sound Co. of Swallow street, Piccadilly, London. It is fully indexed alphabetically and forms a ready guide to the world's standard music and more modern compositions. The company has made a special export of trade, and through the medium of important trading houses the records are distributed pretty thoroughly all over the world, "from Scandinavia to Fiji" goes the statement. There is a live record for the real dealers. Any such interested are in- vited to write to the company for publicity liter- ary and trade terms, stating their estimated requirements; upon receipt of the special list or ser- vice offered by this house is careful packing and prompt shipment.

OPERATIONS SELECTED
1001A Regular and Reliable Krupp Steel (Varnum)-One step
1002B Termed a "Beggars' Song," a "Gentleman," (a little voice I hears) (Rossini), "Miss Eva Lena (Kimmel)
151A Barcarolle de Sonnino—Largo al fantasma (Room for the fantasmal) (Kostos),
151B Carmen—Nore (Berlin), "Querido Nore (Mari Vallee
161A The Two Grenadiers (Schumann)—Rosa Bonita
161B Nellie (Berlin)—Sally B. (Brisbane) (Esquerit)
5501A Buzzin' (Rossini)-One-step. (Imperial Orchestra
5502A When You've Picked Your Banjo of Peaches (from "Hility Keke")—One-step
5503A The Fashion Rag (Cohen)—One-step
5504A Along the Way to Waikiki (Nevins)—One-step
5508A The Modern Maiden's Prayer (from Ziegfeld's Paris)—One-step
5509A The Farewell Song (Kimmel) (Cohen)
5510A The Long Legged Chinese (Signed)—One-step
5512A The Dancer From the Opera (Kimmel)-One step
5513A You're the One Who Should Know Me (Yellen)
5514A When They're Gone (Kimmel)—One-step
5515A The Fashion Rag (Cohen)—One-step
5516A In "reproduction" some tone qualities are bound to be lost.

TELEGRAPH MACHINE WORLD

J. Stead & Co., Ltd., Manor Needle Works
SHEFFIELD, ENGLAND

PICTURES OF THE DAY

NEW HOME OF THE IMPERIAL TALKING MACHINE COMPANY

MANUFACTURERS OF
Talking Machine

More than 1000 New Records

Back to Me," by Ernest Peke and Peter Daw- son. Among the instrumental numbers are to be noted some pleasing "Morceaux," by Jan lank (cellos, with piano), and "Juan Acioni" (flute, with piano). The celebrity series itimes special numbers by Miss Elizabeth Newbold, Robert Radford and Harry Laster. Six new records (two vocal and instrumental) are on the 12-inch program. The whole list throughout is of the highest quality in artistic talent and recording, and one is offered to the consumer at a rate that on these grounds alone the price increases are more than justified.

PICTURIZED LOBED RECORD EXPLAINED

The Lyrophone of America has not only had a particularly artistic label made for the new Lyrophone records, but has also prepared a logical explanation for the design used, which is set forth by the manufacturers as follows:

"The female figures represent Muses.

"Muses: There are nine classical goddesses, one of each presides with her retinue over one of the liberal arts used by the artist.

"To formulate a conception which would com- prise as nearly as possible all forms of music and poetry, we have introduced these two figures; one repre-"

The whole list throughout is of the highest quality in artistic talent and recording, and one is offered to the consumer at a rate that on these grounds alone the price increases are more than justified.

PITTSBURGH SHOP OPENS

New Home of Pittsburgh Pathophone Co. At- tractively Equipped—What Local Paper Says

PITTSBURGH, Pa., October 4—One of this season's musical events was the opening last week of Pittsburgh's new Pathé shop at 963 Liberty avenue. This shop is owned by the Pittsburgh Pathophone Co., distributor of the products of the Pathé Frères Phonograph Co. in this ter- ritory.

The establishment is one of the most attractive retail stores in this city, and is representative of the progress which Pathophones and Pathé rec- ords have made in recent years. The opening of these new warerooms was the subject of con- siderable space in local newspapers and the Pittsburgh Leader carried the following inter- esting article accompanied by a portrait of Rudolph Ganz, the famous pianist who records for the Pathé library exclusively:

To-day is the first opening day of Pittsburgh's new Pathé store on 963 North Liberty avenue, and we propose to make a special feature of the visit to the new Pathé store.

Many delicately shaped were heard to-day about the new line of records, IT is something in the line of music. The Pathé records are a matter of the greatest importance, and the Pathé company has made a specialty of export trade, and through the medium of important trading houses the records are distributed pretty thoroughly all over the world, "from Scandinavia to Fiji." There is a live record for the real dealers. Any such interested are invited to write to the company for publicity literature and trade terms, stating their estimated requirements; upon receipt of the special list or service offered by this house is careful packing and prompt shipment.

In the Pathé shop all the records are on the record of the record. The Pathé company's unique publishing system is thoroughly understood, and a typical Pathé record is a matter of the greatest importance. The Pathé company's unique publishing system is thoroughly understood, and a typical Pathé record is a matter of the greatest importance. The Pathé company's unique publishing system is thoroughly understood, and a typical Pathé record is a matter of the greatest importance. The Pathé company's unique publishing system is thoroughly understood, and a typical Pathé record is a matter of the greatest importance.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., October 8.—Sound Box.—Hubert A. Myers, Toledo, Ohio, assignor to Harvey F. Banta, Coshien, Ind. Patent No. 1,237,230.

This invention relates to vibration transmitting needles and the connections therewith, and has utility when incorporated in tone producing and reproducing devices, as talking machines.

Referring to the drawings: Figure 1 is a fragmentary side elevation of a talking machine embodying the invention. Figure 2 is a view from the left of Fig. 1, with parts broken away. Figure 3 is a section on the line 111-111, Fig. 2, looking in the direction of the arrow, with the valve adjusted to open partially the duct. Figure 4 is an enlarged fragmentary detail of a needle lever fulcrum or mounting as to the sound box. Figure 5 is a fragmentary view of the lever from the left of Fig. 4, with parts broken away to show the needle mounting in the lever; and Figure 6 is a plan view of the valve indicator.


The present invention relates to styli for sound reproducing machines, and more particularly to styli or needles having a tip of tungsten or tungstenic material, such as are described in U. S. Letters Patent No. 1,080,924.

The object of the invention is to provide an improved method of and means for securing the tip to the body portion of such needles whereby they may be produced economically and will be efficient in their operation as well as durable.

The point of such a needle should preferably have a diameter approximately equal to the width of the groove in the sound record with which it is to be used or about .006 of an inch.

It has been found that such needles may be made to advantage by securing the tungsten point directly to the end of the body portion by means of a body of metal having a lower melting point than either the point or the body portion.

In carrying the invention into effect it has been found that copper or an alloy thereof is most suitable for joining the tungsten point to the body portion. This is because of the fact that under non-oxidizing conditions molten copper readily wets tungsten and also wets the steel which preferably forms the body portion of the needle. The copper used is preferably first treated with a small quantity of an oxidizable boron material as described in Weintraub Patent No. 1,023,604. In joining the point to the body portion it is found that there is a tendency for the copper to run down over the sides of the body portion. In order to secure a uniform product it is necessary to use for each needle a predetermined amount of the metal which forms the union between the point and the body portion, which amount should be just sufficient to join the two parts. If in some cases a part of this metal runs over the side of the body portion the junction between the point and the body portion will be defective. It has been found that this difficulty may be overcome by treating the sides of the body portion in such a way that they will not be wet by the molten copper. This has the additional advantage of causing the copper when molten to form a rounded globule on the end of the body portion and if the point is placed in the center of this globule the desired form of needle may be obtained by the joining operation without any further mechanical treatment.

Figure 1 represents the sound box of a sound reproducing machine provided with a stylus, constructed according to the invention, in engagement with a sound record tablet; Figure 2 shows a convenient form of support for holding the needles while the points are being attached to the body portions; Figure 3 shows the parts of a needle before they are joined together; Figure 4 shows the needle after the parts have been joined together; and Figure 5 is a greatly enlarged view of the point end of a completed talking machine needle.

AUTOMATIC DISC REPEATING PHONOGRAPH.—Lucien M. Flagg, Yonkers, N. Y. Patent No. 1,236,920.

This invention relates to automatic disc repeating phonographs. The principal object of the invention is to provide means for playing a plurality of disc records in continuous succession, in selective succession, or repeating a record automatically. All of the above operations are controlled by the operator from a single controller board. The invention further provides means for rendering the device portable and easily knocked down.

Referring to the drawings: Figure 1 represents a partial elevation of the invention with the portions sectioned and partly diagrammatic; Figure 2 represents a top plan view of the invention in part section; Figure 3 represents a partial section as on the line 3-3 of Figure 18; Figure 4 represents a top plan view of the line 4-4 of Figure 3; Figure 5 represents a partial left hand view of an element of Figure 3; Figure 6 represents a partial section as on the line 6-6 of Figure 18; Figure 7 represents a partial section as on the line 7-7 of Figure 6; Figure 8 represents a fragmentary left hand view of Figure 7; Figure 9 represents a partial section as on the line 9-9 of Figure 18; Figure 10 represents a partial section as on the line 9-10 of Figure 18; Figure 11 represents a partial section as on the line 9-11 of Figure 18; Figure 11 represents a partial sectional view of Figure 12; Figure 11 represents a partial sectional view of Figure 12; Figure 11 represents a partial sectional view of Figure 13; Figure 11 represents a partial sectional view of Figure 13; Figure 12 shows a fragmentary sectional view of Figure 14; Figure 12 shows a fragmentary sectional view of Figure 15; Figure 12 shows a top plan view of some of the elements of Figure 15; Figure 13 shows a fragmentary sectional view as on the line 13-13 of Figure 12; Figure 13 represents a fragmentary portion of Figure 1; Figure 14 shows a top plan view of some of the elements of Figure 13; Figure 15 shows an enlarged partial sectional view as on the line 15-15 of Figure 17; Figure 16 represents a front elevation of Figure 15; Figure 17 represents an enlarged sectional view as on the line 17-17 of Figure 1; Figure 18 represents a partial section as on the line 18-18 of Figure 1; Figure 19 shows a top plan view of Figure 17 when not sectioned; Figure 19 represents a partial sectional view as on the line 19-19 of Figure 17; Figure 20 represents an enlarged partial plan section and as on the line 20-20 of Figure 1; Figure 21 represents an elevation and partial section as on the line 21-21 of Figure 20; Figure 22 represents an enlarged fragmentary portion of Figure 1; Figure 23 represents an enlarged top plan view of some of the elements shown in Figure 22; Figure 24 represents a front elevation of Figure 21; Figure 25 represents an enlarged fragmentary portion of Figure 23; Figure 26 represents an enlarged partial sectional view as on the line 26-26 of Figure 1; Figure 27 represents a fragmentary right hand view of Figure 26 when not sectioned; Figure 28 represents a partial enlarged top plan view and section as on the line 28-28 of Figure 1; Figure 29 is a front elevation partly in section of Figure 28; Figure 30 represents a partial sectional view as on the line 30-30 of Figure 28; Figure 31 shows a cross-sectional view of a completed machine; Figure 32 represents an enlarged fragmentary section as on the broken line 32-32 of Figure 2; Figure 33 shows a top plan view of Figure 32 when not sectioned; Figure 34 shows a fragmentary top plan view and partial sectional view as on the line 34-34 of Figure 31; Figure 35 represents an enlarged portion partly sectioned as on the line 35-35 of Figure 32; Figure 36 shows an enlarged fragmentary portion of some of the details of Figure 2; Figure 37 shows a front end view of Figure 36; Figure 38 shows a partial sectional view of Figure 36 as on the line 38-38; Figure 39 shows an enlarged top plan view of some of the elements of Figure 32; Figure 40 shows an enlarged sectional view as on the line 40-40 of Figure 32; Figure 41 shows an enlarged top plan view of some of the elements shown in Figure 32.


This invention relates to the tone arms of sound reproducing machines, commonly known as phonographs, involving the use of a reproducer carrying a stylus which cooperates with the record to reproduce the sound from such record, and refers more particularly to the resonator for transmitting the sound waves produced by the vibrations of the diaphragm of the reproducer.

It is well known that the sound impressions produced in different standard makes of records vary materially in angle, both laterally and vertically with reference to the surface of the disc or cylinder, and that unless the stylus of the reproducer is properly adjusted to such angles, the result must be excessive wear or mutilation of the record and objectionable stridulation or grating sound, and it has been discovered that the frequent criticisms of otherwise
perfect instruments of this character are largely due to improper adjustment of the stylus of the reproducer with reference to the angle of production of impressions upon the records.

The main object, therefore, of the present invention is to enable the stylus of the reproducer to be closely adjusted to the angle of production of the impressions upon the record while the machine is in operation so that the reproduced sound will be practically free from such stridulations and will, therefore, represent more closely the original sounds or tones.

Another object of the invention is to enable the same reproducer and resonator to be used in connection with any standard make of sound reproducing machines.

In the drawings—Figure 1 is a perspective view of a simple form of phonograph embodying the invention. Fig. 2 is an enlarged detail sectional view, partly broken away, of the resonator carrying the reproducer. Fig. 3 is a front elevation view taken on line 4—4 of Fig. 2. Figs. 4 and 5 are detail sectional views taken, respectively, in the planes of lines 4—4, and 5—5, Fig. 2, but on a slightly reduced scale. This invention was invented by Herman Segal, New York, N. Y. Patent No. 1,228,064.

The object of this invention is to provide an improved anti-friction mounting for the tone arm of a talking machine adapted to be produced at a low cost, of but few parts and of simple and practical construction.

Figure 1 is a view, partly in elevation and partly in section, of a tone arm mounting embodying the invention. Fig. 2 is a fragmentary view in elevation of the mounting, and Fig. 3 is a partial horizontal sectional view through the upper part of the box.


This invention comprises generally certain improvements designed to simplify and cheapen the construction of sound boxes, and is more particularly adapted to those for use on talking machines using flat disc record tablets.

Figure 1 is a front elevation of a sound box in operative position for use with a sound record having a laterally undulating groove, with the supporting tone arm broken away and turned upward to show it more clearly. Fig. 2 is a side elevation of the same with the tone arm turned down in proper position; Fig. 3 is a cross section of the sound box taken on line 3—3 of Fig. 2; Fig. 4 is a detailed front view of the cup shaped body of the sound box. Fig. 5 is a detailed section on line 5—5 of Fig. 1, and Fig. 6 is a detail of one of the gaskets.


This invention relates to improvements in sound producing or reproducing instruments that require a chamber or box to amplify the sound produced or reproduced, and more particularly to improved means co-operative with the amplifying chamber and sound conveyer for the purpose of clarifying the sound emitted.

A further object of the invention is to clarify the sound or tone resounded from an amplifying chamber, box or horn by eliminating counter currents or eddies within with an amplifying chamber, box or horn across or on the line of its axis, at the small end in such a manner as to assist in relieving the sounds of inharmonious tones or flatness and reverberations out of harmony with the sound sought to be produced or reproduced, as well as to allow space in the large end of the chamber for amplification of the sound emitted.

A further object of the invention is to provide a sound clarifier consisting of a deflector of novel structure or shape located in the amplifying chamber and adapted to uniformly divert the sound waves transmitted upon the molecules of the air as an elastic body, and to intercept the counter currents or eddies in the axis of the amplifying chamber and thereby prevent inharmonious sounds.

Figure 1 is a fragmentary elevation partly in section of a grammophone illustrating one application of the improved sound clarifier to a musical or sound reproducing instrument; Fig. 2 is a detail perspective view of a deflector forming the improvements; Fig. 3 is a fragmentary perspective view looking toward the opposite end of the deflector, and Fig 4 is a side elevation of an amplifying chamber or horn of different cross section from that shown in Fig. 1, provided with a modified form of sound clarifier.


This invention relates to sound box mountings for talking machines, and has reference more particularly to that type of mountings which permits the sound box to be adjusted in position so as to play records of either the vertically cut or the laterally cut type.

The object of the invention is to provide means for automatically and yieldably locking the sound box in both of its adjusted positions so that it will be rigidly retained against displacement and will be prevented from rattling or vibrating so as to set up undesirable vibrations which would impair the tone of the machine.

Figure 1 is a view of a portion of a tone arm with a sound box attached thereto, in accordance with the invention; Fig. 2 is a view looking toward the left in Fig. 1, the sound box being shown in detail in the position which it assumes when adjusted to play records having lateral undulations of the sound groove, and Fig. 3 is a view similar to Fig. 1, certain portions being shown in section.


This invention relates to improvements in talking machines of the type known as the "deflector" or "reflex" type, in which the usual large horn or trumpet is replaced by a deflector opposed to the conduit or small trumpet leading from the tone arm is situated.

It is well known in connection with talking machines that it is desirable as far as possible that dust and foreign matter should not be allowed to enter the tone arms and fittings. For this purpose it has already been proposed in machines of this character to construct the machine in such a manner that the outer continuity of the connection between the sound box and trumpet need never be broken.

The object of the present invention is to devise an improved form of machine of the above character, and the invention consists of the combination in a talking machine of the type referred to, of a casing, a cover hinged thereon, a deflector arranged with its axis transverse to said cover, a trumpet secured to said deflector and with one end in alignment with the axis of said deflector, a tone arm universally jointed to the other end of said trumpet and means for retaining said tone arm within the cover when required.

Figure 1 is a perspective view showing the grammophone in its open position; Fig. 2 is an elevation showing the tone arm in the position for closing the cover, and Fig. 2a is an enlarged side elevation partly in section, of the trumpet and tone arm.


This invention relates to talking machines and has for its object to provide a simple and portable article of the kind in which certain portions of the machine may be taken apart and stored within the case to reduce the bulk of the machine and enable it to be packed readily in a suit case, satchel, box or other convenient container.

Another object of the invention is to provide a cover for the case which when in open position forms a rack to support and carry the records.

Figure 1 is a top plan view of the talking machine with the cover opened and arranged to form a rack for supporting records.

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<tbody>
<tr>
<td>AEG</td>
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