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

Victrola XVI, $215
Victrola XVI, electric, $270
Mahogany or oak
THE TALKING MACHINE WORLD

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora
CLEAR AS A BELL

IF YOU owned a store, and you noticed scores of people buying goods of the man next door, goods that you could handle admirably—it would interest you, wouldn’t it?

You would say, “That fellow is doing a big business in that line—I ought to carry it too.”

You should! In the above, instead of the word goods, put phonographs: instead of line, put Sonora—and see how true this rings. The public wants phonographs—the best in phonographs—and the Sonora, which won highest score for tone quality at the Panama-Pacific Exposition, is in great demand.

There is a splendid opportunity to become a Sonora dealer now. Remember, a Sonora franchise is valuable.

The Sonora plays all disc records without extra attachments, and the makers of the Sonora were the first to offer a machine that plays all records of this type perfectly.

Write at once for information about obtaining the agency for this famous instrument.

THE Sonora possesses unrivaled tone—hear it! It has such important features as: patented “bulge” design lines, automatic stop, special tone control, unique envelope filing system, etc. The Sonora is invariably chosen when heard in comparison.

EACH model at its price is the Highest Class Talking Machine in the World.

$50, $55, $60, $80, $105, $110, $140, $155, $175, $200, $250, $375, $500, $1,000.

Art models made to special order.

Catalog and particulars on request

Sonora Phonograph Sales Company, Inc.
GEORGE E. BRIGHTSON, President
Executive Offices: 279 Broadway, NEW YORK
DISTRIBUTORS THROUGHOUT THE COUNTRY

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry
USES A "DUMMY" SALESMAN

How One Dealer Utilizes a Phonograph in an Unique Manner to Attract Attention to His Store—Makes a Dummy Actually Talk

A dealer has made use of a phonograph inside a wax "dummy" man to attract attention to his store. The dummy was placed in the entrance of a store he has opened in Fargo, N. D., and was the "mouthpiece" of an instrument shaped like a mouthpiece of a phonograph, through which the operator spoke, and from which prompt service will be given to a large section of the West.

E. Elbridge states that in view of the fact that the majority of first-class records at present on the market can only be obtained by taking the agency for the machines made by the same manufacturer, there should be a big field on open record lines such as the Gennett, in view of the large number of independent machine manufacturers now marketing their products.

NEW EDITION OF VICTOR OPERA BOOK

Latest Issue Contains Additional Opera Stories and Illustrations and Features Several Operas of Recent Production

The Victor Talking Machine Co. has just announced the fourth edition of "The Victrola Book of the Opera," which is now ready for delivery, and which will be ready for shipment about November 15. Sixty new illustrations have been made for the sale of Gennett records in connection with the Connorsville Music Roll Co.'s store in St. Louis, the arrangements having been entered into following the recent visit of Geo. E. Elbridge, manager of the St. Louis office of the Connorsville Music Roll Co.

The advantages of setting a line of records in conjunction with music rolls is generally apparent, and plans have been made to carry a line of such records. Sixty new illustrations have been made, featuring from which prompt service will be given to a large section of the West.

Fellowship

And a third fundamental of fortune is Fellowship. The fellowship which translates in the word "friendship." The friendship which translates itself into service. The real salesman lives to please, to accommodate, to help. Always offer service to your dealers with every sale. Offer it before the sale where possible. Foster the interest in the product. You cannot build without a plan. On your "A" contracts build "B's," on your "B's"—"C's."

OPPORTUNITY FOR INVENTORS

Fargo Man Wants Device for Talking Machines That Will Translate Languages—Pass It Along to Men of Inventive Turn of Mind

A. C. Manson, manager of the talking machine department of the Stone Piano Co., Fargo, N. D., presents the following "good one" to The World:

"This afternoon a young man called at our phonograph department and asked for one of the attachments for playing the different records. When we talked to him to learn just what he desired, he informed us that the attachment he wanted was an instrument shaped like a mouthpiece of a phonograph, through which the operator of the phonograph could speak and the instrument would translate the selections. For instance, if a German record was played this would translate it into the English language.

"If you know of any talking machine manufacturer that will make the requirements for the instruments, we suggest that you pass it along."

GOOD SERVICE IS THE SECRET

Smile into the face of the world and a smile will surely send thoughts and the same good thoughts will he good service is returned to you—show a spirit of helpfulness and that spirit will surely send back aid to you of a like kind—think good thoughts and you will find good thoughts will be of you. The world is a great mirror which truly reflects the thoughts, acts and ambitions of every individual.

SALT LAKE CITY

Wasatch Phonograph Co. Opens the Brunswick Shop in That City for the Retailing of Brunswick Phonograph and Pathé Records

SALT LAKE CITY, Utah, November 4—The latest addition to the retail talking machine houses in this city is the Wasatch Phonograph Co., which was incorporated recently and which has opened a store at 120 Main street, known as the Brunswick Shop. The new company, of which H. R. O'Loughlin is president, Frank Warren, vice-president, and J. E. Ashworth, secretary and treasurer, handles the Brunswick phonographs, together with the Pathé records.

The Brunswick Shop has been elaborately fitted up and provided with facilities for displaying and demonstrating the machines and records. The interior of the shop is decorated in a combination of gray, ivory and ebony, and provided with a number of large display cases and meatlocking booths well ventilated and lighted.

Mr. Ashworth, who is the sales manager of the company, has had considerable successful experience in the talking machine trade. As a former manager of the phonograph department of the Keith-O'Brien Co., of this city.

COLLECTING SMALL INSTALMENTS

A Suggestion That Should Save Many Return Calls for the Collector

A suggestion on collecting small instalments, that might be worked out successfully in the talking machine trade is set forth as follows by a writer in System:

Collectors working out of an office where sales are made on small instalments—such as one month for six months—are supplied with envelopes bearing the printed address of the office. When the collector calls on a customer and fails to find him in, he leaves one of these envelopes with the nearest person, either in the office or apartment. The collector asks this person to request that the customer remit in this envelope the money due, for only in that way will credit for the collection go to his personal account. He then writes his name on the envelope.

This makes the transaction a matter of business, but it is a matter between customer and collector. In a large proportion of these cases the money comes in next day by mail.

RECOGNIZED HIS FATHER'S VOICE

How a Kingston Columbia Record Brings Joy to His Son in a Field Hospital in France

Morgan Kingston, the celebrated Welsh tenor, who sang with such success with the Century Opera Co., and who has been filling concert engagements throughout the country, has created much interest in the musical merits of his record, which are made for the Columbia Graphophone Co. The other day Mr. Kingston received interesting news. The younger of his two sons, now fighting at the front, wrote that as he was lying in a field hospital he heard his father's voice singing, "I Hear You Calling Me." Lance Corporal Kingston said to the attending nurse: "I know the man who is singing that record." "Oh, no," answered the nurse, "you must be mistaken, for that is one of the world's greatest singers." But young Kingston though severely injured, smiled at the compliments and simply said: "He is my father." There happened to be two other wounded men in the ward who had heard the record, and they corroborated the boy's statement to the great surprise of the nurse. Besides these two boys of nineteen and eighteen years, Kingston has a third son who is doing Government work for another year, by which time he too will be old enough to take his place "somewhere in France."
NEW SCHEDULE OF PRICES ANNOUNCED BY THE VICTOR CO.

Increased Prices on All Machines Went Into Effect October 20—Constantly Increasing Cost of All Supplies and New War Tax Are Factors Which Made Upward Revision of Prices Imperative

The Victor Talking Machine Co., like every other manufacturing interest, has during the period of the war been burdened with a steady increase in materials, labor and production costs generally, but up to the present time has at considerable sacrifice absorbed these increasing costs without passing the burden on to the dealer and finally to the consumer.

The placing of the 3 cent. excise tax on talking machines and records under the War Revenue Act, however, proved the last straw, and as a result the Victor Co. announced their new schedule of prices on Victrolas which became effective on October 20. In arranging the new schedule of prices, the Victor Co. still continues to bear much of the burden of increased cost, and has drafted both retail and dealers’ price schedules on a basis that will allow the retailer to enjoy his regular percentage of profit on the cost price.

The Victrola X-A, for instance, which as Victrola X formerly sold at $75, is now priced at $85, and the dealer’s profit on this particular machine has jumped $3.10 with the $10 increase at $85, and the dealer’s profit on this particular percentage of profit on the cost price.

The Victorian Co. has to date, however, announced no increase in record prices, for the indefinite length of the war, the almost daily increases in their costs, which long ago brought us to the point of actual losses on some of our types and perilously near the vanishing point of profit on others, and to which have now been added the large War Revenue and Excise taxes.

The trade will therefore readily observe that the indefinite length of the war, the almost daily increase in the cost of everything entering into the manufacture of our goods, the scarcity of labor necessitating enormous increases in wages, make it absolutely imperative to immediately advance our prices. This we do with great reluctance, as is conclusively proven by our having carried these burdens during the past three years.

"We are therefore enclosing revised schedule of Victor prices, effective October 20, 1917, in the hope that an early ending of the war will not necessitate a further increase later on, at the same time assuring you that with the end of the conflict and the return of normal times the Victor Co. will hope to lead the way with reductions which will meet the then existing conditions."

As to the matter of records, one item alone, the cost of shellac, the principal material entering into their manufacture, has increased over 200 per cent, to say nothing of the advanced costs of other ingredients, labor and taxes. The record situation, however, is so complicated and the material market so nervous that we have decided to make no change in our record prices at the present time in the hope that the market will become more stable in the next few months, enabling us to clarify our judgment and perhaps obviate the necessity of advances that are certainly not to be avoided if present conditions continue.

"In considering the new schedules of prices, we cannot impress upon you too strongly that the new prices do not by any method of calculation make up our additional cost at prevailing figures, to say nothing of advances that may occur even to-morrow or next week or at any time during the course of the year. The many newly imposed war taxes which we as well as yourselves are compelled to bear, although in our case the percentage mounts much higher than in yours, were not taken into consideration. These we have decided to bear. The Excise War Tax of 3 per cent, due since October 4, is a legitimate consumer’s tax and is therefore borne in mind and this has been incorporated in the new prices, although that is but a very small fractional part of the advancing cost necessitating these changes.

"Taking all things into consideration, we are sure that the trade will realize that the schedule of prices on which the Victor Co. will sell its goods to the wholesaler, retailer and the consumer is equitable and very reasonable in the present emergency."

Courtesy is an investment that yields Standard oil dividends in any line, also the salesman who is the courteous one is the best. As a rule salesmen are not discourteous, but a helpless manner helps to make them seem so.
"Will there be a Victrola in your home this Christmas?"

We do the questioning—in our advertising which reaches every part of the country.

People do the answering—by going to the stores of Victor retailers everywhere.

You do the business—demonstrate the Victrola and turn the prospect into a customer.

This is going to be a big Victrola Christmas.

Be sure to get your share.


"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. .......................... Eyles-Austell Co.  
Austin, Tex. .......................... The Talking Machine Co., of Texas.  
Baltimore, Md. .......................... Cohen & Hughes.  
Birmingham, Ala.  ............ Talking Machine Co.  
Boston, Mass.  .............. Oliver Driscoll  
Chicago, Ill.  ............... Chicago Talking Machine Co.  
Cincinnati, O.  ............... The Rudolph Wurlitzer Co.  
Cleveland, O.  ............... The Rudolph Wurlitzer Co.  
Columbus, O.  ..................... The Perry & Whitfeild Co.  
Dallas, Tex.  .............. Sanger Bros.  
Denver, Colo.  ..................... The Knight-Campbell Music Co.  
Des Moines, la.  ..................... Nickel Bros. Co.  
Detroit, Mich. ................ Grinnell Bros.  
Elmira, N. Y. ................ Elmira Arms Co.  
El Paso, Tex. ................ W. G. Watts Co.  
Hinsdale, Ill. ................ Berghain Music Co., Ltd.  
Indianapolis, Ind.  .............. Stewart Talking Machine Co.  
Johnsville, Fla. ................ Florida Talking Machine Co.  
Kansas City, Mo. ......... J. W. Jenkins Sons Music Co.  
Lincoln, Neb. .................... Jean P. Curries Co.  
Little Rock, Ark. ............... O. K. Houck Piano Co.  
Los Angeles, Cal. ............... Sherman, Clay & Co.  
Memphis, Tenn. ............... O. K. Houck Piano Co.  
Milwaukee, Wis. ............... Badger Talking Machine Co.  
Minneapolis, Minn. .......... Bank, Hovland, O'Neill Co.  
Mobile, Ala. ..................... Wm. H. Reynolds Montreal, Can. ......................... Berliner Gramaphone Co., Ltd.  
Nashville, Tenn. ............... O. K. Houck Piano Co.  
New Haven, Conn. .......... Henry Horton  
New Orleans, La. .............. Philip Werlen, Ltd.  
New York, N. Y. 3  .......... Emanuel Bing.  
Ottawa, Ill. ................. Chicago Talking Machine Co.  
Osage, Neb. ..................... A. Hoage Co.  
Peoria, Ill. ....................... Pontam-Pape Co., Inc.  
Portland, Me. ................. Creney & Allen, Inc.  
Portland, Ore. ...................... Sherman, Clay & Co.  
Richmond, Va. ...................... The Carter Co., Inc.  
Salt Lake City, U. ................ Consolidated Music Co.  
San Francisco, Cal. .............. Sherman, Clay & Co.  
Seattle, Wash. ..................... Sherman, Clay & Co.  
Spokane, Wash. ...................... Sherman, Clay & Co.  
St. Louis, Mo. .............. Koehler-Brunner Music Co.  
St. Paul, Minn. ............... W. J. Dyer & Bro.  
Tulsa, Okla. ...................... The Whitney & Carrier.  
Washington, D. C. .............. Cohen & Hughes  
Westport, Conn. ............. W. D. Andrews Co.  
Wichita, Kans. ............... The Whitney & Carrier.
The Pulling Test—The Strength is There

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

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

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

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

We manufacture disc Record Albums containing 12 pockets to fit cabinets of all sizes and styles.
With the indexes they are a complete system for filing all disc Records.

THESE ALBUMS ARE THE BEST FOR VICTOR, COLEMAN, EDISON, PATHE AND ALL OTHER DISC RECORDS

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

DISTURBING FACTORS ON DECREASE IN THE NORTHWEST

Twin City Trade Highly Optimistic Regarding the Business Outlook—Stock Shortage Still Causes Worry—Foster & Waldo Take on Columbia Line—General News of Trade Interest

MINNEAPOLIS AND ST. PAUL, MINN., November 6.

It appears now that most of the disturbing factors to stable business movement in the Northwest are disappearing or are in process of being satisfactorily settled. Dissatisfaction meetings have ceased and the I. W. W. gang as well as the Socialists are much subdued in their utterances and agitation, while the Non-Partisan League is attending strictly to its own affairs of attracting members to the organization.

Car shortage is hurting the farmers. Potatoes cannot be shipped in any considerable quantities because the Northwestern roads are unable to supply cars. Nearly all their rolling stock has been sent away by orders of the Federal Railroad Board and have not been returned. Fuel is scarce in many localities and industrial plants are finding it hard to keep going. Solutions for these vexations are being prepared and promise is given that the car shortage, at least, soon will be relieved.

Everybody is highly optimistic. It is believed that the farmers will move their grain to the markets as soon as the fall work is done, for they deny strenuously that they are holding back their crops in the hope that the maximum prices will be increased. But in spite of various unfavorable features the Northwest is doing mighty well—much better than in 1916—and is looking for a big holiday trade in talking machines and records of all kinds.

The old wail about the scarcity of machines still sounds in the jobbing houses of St. Paul and Minneapolis and through the adjoining territories. The Beckwith-O'Neill Co., dealers in Victor goods, has been unable to obtain anything that even resembles a stock and practically every machine received is moved within twenty-four hours. It is not much better with W. J. Dyer & Bro., the other Victor jobbing house in the Twin Cities. The shortage may not be as acute with the Minnesota Phonograph Co., jobbers for the Edison wares, but it is serious enough to interfere greatly with the volume of business that could be handled. G. Sommers & Co., Pathe jobbers, were able to obtain stock last spring and await the fall rush with considerable equanimity.

Foster & Waldo have added the Columbia line to their Victor and Edison stocks and expect to overcome the present shortage of machines by the new move. Foster & Waldo have added the Columbia line to their Victor and Edison stocks and expect to overcome the present shortage of machines by the new move.

Victor dealers have received favorably the changes in Victor types and prices which became effective October 22 in this territory. General News of Trade Interest

A carload of Edison goods was shipped last week to the Savolainen Co., Duluth, by the Minnesota Phonograph Co. President Laurence H. Lockter declares that the local and the foreign trade in Edison goods is equal in importance to any other. He is making a special promotion campaign for the cylinder machines and has designed six full-page "ads" to be run in the agricultural papers as part of the campaign. The clamor for records which was causing annoyance has been relieved by the receipt of a large shipment which arrived in Minneapolis last week.

Marie Kaiser, after touring the Northwest throughout October and half of September, appeared in Minneapolis November 1 with the New Edison Idea company concert. She set out immediately on a month's itinerary, closing in the Twin Cities.

Nye & Nye, the first named former mayor of Minneapolis and the other his son, have opened a Brunswick parlor de luxe on Marquette avenue, between Seventh and Eighth streets, where they handle Brunswick phonographs and Pathe records. The store is about as neat and tidy a place as there is to be found in the Twin Cities. Five sound-proof demonstration booths, all newly furnished, are among the features of the store.

A "Christmas Victorola Club" has been started by the L. S. Donaldson Co., big department store, and memberships are being signed up in goodly numbers daily.

Frank Gunyo, who had a severe attack of pneumonia, is back again with the New England Furniture & Carpet Co.

F. M. Hoyt is on the road again for the Beckwith-O'Neill Co. after a visit to the old folks and old friends in Buffalo, N. Y.

Miss Blanche Sorensen, formerly with the Victor Co.'s educational department, has joined the W. J. Dyer & Bro. staff and is looking after the taking machine needs of the public and private schools of St. Paul.

John McCormack was in the twin towns November 7 and as usual drew capacity houses. This smiling singing Irish tenor has about as many enthusiastic admirers in this section of the world as anywhere else.

Col. Gen. Totten, big man with the Musical Instruments Sales Co., New York, was in Minneapolis recently spending most of his time with the Powers Mercantile Co., which houses the local branch.

The Friday afternoon concerts at Dyer's began October 17 and will be continued until some time next spring. They are devoted largely to talking machine demonstration, but player-pianos also have a large share of the programs.

Special advertising, emphasizing the unusual merit of the new Victor machine, has been a marked feature of the Golden Rule's publicity campaign in the St. Paul newspapers. The returns were prompt and substantial and demonstrate afresh that it pays to advertise.

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

NEVER has the Sonora line been so exceptionally complete, pleasing, and fast-selling as today! We offer the best of service, prompt, accurate, careful.

Write or wire us at once!

Twelve superb Sonora models

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

The Instrument of Quality
Sonora CLEAR AS A BELL
"Will there be a Victrola in your home this Christmas?"

There's a lot in the power of suggestion, and we're using this phrase extensively in our advertising to suggest the Victrola for Christmas.

We get the people thinking "Victrola" and then it is easy for you to get action.

And there's going to be plenty of action this coming holiday season.

With every Victor retailer doing his part, the volume of Christmas business will be unprecedented even for the Victor.


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.
A LEADING feature of the trade during the past month has been the increase in retail prices announced by the majority of the talking machine manufacturers to take care of the 3 per cent. excise tax provided for in the War Revenue Act and likewise to cover in some measure increased production costs.

Higher prices have long been expected in the talking machine trade, but through increased efficiency in production, the elimination of waste, and in some cases actual self-sacrifice, the manufacturers were for the most part able to absorb the increased cost without calling upon the dealers to bear part of the burden. The direct tax placed by the Government upon talking machines and records, coupled with the taxes that the manufacturers will have to meet in other directions, has made it imperative that they take steps to protect their own financial interest and incidentally those of the trade at large.

Retailers must realize that the talking machine manufacturers have been practically the last manufacturers in all lines to increase prices, and should, therefore, be more than willing to do their share in support of the manufacturers in this necessary move. While the various manufacturers have adopted different methods in increasing their prices, they have practically without exception so arranged the new price schedules that the dealers' profit on the various types of machines has not been cut in any way. In certain cases indeed arrangements have been made whereby the dealer will actually make an increased profit under the new schedule. The latter should realize that he himself is not being burdened, and that his profits are being protected. His duty is to get the higher prices from the public, a public that has been trained during the three years of war to expect to pay more for everything purchased. The dealer is not called on to make a sacrifice. He is simply called upon to co-operate.

The influence of the talking machine as an educational force in the nation has been the subject of frequent commendatory remarks in these columns. This week a leading musical critic remarked to the writer that he had noticed a completely new type of attendants at the concerts given by distinguished artists, whose talking machine records have made them popular in the homes of millions of people who rarely attend high-class concerts. In other words, people who some years ago looked upon classical music as caviare have been educated to appreciate the beauty of a high-class ballad or instrumental number by the talking machine, and thus proof positive has been furnished of the effective work being accomplished by the talking machine in democratizing music—in bringing together the great artists, the great music, and the great army of people who love good music but whose love for music needed awakening.

It is only necessary to attend the concerts of McCormack, Christie Miller, Williams, Elman, Graveure, Werrenrath, Bispham, Anna Case, Muraore, Kappold, Gerhardt, Hempel, Fremstadt, Gluck, Kreisler—but why enumerate—and you will notice the galleries packed to suffocation, with a goodly sprinkling of strange faces in the orchestra seats. It will be found on investigation also that the majority of these people brought there through their acquaintance with the artists, made entirely through the records. This development has been going on for some years, but it is more markedly this season than ever before.

Now that the leading talking machine companies have arranged with great orchestral organizations, such as the Boston Symphony, the New York Philharmonic, the Chicago Symphony, and other notable orchestras, to make records, we will be sure to witness a new appreciation of the great works of the masters in instrumental form.

There is a certain aristocracy about the symphony orchestras and concerts that has kept the masses of the people from hearing them, but as in the case of the great concert singers, we feel certain that the records made by these notable symphony orchestras will bring about a new appreciation of the work of these organizations, and of their splendid programs among the class of people who hitherto gave little attention to the great works of the masters in the sphere of instrumental music.

The educational work being accomplished by the talking machine is bound to bring about a new era of musical appreciation in America, and the work already accomplished is a happy augury. All this brings to mind how necessary it is for the talking machine dealer, and particularly the salesman, to keep in touch with this movement, to encourage it in every way.

The increase in prices of even the more expensive machines is so small, as a rule, that it should not in any single instance work against the sale of the machine. The man who is willing to pay $100 for a machine is not going to hesitate long at $105 or $110, especially during these times when practically everything that goes into the home from the kitchen to the parlor has increased so enormously in price.
possible by broadening his own knowledge of music and musical affairs, for the great work which is now being carried on in the schools, combined with the educational influence of the talking machine in the home, all means much for the future of America as a musical nation, if the dealers and the salesmen do their part.

The time is coming when the intelligent salesman—the man who is keeping in touch with the evolution in musical taste—must be equipped with sufficient musical knowledge to be able to answer inquiries, and to participate in the conversation of his guests and purchasers.

The skeptics are to-day forced to acknowledge that the talking machine has entered an important and dominating sphere in the creation of a musical atmosphere in America, and it only needs encouragement on the part of manufacturer, dealer, and salesman, to bring about results that will mean much, not only for the talking machine industry, but for the musical uplift of the entire nation.

THE subject of efficiency and system is much discussed these days by business men who are giving consideration to progressive plans in connection with the development of their business, and a great deal of very sensible matter has been written on this subject. Success, however, can be secured in a larger measure where system and efficiency are backed by enthusiasm—a quality which is absolutely indispensable.

Optimism born of enthusiasm and controlled by system gives results that are unfailing. The business house is indeed favored when it employs men who fairly bubble over with all-absorbing interest in what they are doing. Intercourse with such men results in all the force being imbued with a new energy to keep pace. The stimulus of this earnest activity arouses the sluggish blood in the veins of others. Men of enthusiasm have the vim, the punch, and the stuff that life is made of. They are real winners in the battle for trade.

According to the estimates of Government officials the new income tax section of the War Revenue Act will affect approximately 6,000,000 people, men and women, in the United States. In other words, there are 6,000,000 people who, single, make over $1,000 a year, or married, make over $2,000 annually. The incomes upon which the tax is levied are to be considered in the creation of a musical atmosphere in America, and it only needs encouragement on the part of manufacturer, dealer, and salesman, to bring about results that will mean much, not only for the talking machine industry, but for the musical uplift of the entire nation. The new income tax section of the War Revenue Act will affect approximately 6,000,000 people, men and women, in the United States.

No organization can accomplish really great results until all members pull together with a common end in view and with the understanding of how they can all best co-operate toward attaining that end. In other words, every member must have a clear knowledge of just what part he has to play in relation to the whole campaign, so that he may attend to his work with a feeling that his co-worker is having the campaign.

It is noticeable at this time that the progressive houses of the trade are holding regular meetings of their sales staffs for discussing ways and means to take care of business. At these meetings new plans are broached and thoroughly analyzed, the draft of the contemplated campaign is studied carefully and each man comes to recognize his particular place in the scheme.

A NUMBER of inquiries have been received by The World from talking machine men, and the business men regard the direct application of the War Revenue Act to the business. Briefly put, it may be said that when manufacturers pay a tax of 3 per cent. at the source, there is no direct tax on the retail merchant. What is known as the “floor tax” of 1½ per cent. on goods on hand on October 4 applies only to wholesalers, and not in any instance to retail merchants unless they should by chance also be wholesalers. The merchant conducting a strictly retail business will pay no excise tax whatever, except that passed on to him by his manufacturer.

### DITSON

**You are cordially invited**

To avail yourself of the Ditson Victor Service—the service with an ideal. Our object is to get the supplies of machines and records to the dealer when he needs them most.

Our new building affords us additional facilities to accomplish this end.

OLIVER DITSON CO.

New Address—178-179 Tremont St., Boston

VICTOR SERVICE
Edison Message No. 11

General Optimism in Command

We never have had the slightest doubt that business in general was going to be better than ever this fall, and we have gone on record to that effect. Now, along comes Printers' Ink, the authoritative advertising and merchandising journal, with a splendid confirmation. Here is how they sum up the situation:

"In general, the feeling in regard to autumn business conditions is apparently strongly optimistic. We have learned from study of the Canadian and British situation that there is no inherent incompatibility between being at war and having business vigorous; and the big manufacturers of the country are therefore looking forward to the coming months with equanimity when it is not actual optimism."

Prosperity is here—greater prosperity is coming. There is no getting away from it. It is as sure to come to pass as the sun is to rise tomorrow morning. War and prosperity already are locked arm in arm. While we may not thoroughly approve of the partnership, it nevertheless exists, and we should not allow our distaste for the one partner to overshadow the greeting we extend to his welcome companion.

There is more real money circulating in our great country now than ever before in its history. The Edison dealer who goes out and gets his share is not only securing profits for himself but is rendering his country a service by helping to keep the wheels of industry humming.

THOMAS A. EDISON, Inc.
Orange, N. J.
Reaching the Country Customer Through the Agency of the Automobile

By Warfield Webb

Increasing the number of sales for talking machines to the country customers by the dealer can be made possible with a little extra effort on the part of the salesman, provided there is a special appeal advanced. Advertising will be a help, of course, and it will act as an incentive to bring new prospects to your store, but there are others who can not be induced to visit your store. There are various reasons for this lack of interest and to arouse a keener desire on the part of such possible customers to become buyers demands a personal visit.

This method of co-operation partakes of the personal equation that has so much to its credit and that arouses that larger interest that must be a part of the many sales transactions in the store. Your personal visit to the homes arouses that increased desire to become a customer, and you will be amply repaid for the time and expense that is thus involved. Not only that, but it will act as a means of publicity that will do much to make additional sales for you in localities that are not so easily reached by the ordinary routes.

How One Salesman Works

To cite an instance of this kind that has been very productive of results, and that has proven the wisdom of the method we have in mind, we will refer to a salesman who has been making out-of-town trips for a house in a large city. His method has been to begin early in the week, using a Ford motor car. He loads a number of machines on the car and then, with a route list planned out that will cover about a week’s trip, goes in quest of the customers. He does not specify any particular time as to the length of the trip, though he makes it average about a week. He visits the country trade, leaves a machine on trial where there is a possible sale, makes his talks and by a clever sales impression many times makes the sale.

You see he has the prospect at an advantage. He can easily offer to place a machine in the home and with the use of a few well-selected records, and the simple heart-to-heart talk, he makes the customer keen for a desire to have a machine in his home. There is a difference in having the machine in the home. It has an effect that is not always possible with a visit to the store. There one is often interrupted, even though the salesroom is a neat and compact little apartment that has been made so attractive for the demonstration of the machine. There is likely to be a desire to hold off. It is so easy to visit other stores and to look about before deciding.

Once the customer leaves your store you have lost an opportunity that is not at all certain to be met with again. The other man has his particular talking points and his particular arguments to advance that might—well, anyhow, you know that the sales are lost in this way that might have been had when the conditions were different. It is like getting the name on the dotted line. It is far better to have this than to have the prospect say, “I like this machine, but I’m not quite sure about when I will buy it.” Or, “Yes, the machine seems to be all right. I think I’ll buy this one, but not today. I’ll be back in a day or so.” For various reasons they never manage to get back.

Advantage of Getting the Machine Into Home

But the machine that has been placed in the home is different. There it is and there it can remain for your prospective customer to try out so that if there are any complaints and anything about the machine or its operation they can be made clear without the least misunderstanding. The live salesman can even go farther, he can place the machine in a proper place in the home so that the best possible results will be the outcome. You know that the machine does not always give satisfaction after it has been placed in the home and the reason at times is due to the fact that it has not been located in the section of the room that will show it off to the best advantage.

Then there are complaints made and the machine gets the blame for the trouble. This can be obviated by the intelligent salesman who explains this and to avoid this possibility gives the setting of the machine his personal attention. This interest on his part pleases the customer and the effects are sure to increase the desire to have one.

Well, here it is right in the home. He plays a careful selection of records, these varying according to the tastes of the customer, and informing them that it is so easy to get other records when they are desired. The difficulty for some customers to refuse to buy under these conditions is much increased. The competitive machines are not there. There are no outside interruptions. It makes it possible for every member of the family to hear it. It might be that some of the neighbors come to hear it, and other sales are thus made possible. What a world of opportunities for the salesman with a motor car.

You can go after your trade with an appeal that reaches quickly. There are not any annoying delays. Customers can tell you of others whom they feel might be interested. You can sell more machines in this way and with less expense than some of the dealers feel is possible. Then your record sales are increased, for your store has become associated with the particular line of machines and the customers can turn to you when in need of a record, or when they desire to make other purchases. Go after the country trade and take the machine into the homes and thereby make your sales count for something that is worth while.

REPERTION IS A GREAT EDUCATOR

How the Talking Machine Influences in the Musical Sphere Interestingly Pointed Out

Repetition is a great educator. The great influence of the talking machine and the player-piano in deepening a liking for the better class of music is just due to the case with which those who cannot play themselves are able to play notable selections over and over again. For one who seizes every opportunity to hear a great pianist, symphony orchestra, band, chorus, organist, violinist or cellist, there will spring up a deep appreciation for the classics that will continue to mature as repetition makes it possible. As the editor of the music page of the Edmonton, Alta., Journal remarks: People will say they simply cannot stand what they call classical stuff, but by way of exception they do appreciate such pieces as Handel’s Largo, Dvorak’s Humoresque, Paderewski’s celebrated Minuet and Beethoven’s Minuet in C. The reason why they consider these as notable exceptions may be given in one word—repetition. They have heard them often and the full message of the composition has taken hold of them. Had the same persons heard other compositions as often they would enlarge the list of classical selections they enjoy.

Nothing is gained by exaggerating the shortcomings or the faults of any nation. Let us endeavor to study just to all men, even though they be our enemies in the present conflict.

SOME KICK COMING TO YOU

When you’re out of a Victor record and the customer says “Oh! I surely thought you would have it,” it’s a good strong kick against the ordering system.

Your kick is the loss of profit. Remember that Pearsall Service has the Victor Record range and will co-operate with you to the limit. Don’t delay in sending orders for the holiday season; slow deliveries after the goods are out of our hands.

SILAS E. PEARSSALL CO.
18 West 46th Street
New York
WE HAVE been through it all—considered everything—weighed this merit and that achievement and decided that the new Domestic Talking Machine is the best of all the moderate-priced instruments on the market.

The tone of the Domestic is the ultimate achievement in phonographic recording and we support the claim that the Domestic is the standard for musical tone.

We want live dealers to see the complete Domestic line. Write for information today.

Domestic Blue Records

AN INNOVATION in recording. That’s what the Domestic Blue Record is. Quality is the big idea behind Domestic Blue Records. Only the best talent is used for these remarkable records and quantity is secondary to the perfect reproduction of the finest vertical records made.

Complete lists ready. Write today for catalogues.

We, as wholesalers and factory distributors, invite correspondence from progressive dealers to investigate the Domestic line of Talking Machines and Records.

CARSON PIRIE SCOTT & CO.

Adams and Franklin Streets

CHICAGO, ILL.
Columbia Products are right.
Columbia Profit is right.
Columbia Advertising is right.
Columbia Selling Plan is right.

FOUR REASONS why YOU should be a Columbia dealer.

REACHING TALKING MACHINE BUYERS OF FOREIGN BIRTH

Dealers Will Be Interested in Effective Campaign Carried on by Grinnell Bros. to Reach the
Large Buying Element of Foreign Birth in Detroit and Victory—Newspapers Used

Talking machine dealers who are located in cities having a large foreign element in their
population have long ago come to realize the
profitable possibilities offered to those who fea-
ture foreign records strongly and consistently. It has been found that nothing so stimulates
handle the foreign record business intelligently and
successfully.

The foreign record business, just as ordinary
record business, requires advertising to make it
most successful, and the advertisement to be
really effective should be placed in foreign lan-
guage newspapers where it will be read by those
most interested. Where the dealer's powers as a
linguist, or translator, are limited, the foreign
language newspapers will be glad to take the
advertising copy in English and translate it
for use in their columns.

How effectively foreign records may be ad-
vertised in the various languages is indicated by
the experience of Grinnell Bros., Detroit, who
have gone after the record business of the large
foreign population in that city with great
effective advertising are reproduced herewith.
Special attention is given to the preparation
of the copy, and it has resulted in developing
much business among the foreigners, many thou-
sands of whom are employed in the automobile
factories and in other industrial plants in and
about Detroit. The type of advertising used by
Grinnell Bros. should serve as inspiration to
other dealers who desire to take proper care of
the foreign record demand.

combined piano and graphophone

Patent Granted on Device Enabling Piano to
Be Used as an Accompaniment to "Talker"

WASHINGTON, D. C., November 8.—A combined
piano and graphophone is the invention of Jacob
J. Froess, Erie, Pa., the object of which is to
so combine a piano and graphophone that the
piano may be used to accompany vocal selec-
tions or the like on the graphophone, as a mat-
ter of entertainment, and also as a matter of
instruction for those who desire to practice an
accompaniment to the vocal or instrumental
music produced by the mechanism of the
talking machine.

A further object of the invention is to provide
mechanism for winding the graphophone motor
shaft from the central pedal of the piano.

A still further object of the invention is to
arrange mechanism within the piano case for
connecting the forte pedal of the piano with the
graphophone damper, so that the full tones of
the graphophone may be heard when the
forte pedal is depressed by the performer.

THE TRUE SPIRIT OF SERVICE

Self-made means self-help—and self-help
means, first of all, the true spirit of service and
helpfulness to others. The world
is a great
storehouse from which we can take out no more
than we put in. We get in returns in propor-
tion to what we give in service. It is the uni-
versal law of life.

The type of advertising used by
Grinnell Bros. should serve as inspiration to
other dealers who desire to take proper care of
the foreign record demand.
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.
DOEHLER DIE-CASTINGS

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

DOEHLER DIE-Casting Co.
BROOKLYN, N.Y.
NEWARK, N.J.
TOLEDO, OHIO.

THREE NOTED WINDOW DISPLAYS
Made by Milwaukee Talking Machine Men During International Window Display Week—Second Prize Goes to G. H. Eichholz Co.

MILWAUKEE, Wis., November 7—Three Victrola window displays of exceptional beauty were entered in the contest conducted recently by the Milwaukee Journal, the largest newspaper in this city, for the purposes of International Window Display Week. The display made by the George H. Eichholz Co., 342 Twelfth street, ranked first among the music windows and was given second rank among all displays made in Milwaukee, the winner of first prize being a Grand avenue shoe store. The windows of the Kesselman-O'Driscoll Co., the Victor Palace, 258 West Water street, and Harry W. Krienitz, 336 Grove street, were selected for honorable mention.

The three windows are illustrated herewith and doubtless will be found of such merit as to furnish dealers in other communities with ideas for dressing display space. The Eichholz and Kesselman-O'Driscoll displays were particularly elaborate and required a considerable investment, while that of Mr. Krienitz consisted principally of material furnished to all dealers by the Victor Co. in the regular course of business. Each is distinctly different and shows a wide range of ingenuity.

The Eichholz Co. received a beautiful silver cup as second prize in the Journal's contest, and this is now on display in its windows.

Don't wait for some one else to give you a push. Don't be an echo to the other man's hurrah. Don't be a shadow of the other fellow's work. Get busy. Begin. Originate.

INTERESTING SONORA BOOKLET
BUFFALO, N. Y., November 7—John G. Schuler, of 349 Main street, well-known piano dealer who handles the products of the Sonora Phonograph Corp. in his talking machine department, has issued a very interesting booklet which introduces M. L. Cole, manager of the warerooms. This booklet refers to Mr. Cole as the "Sonora Man" and the text calls attention briefly to some of the many distinctive merits of the Sonora phonograph. The booklet is unusual in many ways and discusses the Sonora line from an informal viewpoint with the suggestion that music lovers visit Mr. Cole and listen to their favorite selections on the Sonora.

SUBSCRIBE $27.000 TO LOAN
The employes of the Doehler Die Casting Co., Brooklyn, N. Y., whose specialties are so well known in the talking machine trade, subscribed to the extent of over $27,000 to the second Liberty Loan. O. A. Schroeder, treasurer of the company, is naturally pleased at this practical expression of faith in the Government manifested by the employes in this company.

A manufacturing concern is a success, a permanent success, in the ratio of the service rendered—just in proportion to the dependability of the merchandise made and sold.

UKULELES
"Hanalei Royal Hawaiian" and "Kumalae Gold Medal"

Strictly hand made of thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality.

Exclusive agencies granted for Hanalei Ukuleles—write for terms. Illustrated circulars and wholesale price list on request.

SHERMAN, CLAY & CO.
Sole Distributors
163 Kearny Street
San Francisco
THE TALKING MACHINE WORLD

How Columbia Expert

“This Columbia Record is exactly what the public that experts in the Columbia Sales Department put in a Columbia List?

Columbia experts keep their fingers on every Columbia Records are overwhelmingly popular.

8 Big Record Hits in this November 10th Mid-Month List

Push these records, and put life, action, and profit into your record department from November 10th to November 20th. Dull business can’t live under the same roof with them.

Eight great records—each plugging for more business for you. Every selection will make its own hit—whether it’s a familiar favorite of old days, or a brand-new one.

THE OLD GREY MARE. Adapted to Allen Sangree’s Poem “Your Old Uncle Sam.” (Arranged by Panella.) Collins and Harlan.

WHEN WE WIND UP THE WATCH ON THE RHINE. Peerless Quartette.

SO LONG MOTHER. Columbia Quartette.

IT’S A LONG WAY TO BERLIN BUT WE’LL GET THERE. Arthur Fields.

CHINA, WE OWE A LOT TO YOU. Watson Sisters.

IF I CAN’T HAVE YOU ALL OF THE TIME (Then I Don’t Want You at All). Watson Sisters.


POET AND PEASANT OVERTURE. Part 2. Chicago Symphony Orchestra.

STAR SPANGLED BANNER. Charles Harrison and Columbia Stellar Quartette.

BATTLE HYMN OF THE REPUBLIC. Charles Harrison and Columbia Stellar Quartette.

LAKME. Bell Song. Maria Barrientos.

PORK AND BEANS. (Foxtrot). Earl Fuller’s Novelty Orchestra.

MR. JAZZ HIMSELF. (Foxtrot). Prince’s Band.

SMILES, THEN KISSES (Hawaiian Guitars and Ukulele Trio). Louise, Ferrera and Greenus.

HAWAIIAN ECHOES. Hawaiian Guitars and Ukulele Trio. Louise, Ferrera and Greenus.

Columbia Graph
Woolworth Bu
Pyramid Your Profits

Pyramid Your Profits wants. It WILL SELL BIG.” Do you know it say this of every Columbia Record before it is

pying impulse of the public. That’s why so many
That’s why Columbia dealers are getting rich.

This $215 Model Will
Be a Great Seller for Christmas

The next eight weeks will estab-
lish a new sales record for the Columbia Grafonola 200.

Times are prosperous and more
people will buy higher priced Columbias this year than ever
before. Remember that.

Give this $215 model just as prom-
inent a display as possible and
make a drive on it.

At the price it stands head-
and-shoulders above any other
instrument on the market in
tone-quality; beauty of design;
aristocratic appearance and in all-
around phonograph satisfaction.

Feature this Columbia model dur-
ing the Holiday season and you
will be surprised at the number
of sales you will make.
SOME HINTS ON DEMONSTRATION

Suggestions That Should Prove of Interest to the Dealer Set Forth in "The Pepimitist"

"To help my dealers sell." Keep those words ever in mind. The more you do for your dealer, the more he will do for you. Here are a few ideas on "the demonstration." Give them to your dealers by written word or word of mouth.

One idea to remember. You may see many personal weaknesses in certain dealers. It is often hard to approach these personal matters. It isn't necessary to come out with them boldly. Write a short letter giving the criticism you have in a general way, and state in your letter, "Here are a few ideas we have found successful in our store; they may help your men as they have helped us." This is impersonal enough and you have given the information without giving offense.

But to get to our present ideas:

Use a pleasant voice.

This is not petty advice. People who come to buy music generally are people with an ear. More than simply an auditory organ—an ear for pleasant sound. The voice of a huskrier or hot-dog banker is incongruous in selling music. Practice a well-modulated, firm voice, and last but most important, remember: "The voice with a smile wins."

Make as few motions as possible.

This also may be a new thought, but it is an important one. You should always give the idea that the Grafonola is easy and pleasant to operate. Don't stand in front of the machine in demonstrating. Don't get into the machine as if you were having trouble with the spark plug. The prospect should feel in the case of the Grafonola "the little finger does it." Start and stop the machine with as little motion as possible. Be graceful in placing the record upon the turntable, being careful not to go jabbing for the center of the record as if you were playing a game and won a cigar every time you made a hit. Don't start to put on a record and then change your mind every other time.

The impression that your first choice was a poor one. Make up your mind what you are going to do and do it. There should be as much smooth running in a Grafonola demonstration as an automobile test.

The above are simply a couple of "surface" thoughts which many of your dealers may have overlooked. Give them the tip.

APPOINTED INSTRUCTOR OF SINGING

Columbia dealers were considerably interested in the recent announcement that Capt. Vernon Stiles, famous tenor and exclusive Columbia artist, had been appointed official instructor of singing at Camp Devens, Ayer, Mass. Capt. Stiles is enthusiastic regarding his work at Camp Devens, and is taking the keenest pleasure in "doing his bit" for Uncle Sam.

Extend the same uniform courtesy and attention to a "looker" and "shopper" as you would "doing his bit" for Uncle Sam.

You should always give the thought which many of your dealers may have overlooked. Give them the tip.

Captain Vernon Stiles

A Most Artistic Production Featuring the Phon d'Amour Issued by the Fritzsch Phonograph Co.—Constructive Features Described

The Fritzsch Phonograph Co., of Cincinnati, O., has just issued a very attractive catalog, featuring the Phon d'Amour, a high-class phonograph which it manufactures in its entirety in its plant at Cincinnati. This catalog reflects the quality of the company's product, as typographically it is artistic in every detail. The first two pages call attention briefly to the fundamental principles of the Phon d'Amour, presenting a photograph of Bernhard Fritzsch, inventor of this phonograph, who was a piano maker when he was a boy and who has also achieved considerable renown as a violin maker. Mr. Fritzsch is president of the company and personally supervises the production of every machine.

In the section devoted to the technical features of the instrument particular attention is called to the reproducer, diaphragm and sound amplifier, all of which contain certain features patented by Mr. Fritzsch.

The Phon d'Amour line comprises eight models retailing from $110 to $450, all of which are displayed to excellent advantage in this new catalog. The last page of the book presents several interesting letters which Mr. Fritzsch has received from well-known musicians who commend the Phon d'Amour in the highest terms of praise.

WAX FOR TALKING MACHINE DISCS

Consul General George A. Chamberlain, of Mexico City, reports renewed interest in Mexico in methods for the extraction of wax from the candelilla plant. The candelilla grows abundantly throughout the northern part of the republic and the wax that is obtained from it is frequently used in the preparation of various kinds of leather greases and lubricants and in the manufacture of discs for talking machines.

THE TALKING MACHINE WORLD

THE THOMAS MANUFACTURING CO.

322 BOLT STREET

DAYTON, OHIO

BUILD THE QUALITY IN

The Talking Machine Industry will suffer greatly if quality isn't guarded. A machine that will not stay sold not only hurts the whole industry, but it comes back on the manufacturer with crushing effect. One of the best safeguards is to install the Dayton Trio of Quality

2 Splendid Reproducers

They are made in "The City of Precision" by skilled workmen trained in factories where exactness is the first aim, and where absolute reliability is never lost sight of. Noiseless, smooth-running motors; perfect universal tone arms, playing any record; exact sound boxes that enrich the reproduction—these are Dayton specialties.
Timeliness is a most important factor in the display and sale of any product, and particularly so of talking machines and records, for in that line there are almost endless opportunities for featuring records to fit in with any public or semi-public occasion.

The various talking machine companies in their own advertising and in the suggestions offered to dealers keep pretty close track of the national holidays, such as Thanksgiving, Christmas, Washington's Birthday, Fourth of July, etc., and it is therefore easy for the dealer to adapt that publicity to his local needs. The live retailer, however, will find that there are many chances for active exploitation of certain records limited to his own locality.

As the various military units march off to camp the occasion is frequently made a semi-holiday, and some appropriate cards and records in the dealer's window should not only prove pleasing to the departing soldiers and their friends, but should call their attention to popular patriotic records that are most timely. Then there are local concerts and entertainment events, harvest festivals, and a hundred and one affairs that can be adapted to his own purposes by the dealer; although there are no special records that exactly fit the occasion, there is always a window that can be arranged in a manner to attract by reason of its very timeliness. In his circular manner, too, the retailer will find that it will pay to include some apt comments on current and coming local events and to emphasize the fact that the talking machine and records should occupy a decidedly welcome place at that particular time.

It is all a case of getting out of the rut, by doing things a little differently, and bringing selling arguments to the attention of the public in connection with events in which they are already interested. A talking machine dealer may make a living, but he certainly will Koszeghy hit upon the happy plan of featuring the Columbia trademark on his awning. How well he is to succeed is illustrated herewith.

SUCCESSFUL BRIDGEPORT HOUSE

West End Grafonola Co. Have Built Up an Excellent Business in Thriving Connecticut City

When the Columbia dealers in local territory visited Bridgeport, Conn., recently for a tour of the Columbia factories in that city, their attention was also called to one of the most successful retail establishments in its section of the city. This was the store of the West End Grafonola Co., which handles Columbia products and who believes that an attractive establishment contributes materially to the success of any retail business. He has there paid particular attention to the furnishings of his store, and the accompanying illustration will give some idea of the convenience and up-to-dateness of the West End Grafonola Co.'s showroom.

Many Columbia dealers throughout the country have utilized the famous Columbia trademark in various publicity ideas and Mr. Koszeghy hit upon the happy plan of featuring the Columbia trademark on his awning. How well he is to succeed is illustrated herewith.

DARWIN AND THE TALKER

Judging From a Letter to Franklin Written by Dr. Erasmus Darwin in 1771 Some One Was Then Discussing a "Speaking Machine"

That some one was puzzling over the idea of making a phonograph as early as 1772 is proved by an extract from a hitherto unpublished letter by Dr. Erasmus Darwin (grandfather of Charles Darwin) to Benjamin Franklin, quoted by Dr. L. Huxtable in Science. "I have heard," wrote Dr. Darwin, "of somebody who attempted to make a speaking machine. Pray, was there any truth in any such reports?"

And Dr. L. L. Woodruff, of Yale University, quotes the following interesting paragraph from a note in the "Temple of Nature," published by Erasmus Darwin in 1802:

"I have treated with greater confidence on the formation of a speaking machine, as I many years ago gave considerable attention to this subject for the purpose of improving shorthand; never make money by following the line of least resistance. He should keep his name and the products he handles constantly before his public in a manner that will attract and hold their attention. To work along the same lines followed by a half dozen or more other dealers may get some results, but real business will come from following out ideas of his own development. A live dealer, however, should be more or less interested in his competitors and in men in the same line in other sections for the benefit of the knowledge that he may gain through such interest. It is much easier to adapt to one locality a plan tried successfully in other sections than it is to run the risk of experimenting and failing with a brand new idea. Watching how dealers in other sections handle their publicity in connection with special events should give the average dealer a working basis on which he can improve at will.

at that time I contrived a wooden mouth with lips of soft leather, and with a valve over the back part of it for nostrils, both of which could be quickly opened or closed by the pressure of the fingers, the vocalis being given by a silk ribbon about an inch long and a quarter of an inch wide stretched between two bits of smooth wood a little hollowed, so that when a gentle current of air from bellows was blown on the edge of the ribbon it gave an agreeable tone, as it vibrated between the wooden sides, much like a human voice. This head pronounced the p, b, m, and the vowel a with so great nicety as to deceive all who heard it unseen, when it pronounced mamma, papa, mum and pum; and had a most plaintive tone when the lips were gradually closed."

J. B. OGDEN INCORPORATES BUSINESS

LYNCHBURG, VA., November 5—J. B. Ogdjen, the well-known talking machine dealer of this city, has incorporated his business with a capital stock of $50,000, under the title of J. B. Ogdjen, Inc. The officers of the company are: President, W. R. Winfree; vice-president, J. B. Ogdjen, and secretary-treasurer, T. D. Allen, Jr.

THE TALKING MACHINE WORLD 19

Timeliness in Publicity a Big Factor in Achieving Success in Retail Field :: :: By Frank P. Parsons

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

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

No. 3 Carrying Strap Shown in Cut. $1.00

Write for booklet

I. H. LANSING

611 Washington St. BOSTON

SLIP COVERS

for the Wareroom and the Home. Now is the time they will be wanted. Write for Samples and Prices.
Dealers,
Why not make a Profit on
this Space?

Why sell an empty Victrola, when owners actually yearn for a safe and convenient method of filing records?

Fill the shelves with READY-FILE and get this extra profit.

As a Christmas present de luxe, Ready-File will appeal to every Victrola owner.

Try this—then watch your holiday business boom:

Equip Victrolas X and XI with READY-FILE. Put them on your floor and in your show windows, with a card reading

"Her Present—
READY-FILE
For Her Victrola—
$6 a Set"

This plan will not only speed up your sales but will make constant customers for NEW records.

MAIL THIS TODAY

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

READY-FILE will sell itself—if you will give it proper display.

Be the first dealer in your city to try this—get the cream! Write your favorite distributor today—he'll supply you with READY-FILE. It is so easy to sell; it is amazing that dealers do not take this extra profit. Ready-File costs you $4.00.

READY-FILE protects records. It is the last word in beauty, simplicity and convenience. It will boost your sale of Victrolas.

If you delay ordering for the Holiday trade you'll be disappointed!
The
Ready Needle Pointer—
It Shaves!

The greatest improvement in talking machine
needle cutters since the introduction of fibre needles

Fibre needles will last twice as long when pointed
with the Ready Needle Pointer. The most pointings
any other cutter will give are eight. The Ready
Pointer will give sixteen perfect pointings.

The reason: The Ready Needle Pointer has a CIR-
CULAR knife (patent pending) which cuts a shaving
as thin as the film of a bubble. The knife is made
of special tool steel and stays sharp without attention
—it is self-sharpening.

Using the Ready Needle Pointer is as simple as using
a pair of scissors. Just slip the needle in the little
groove, as far as it will go—a slight squeeze of the
hand and a perfect reproducing point is made in a
second. Simple, sure, swift. Any child can use it.

No set screws to change, no gauges to set. Nothing
to get out of order. Strong, durable. Handsomely
nickel-plated and guaranteed. Each pointer enclosed in a
neat box. It retails for $1.50. Send for sample.

Dealers—The Ready Needle Pointer will be sold
exclusively through Victor Distributors. If you want
the best selling sundry you ever
sold, order the Ready Needle
Pointer TODAY.

DEALERS—MAIL THIS NOW

READY-FILE CO.
Indianapolis, Ind.

Please send me a sample Ready Needle Pointer. I enclose 75 cents for same.

NAME__________________________

STREET__________________________

CITY___________________________STATE__________________________

FAVORITE DISTRIBUTOR__________________________

READY-FILE CO., Inc.
INDIANAPOLIS, IND., U. S. A.
The first tone test was by Mme. Marie Rappold, Guido Ciccolini and Elias Breeskin, at the Atlanta theatre. The house was filled to overflowing and the audience was very appreciative. After this tone test the dealers again assembled in the recital hall of Phonographs, Inc., and Mr. Maxwell opened the question box and gave a very interesting talk on various phases of the New Edison and the Diamond Amberola. This second tone test by Mme. Marie Rappold and Mr. Breeskin was given at the Atlanta Auditorium before a large audience.

The banquet was given at the Capital City Club, Mr. Maxwell presiding. This was a very enjoyable affair and all the visiting dealers and their friends were present.

"Mr. Guy Wise, Esq." (Mr. Maxwell's sales playlet) was a success as presented under the direction of Mrs. Earl Sherwood Jackson. After this play a brief business session was held before going to luncheon at the Winecoff Hotel. In the meantime the ladies were enjoying the automobile drives.

During the course of the convention a permanent association was formed by the dealers to be known as the Southeastern Edison Dealers' Association, and designed to boomb Edison business in that section of the country. The officers elected for the first year were Harry N. Purdy, of the Edison Disc Shop, Atlanta, president; W. R. Wilson, of the Wilson Jewelry Co., Douglas, Ga., vice-president, and Walter Drennen, of the Drennen Piano Co., Orlando, Fla., secretary and treasurer. A representative from each State in The Phonographs, Inc., zone was appointed on the executive committee.

A CALIFORNIA WONDER

The talking machine at the Greenwood drug store is a source of much entertainment to the public. It is a musical concert nightly. It is a harmonic of sounds and strains typical of the sweet toned to that of the rippling laughter or all the inflections of elocution.—From the Greenwater Times.
Meisselbach Motor No. 18

"The Favorite Vertical Spring Motor for High-Grade Machines"

**SPECIFICATIONS**

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

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

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

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

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

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

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

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

President

Otto Heineman Phonograph Supply Co.
INeorporated
25 West 45th Street, New York
Factories, Elyria, O.—Newark, N. J.—Putnam, Conn.
Chicag6 atlanta seattle Cincinnati Toronto

Meisselbach Motor No. 18

(List of Parts on Reverse Side)
Meisselbach Motor No. 18—Parts List

Parts List No. 18 Meisselbach Motor

- Cast Iron Motor Frame with Locating Pins and Lubricating Washer Cup.
- Locating Pin.
- Turntable Shaft Lubricating Washer.
- Winding Shaft Lubricating Washer Cup.
- Spring Box Shaft Bracket Screw.
- Winding Box Shaft Screw.
- Assembly Bearing Side Bearing Screw.
- Bevel Gear Paper Washer.
- Spring No. 15 Spring Box Shaft Bracket.
- Winding Pawl.
- Spring Box Shaft Bracket Screw.
- Winding Side Sleeve Set Screw.
- Speed Regulator Lever Shoulder Screw.
- Speed Regulator Lever Spring.
- Speed Regulator Lever Arm, 54 1/8 in. long.

- Driving Side Spring Cup with Hook Pin Plate.
- Spring Cup Spacing Disk.
- Spring Cup Screw.
- Driving Side Bearing Screw.
- Governor Side Bearing Screw.
- Governor Bearing Cylinder Sept.
- Governor Bearing Cylinder Sept.
- Governor Suspension Screw, 1 3/4 in.
- Governor Suspension Screw, 1 3/4 in.
- Governor Suspension Screw Pet.
- Governor Suspension Screw.
- Governor Suspension Screw.
- Braking Lever with Finger Knob.
- Braking Lever with Finger Knob.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
- Governor Spring Washer.
NEW EDUCATIONAL BUREAU ESTABLISHED IN ST. LOUIS
Famous & Barr Co. Featuring New Department, Under Direction of Mrs. A. C. Tillman, in a Big Way—Elaborate Series of Demonstrations Is Getting Results

St. Louis, Mo., November 5.—Manager John F. Ditzell, of the Victorla department of the Famous & Barr Drygoods Co., has been doing some unusual advertising—both in display space and demonstration—in connection with the opening of the educational bureau of his department. He is undertaking this promotion work in a more pretentious manner than is usual in Western stores. Mrs. A. C. Tillman, who is familiar with school work, is in charge of the promotion, and Miss Margaret Streater, of the Victor laboratory force, was here to see the beginning of the work.

During week-days Mrs. Tillman spends her time with the children in the schools, illustrating to what use the Victrola records can be put and giving the teachers much appreciated help in this specialized work.

On Saturdays the work is continued at the store, the use of certain space and a portable stage in the tearooms being accorded to the Victrola department. The first demonstration was a notable one in local talking machine circles. Mrs. Tillman selected eight girls from eight to ten years of age, all from families high-connected socially, and trained them in folk dancing with the aid of the Victor records. They had no other training, as was carefully explained when they were put on the stage before a very select audience of more than 200 persons. The advertising and all connected with the demonstration had been arranged with a dignity that bid for quality rather than number in the audience.

The result was entirely satisfactory, including the immediate promotion of record sales. Other Saturday demonstrations will be mostly along the line of story telling to children to the accompaniment of the Victor child songs. These will be continued indefinitely.

"This work I regard chiefly as an effort to get people to familiarize themselves with the catalog," said Mr. Ditzell. "The most of the Victrola owners, as well as other talking machine owners, look at their catalogs solely with a view of entertainment. They look through the primary catalogs for their first selections, then they are apt to depend upon the monthly lists for added records. We are trying to get a sufficient number to read the catalog with a view of more than entertainment—to put a leaven in the entire corps of machine owners.

"While we were advertising for this first demonstration a man who has owned a Victrola for three years came in to inquire about the educational records and he bought some of them. He remarked: 'I often have listened to our machine and wondered why it was not of more use than merely grinding out music in the way we used it. It never occurred to me to inquire or to look the matter up. I thoroughly enjoyed the entertainment and let it go at that. Now that we have been led to see what its other uses are, we certainly will enjoy it more, for in this we have both entertainment and instruction.'"

This was one of the features Mr. Ditzell had planned last summer when he enlarged his department to eighteen demonstration rooms. This work was delayed until well into the fall and naturally delayed somewhat his promotion plans, including the educational bureau. Then the workmen left and he started to work. But on the first Saturday after all eighteen rooms had been put to work, they had people waiting in the main aisle or listening to demonstrations being made there because there was not room in the booths. There is no hope of further enlargement of the department until after the holidays and the staff is wondering just what will happen when the holiday trade gets started.

F. F. Stevenson, recently of the Victor factory, has been appointed assistant to Mr. Ditzell and is in charge of the floor work, leaving Mr. Ditzell more time for advertising and promotion propaganda.

SMUGGLED RUBBER IN PHONOGRAPH
Importer and Associates Convicted of Putting Music Producer to Illegal Use

A case before the United States District Court recently brought out the fact that talking machines can play other parts in war beyond simply furnishing music. Jos. Newman, a wealthy importer and exporter, his brother, Oscar Newman, and two associates were convicted of trying to violate American neutrality before the declaration of war by smuggling rubber to Sweden. It was brought out in the evidence that the steward on one of the ships had arranged to hide the rubber in secret compartments built into a phonograph.

JOINS BOLWAY & SON SALES FORCE

Frank E. Bolway & Son, Inc., Edison jobbers in New York State, have secured the services of C. L. Eddy to represent them in the western part of their territory. Mr. Eddy formerly was with the Bradstreet Co., and will be well fitted, not only to co-operate with dealers in a selling way, but also in a financial way. This is the third new salesman to be employed by these jobbers this year, and argues well for a successful fall and winter business.

POINTING OUT THE DEFECTS

A certain dealer wants his employees to tell him when there's anything wrong with the business. "The right things," said he, "will take care of themselves." You're afraid you'll be called a kicker if you find fault too often. But pointing out defects isn't fault-finding. Stand ing still and letting wrong right itself is stupid.

If the advertising isn't as interesting as the reading matter it's the advertiser's fault.
Boston, Mass., November 5.—October has been an interesting month in the talking machine business, and there have been a number of things to enlist the attention of the trade. First and foremost was the Liberty Loan campaign, which was eminently successful, and the phonograph dealers were quick in their response to the country’s call for subscriptions. Among those which made a good showing in the purchase of loans were the Eastern Talking Machine Co., the Columbia Graphophone Co., the Grafonola Co. of New England, the Pardee, El- lenberger Co., the C. C. Harvey Co., the Oliver Ditson Co., the M. Steinhert & Sons Co., and others. Everybody took hold of the proposition with a right good will, and the sum total of the trade doubtless made a most creditable showing judging from what one hears from the places individually.

Business generally throughout the Boston trade is very good and there are reports from some places of unusual business, all things taken into consideration. The fall demand for goods has been large, and by the time the holidays arrive trade will be in a fair way to show up as well as last year at this time. The Federal tax, which has just gone into effect, will not have any appreciable effect on business, it is believed, and it will not be long before the public will be so used to certain changed conditions, due to the tax, that the new situation will be quite forgotten.

Largest Wholesale Business in October

Manager Fred Mann says of the Columbia business that the month of October was an unusual one, and that Boston closed the largest wholesale month in the history of the local branch. So large was the call for goods, in fact, that 20 per cent. of the month’s business had to be carried over to the November account, because it was not possible to make deliveries. One of the latest houses to sign up with the Columbia is the W. G. Shaw Furniture Co., of Quincy. The Columbia department of this house has been placed in charge of Paul G. Bouchard, a man of experience in the phonograph business, and already he is making a good showing.

Eastern Co. Make Encouraging Report

Wholesale Manager William Fitzgerald, of the Eastern Talking Machine Co., makes a most encouraging report of the business conditions at his house, and he says that the indications are promising for a brisk holiday trade.

Letters have recently been received from Ed- ward Welch and Jerry Spillane, both of the Eastern’s staff, who went away in the spring for the European war front. They are in one of the hospital units and they are leading a sort of Box and Cox life, one working during the day time and the other during the night. They are having some remarkable experiences, but wouldn’t mind being home among their old friends.

Jordan Marsh Co. Handling Sonora Line

New England Manager Richard Nelson, of the Sonora Co., has just signed up with the Jordan Marsh Co., whereby this large department store will handle the Sonora phonograph. The goods will be exhibited with the Victor line, and Manager Nelson has been promised a fine window display of the Sonora machines in a short time. Manager Nelson is to be congrat- ulated on getting this line into so large and im- portant an establishment.

In Charge at Hallet & Davis

F. F. Dawson, special field representative of the general sales department of the Columbia Co., is in Boston, and a few nights ago he gave an address before some of the Columbia deal- ers and their clerks on “Retail Selling.” Two other local visitors have been Homer Reid and H. H. Gilroy, Columbia audi- tors, who made a comprehensive inspection of the local wholesale quarters and its methods of doing business. Manager Man- n has been congratulated for having surrounded himself with a staff which represents a staff each member of which is thoroughly familiar with his own department of work.

Eastern’s Staff, Who Went Away in the Spring

Mr. Ott made a big success of his Southern tour. “Emerson Week” in Boston

The week of October 22 was “Emerson Week” in Boston, and the Emerson Phonograph Co., through its enterprise New England manager, Oscar W. Ray, saw to it that there was a lib- eral and artistic display of records at many places throughout the city. One that especial- ly attracted widespread attention was in one of the windows of the Boston Herald office in Tremont street. Here the passer-by saw a wide variety of artistic display cards which featured the records of this company.

Burglarizes Music Store

The music store of Jones & Fluster, at 206 Center street, Roxbury, was broken into the middle of October, and talking machines and records were taken away. Subsequently a fourteen-year-old youth was arrested charged with this and other thefts and at his room were found many such articles which presumably were taken from this store.

Featuring the Victor Line

Victor outfits are to be featured at the store of the Newton Music Shop, which has just been opened in Newton, a few miles out of Boston. This new store is to be conducted by William Walsh, E. R. Jones and Clifford Gifford, all experienced men in the music business.

Edison Period Models Much Admired

The warerooms of the Pardee-Ellenberger Co. in Oliver streets were visited by hundreds of people during the recent interesting exhibit of the Edison period models. The large main room was magnificently decorated with rich hangings in keeping with the wealth rep- resented in the display. Around the top was a frieze of white drapings, on the front of which at intervals were laurel wreaths. In the cor- ners of the room were busts of leading musical composers and the lighting effects were espe- cially arranged so as to get in the best possible effect. The 1676 French Gothic model very naturally attracted a great deal of attention. President F. H. Stillman, of the company, spent a busy week entertaining visitors, and in this he was assisted by Mr. Pardee, who came up from New Haven purposely to take part in this
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
is ever happy when rehearsing the boys with vigor and enthusiasm. Captain Stiles is a man who, when he makes up his mind to do anything, can be depended on to carry it through to a successful culmination, and he is especially happy in his undertaking, which is full of happy possibilities. Captain Stiles, whose picture appears elsewhere, is known, wears the khaki, and is engaged in teaching the boys to sing as they march, and he is meeting with great success.

The accompanying photograph shows a shipment of thirty-one Grafonolas which were recently delivered to the Mt. Scott Drug Co. and a similar order is now en route to the same concern.

NEW VICTROLA STYLE INTRODUCED

The Victor Talking Machine Co. is sending out an illustration and description of their new Victrola XI-A which contains a number of special features which are interestingly set forth. With the announcement of this new design the manufacture of Victrola XI is discontinued and it will be omitted from all future catalogs. Dealers are advised to place orders for the new Victrola XI-A at the earliest possible date.

ALTERATIONS AT CONWAY STORE

M. P. Conway, music dealer of Holyoke, Mass., is making extensive alterations in his block on High street, that city, which will more than double the floor space. Three new booths will be installed for the use of the Victrola department.

LONG CABINETS

FIRST and FOREMOST

In the cabinet field.

Why? Because we've specialized in

CONSTRUCTION

FINISH and

ADAPTABILITY

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

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

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

THE GEO. A. LONG CABINET COMPANY

HANOVER, PA.
Compare the Columbia December List with any List.
It has that sure selling-quality that makes your business prosperous. Each Columbia Record is a distinct bid for more business—that's why we always welcome comparison.

Columbia Graphophone Co.
Woolworth Building, New York

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

Metal Back
The Quality Album

The heavy Green Pockets are guarded against opening on the side by being both glued and attached 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 is ABSOLUTELY flat. Practically indestructible where the strain is greatest.

Write for Samples of Our Three Grades

New York Album & Card Co.,
23-25 LISPERARD ST.
NEW YORK
Watch for our new art tone record announcement next month :: ::

They advertise no competitor's phonograph

A small outlay will provide you with a large assortment of Gennett Double-sided Records

Service!

In New York our recording studios are so situated that we have ready access to all popular hits. Thus we are in position to record and offer the numbers the public demands, when the demand is big, not three or four months later. We can make prompt shipment to the dealer, thus enabling him to meet immediately the demands of the record buying public.

This is the kind of service the dealer must have with which to build a big, profitable and permanent record business.

“Gennett Records” are Hill and Dale type; 150 lines to the inch; double-sided, each side playing up to 5 minutes. Can be played on all universal phonographs.

Many recordings by new and distinctive voices have leaped to immediate popularity in “Gennett Records.”

A splendid assortment of fast-selling selections. We furthermore assume responsibility and assure protection which permits keeping your stock fresh and up-to-date. “Gennett Records” impose no restrictions concerning the make of phonograph you handle.

“Gennett Records” have the backing of a great and long established company with a world-wide musical reputation.

Our “Special Assortment Proposition” requires a very moderate investment and lays the foundation for building a permanent, profitable, unrestricted record trade. Write.

“Gеннett RECORDS”
9 to 11 East 37th Street
New York City
(Division of The Starr Piano Company)
The Talking Machine Angle of the Current Hearings on Re-Sale Price Fixing

By Waldon Fawcett

Every vital trade issue in the talking machine field has recently been argued and discussed with remarkable frankness before the Federal Trade Commission at Washington. Plans for taking back unsalable records, the question of charging interest on deferred payments on instruments, the wisdom of allowing wholesale distributors to engage in retailing, the problem of quantity discounts—all these and yet other disputed points of trade ethics have been argued pro and con by some of the best posted men in the trade.

As was duly reported in the October issue of The Talking Machine World, the Trade Commission consolidated twenty-seven complaints of price cutting which it had before it and arranged to hold public hearings in order to allow all interested parties to argue the question of whether it lies within the province of the trade body to declare price cutting to be unfair competition and to order its discontinuance as such.

Talking Machine Men Participate

Officers of the National Association of Talking Machine Jobbers were regularly in attendance at the hearings held during the month of October. These were some of the manufacturers entered into the discussions at the hearings as they progressed. Notably active was Eliza K. Camp, spokesman for the American Graphophone Co. and Columbia Graphophone Co., who argued that the only reason why the average price-cutting war developed was because some dealer insisted on meeting the cut of a competitor. In proof he related the circumstances of the cutting of Columbia prices some years ago by Siegel, Cooper & Co. and the Simpson, Crawford Co. in New York.

That price maintenance is good for the retail dealer as well as for the manufacturer was a point emphasized by the representative of the Columbia interests. Said he, "It means to the dealer the elimination to a large extent of the possibility of having a stock of goods left on his hands for which his usual opportunity of disposing of them. It also means, that he can figure his profit very nearly to the penny." Interesting was the presentation of the case for the Columbia, following an equally vigorous support of standardized prices on behalf of Thomas A. Edison, Inc., it was not until the closing day of October that the fireworks really began at Washington with respect to talking machine merchandising.

An Interesting Debate

On this memorable occasion H. C. Brown, assistant general manager of the Victor Talking Machine Co., faced Percy S. Straus, the active head of the price-cutting department store of J. H. Macy & Co. of New York. The Strauss firm, as our readers well are aware, has been the most persistent foe of uniform prices in the talking machine trade; has fought a number of cases through the various courts; and finally won a decision recently in the U. S. Supreme Court against the Victor Co. Incidentally, the house of Macy has pending in the New York courts an action claiming damages of some $570,000 from the Victor Co. and various jobbers because of their activities which, it is claimed, were designed to prevent Macy from obtaining instruments and records to retail at cut prices.

In the very lively debate that continued for hours between Brown and Straus the Victor executive was ably seconded by J. Newcomb Blackman, president of the National Association of Talking Machine Jobbers. Mr. Blackman came to Washington determined to watch proceedings but to have nothing to say, for he is one of the defendants in the pending case and he desires to do his talking in court. However, the oral fencing became so lively that Mr. Blackman could not resist the temptation to jump in with a refutation of some of the statements made by Straus.

Mr. Brown took as his text in his remarks a Macy advertisement which appeared in the New York Evening World late in October and in which Victor records were offered at prices which Mr. Brown explained were lower than the lowest wholesale prices that the Victor quotes to any of its distributors. The speaker pointed out to the members of the Trade Commission that no titles were given in the record advertisement and explained that in all probability it would be found that the entire stock did not contain a single "standard seller." Thus, persons who went to the Macy store expecting to secure "Over There" or some other popular selection would find only slow-moving and maybe obsolete records, perhaps in none too good condition.

H. C. Brown's Expose of Macy Methods

When Mr. Brown, continuing his expose of Macy methods, described how this firm has a regularly organized system for canvassing the country in order to pick up records and instruments from Victor dealers who have insufficient credit or are financially embarrassed, he got a "rise" out of the Macy manager who sat at his elbow. Straus protested that whereas his firm once had a man on the road engaged in this practice he was no longer on the job. The records advertised in the October sale, he thought, were brought to his firm and offered for sale. Mr. Straus admitted, however, that there were no latest hits among them.

Thus launched on the subject, Mr. Brown gave perhaps the most forceful exposition ever made of the ultimate effect of indiscriminate price cutting on the talking machine trade. He admitted that, as yet, price cutting has hurt the talking machine industry very little, but only because it has been practiced so little. Indeed, he did not believe that in all lines there are to-day more than 100 price cutters in the country—that is, merchants who cut prices for ulterior purposes. However, this does not, of course, take into account the chain stores.

What will come to pass if price cutting becomes general was, to Mr. Brown, an unpleasant prospect. He made it clear that his gravest fears were not for the effect upon the Victor company but upon the great army of retail distributors. Were the department stores, for instance, to indulge in the pernicious price cutting it would result in driving from the field many of the exclusive Victor stores that have come into existence in all the leading American cities.

The Victor policy of non-exclusive representation was vigorously justified by Mr. Brown in the course of his lengthy argument. He said that he had no desire to attack the piano industry, that it was, in a sense, a part of his own industry and yet he could not but contrast unfavorably a recognized piano sales policy where, in a city like Chicago, for instance, the piano manufacturer has but one outlet whereas the Victor has some 175 distributing points. He laid stress upon the fact that the Victor policy enables the music lover to make his purchases in his own home neighborhood instead of journeying downtown to a store that would hopelessly crowd if it were the only distributing point. Furthermore, the Victor policy makes it possible, in many instances, for a Victor owner to make purchases of records in the evening if he has belated realization of his needs.

How Companies Absorbed Increased Costs

Another angle of the existing situation of which Mr. Brown made capital was that which concerns the selling price of talking machines. After explaining how in the face of steadily mounting costs of production the manufacturers had gradually reduced the price on various types of instruments, he explained that only just now the Victor Co. found it necessary to pass on to the trade a small portion of the increased cost. At that, the average net increase, as he figures it, seven and one-half per cent. is mighty modest in the face of an increase of 600 per cent. in the cost of steel, 500 per cent. in the price of shellac, etc.

Another matter that Mr. Brown went into in the frankest manner was that of the obligation of the manufacturer who fixes resale prices to take back obsolete or unsalable goods. He told how the Victor Co. is now spending from $500,000 to $1,000,000 a year on its "exchange plan."
HEARINGS ON RE-SALE PRICE FIXING
(Continued from page 25)

to take proper care of this important situation. For all the frankness of the lengthy discussion before the Trade Commission it must be noted that the talking machine men have found a spirit of sympathy and a rational business viewpoint that has been sadly lacking at the Congressional hearings on the Stephens bill and which augur for the ultimate satisfactory disposition of this mooted question if the Trade Commission is found to have definite jurisdiction in the matter.

NEW COLUMBIA CATALOG ISSUED

New Booklet Contains All Recordings Made Up to the Middle of September—Records Carefully Classified for Easy Reference

The Columbia Graphophone Co., New York, has issued a new catalog of Columbia records which lists all the selections that have been recorded up to and including September, 1917. This catalog contains a number of important improvements over previous editions, and in its present form has been praised by many Columbia dealers as the finest record catalog that has ever been brought to their attention. The new Columbia record catalog is divided into three parts; part one containing a classified list of Columbia records from which can be selected a varied and entertaining library of the best recorded music; part two is a tinted section containing a partial list of grand opera and concert selections by world-famous operatic and concert artists; part three is a complete list of all Columbia records and artists arranged alphabetically according to title of song and name of artist. There is also a special list of "Musical Appreciation" and "Educational Records," approved by the educational department.

The first part of the catalog, which contains a classified list of records, has been the subject of unanimous approval from Columbia dealers, who refer to this section as the most convenient and valuable guide for the public's benefit that has ever been issued. The records in this section have been carefully selected from the best selling and most popular selections in the Columbia general catalog, and are listed under the following divisions: Band, orchestra, patriotic, dance, popular, familiar melodies, operatic, Hawaiian, comic, sacred, violin, cello, and piano, string quartets, instrumental novels, children's records, and "A Pleasant Evening at Home." The typographical appearance of the new Columbia record catalog is beyond the slightest criticism, as it represents the acme of perfection in printing and general make-up. The cover is deserving of special mention, as it is unusually striking and cannot fail to attract the attention of the casual visitor to the Columbia dealer's warerooms.

ADVERTISING SIGNS ON HIGHWAYS

Several States Have Laws Forbidding That Sort of Publicity—National Highways Protective Association Makes a Protest

"The Voice of the Victor" in a recent issue calls attention to the fact that it is unlawful in the majority of States for advertising signs to be posted on or about the property without the consent of the owner of the property, and that even in at least nine States it is against the law to paint or affix any advertising notices within the limits of any highway. The National Highway Protective Association is waging war on advertisers who ignore the highways with signs and has called attention to the fact that the practice is followed to some extent by talking machine dealers. It is pointed out that not only do the advertising signs mar the landscape, in most instances, but the practice of nailing them to trees proves highly detrimental to the trees.

One of the States having a law against the posting of advertising signs on or near highways is New Jersey, where the law reads as follows:

"Whenever paints, or paste upon, or in any manner affixed to any fence, structure, pole, rock or other object which is the property of another, whether within or without the limits of the highway, any words, device, trademark, advertisement, or notice which is not required by law to be posted thereon, without first obtaining the written consent of the owner or tenant of such property, shall be a public nuisance, and as such shall be considered a public nuisance, and may be forthwith removed or obliterated and abated by any person." Talking machine dealers would do well to look up the law before placing any outdoor advertising, for their own protection.

There can be no continuance without a beginning. There can be no completion without a continuance.

VICTOR PLANT IN WINDOW DISPLAY

O. K. Houck Piano Co. Presents Large View of Victor Factories in Camden as Background for a Most Attractive Window Arrangement

MEMPHIS, TENN., November 4.—A most effective talking machine window was recently arranged by the O. K. Houck Piano Co., the enterprising Victor distributors of this city, who are becoming quite noted locally for the originality and effectiveness of their window displays. The particular window in question was designed for the purpose of emphasizing the wonderful extent of the Victor manufacturing interests. The background consisted of a comprehensive view of the great Victor plant in Camden, N. J., as seen from the waterfront, and was reproduced from the cover of the "Voice of the Victor" for September. It was declared by the O. K. Houck Piano Co. that the display attracted more attention and comment than any of the previous window arrangements, except some few displays in which ideas foreign to the business were sorted to, to attract attention.

FILE SCHEDULES IN BANKRUPTCY

The Fraud Talking Machine Co., 224 West Twenty-first street, New York, has filed schedules in bankruptcy showing liabilities of $11,628 and assets of $3,804. The sale of the assets realized $7,710.

SECURE THE BRUNSWICK LINE

Thos. Kelly, of 131 Franklin avenue, Scranton, Pa., recently secured the agency for the Brunswick phonograph, and is now featuring a full line of machines at the above address.

"NICHOLSON" New Catalog Showing New Styles

RECORD CABINETS strictly high-grade construction at prices BELOW COMPETITION

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

K. NICHOLSON FURNITURE CO.
1700 Virginia
Sectional Bookcases and Record Cabinets
Are You Ready to Go "Over the Top" with the Quickest Selling Novelty Ever Put on the Market?

Every talking machine in the U.S.A. will be equipped with "LIBERTY" before the first of the new year.

They simply sell themselves, and no wide-awake, aggressive, profit-seeking dealer can afford to be without them.

Mr. Dealer, send them away with a "Liberty" Outfit, and you "Send them away with a smile."

Dealers' Discount, 40 Per Cent
Sample Outfit, 50 Cents
Postpaid

Jobbers' Discount (In Gross Lots), 50 Per Cent

ARE YOU AN AMERICAN?

It is the duty and should be the pleasure of every American citizen to have in his home a symbol of "Liberty"—the United States Flag. With this novelty we are giving you the opportunity to perform this duty, display your patriotism, and at the same time give your family, friends, neighbors and yourself the thrill of pleasure which can only be produced by the playing of some patriotic air combined with the waving of old Glory, the trade mark of "Liberty."

The three flags, all American, or one American, one British and one French are mounted on a reproduction of the famous "Liberty Bell," beautifully carved and gilded. With the flags waving and your Phonograph playing a lively patriotic air, you can have only a faint conception of the result produced, or the lasting impression made on the children as well as the grown-ups. For a rousing, inspiring, semi-stirring, patriotic thrall-producer, this "Liberty" innovation is in a class by itself and it will be worth more than many times the price you pay for it.

"LIBERTY" Outfit No. 1—Three Silk American Flags; 
"LIBERTY" Outfit No. 2—American, French and British Flags. Price per Outfit, 50c.

REPAIR PARTS AND ACCESSORIES FOR ALL MAKES OF MACHINES INCLUDING OBSOLETE AND FOREIGN MOTORS—STEEL NEEDLES FOR IMMEDIATE DELIVERY, 50c. PER THOUSAND

Consolidated Talking Machine Co.

Manufacturers of
High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.
227 W. Lake St., CHICAGO, ILL.
GENERAL ACTIVITY REPORTED IN INDIANAPOLIS TRADE
All Indications Point Toward a Holiday Business of Unusual Proportions—Separate Talking Machine Departments Advocated—Country Trade Excellent—Association Dormant

INDIANAPOLIS, Ind., November 8.—Both wholesale and retail talking machine dealers report themselves pleased with the way the fall business has started off and practically every one is expecting to see a record-breaking holiday business.

O. C. Mauer, who has charge of the Sonora talking machine department of the Kiefer-Stewart Co., which recently began jobbing the Sonora line in Indiana, said that so far business had been beyond his expectations and might well be termed "phenomenal." This company has installed an up-to-date demonstrating room and is going after the talking machine business in a high-class way.

"Of course as our house sells sundries, our salesmen call on the drug stores, but we are by no means limiting our efforts to them alone," said Mr. Mauer. "We already have signed up a number of music dealers. The one thing we impress on any merchant who desires to take on the Sonora line is that he must put the talking machine business on the high basis it belongs and not try to sell talking machines as he would sell pills. We are getting merchants to put in demonstrating rooms, and to handle their talking machine business somewhat separately from their other lines. For instance, N. E. McWilliams, a druggist of Anderson, has just finished putting in a demonstrating room and is going to operate the talking machine business in a high-class way.

At the Mooney-Mueller-Ward Co., distributors in Indiana, Ohio, Kentucky and Illinois of the Pathé machines, Edgar Eskew, manager of the department, and R. B. Goldsburry, assistant manager, are getting their business in excellent shape. Mr. Goldsburry reports that the Trombone-Schupp-Schmidt Co. of Louisville, Ky., is enjoying a large business. "Business is good and we are shipping out our machines as fast as we can get them," he added.

The Stewart Talking Machine Co. reports that there has been a heavy demand for Victor machines from their out-of-town dealers and that business is far ahead of last year. This company is offering its dealers attractively designed price cards practically at cost. The company has compiled a list of the 1,542 records which sold the best during the last year. The list, which is classified into different classes such as educational, etc., has proved very popular with the dealers.

Mr. Radcliff and Miss Pulliver, of the Victor Educational Department, were in Indianapolis last week attending the Indiana State Teachers Association convention.

Jewel Cartmill, secretary of the Kipp Phonograph Co., the Edison distributors, says that business is really wonderful and that the chief complaint continues to be the inability to get machines fast enough. Walter E. Kipp, president of the company, is in New York, attending a meeting of the executive committee of the Edison Disc Jobbers' Association.

Ben L. Brown, manager of the Columbia store, says that both the wholesale and retail business is good with the total volume of business better than this time last year. Mr. Brown recently visited the Columbia dealers at Louisville and he says they are greatly encouraged with the prospects for the fall. The great army camp near Louisville has already tended to stimulate business of all kinds.

R. D. Duffy, formerly retail manager of the St. Louis Columbia store and recently manager of the Kaufman-Straus Co.'s talking machine department at Louisville, Ky., is now retail floor manager under Mr. Brown.

W. C. Kobin, of the Columbia Co.'s Dictaphone department, is visiting the local Columbia store.

H. A. W. Smith, manager of the Pathé Shop, says that business continues to be brisk and he is figuring on a big record for the fall months.

A. H. Snyder, manager of the Edison Shop, reports that the business increased 35 per cent over October of last year and he is banking on a 50 per cent increase for the holiday season. Edison week helped to stimulate business. Mr. Snyder has been receiving many compliments on the art models which are on display at the shop, the Queen Anne model displayed in the window especially attracting attention. Mr. Snyder says the shop has had a big run on the Rigoletto quartet record.

The Starr Piano Co. has been featuring the Starr records of military airs in its newspaper advertising.

C. P. Herdman, manager of the Baldwin Piano Co.'s Columbia talking machine department, says that business fell off slightly during the Liberty Loan campaign but that it has picked up again.

Mr. Herdman, who was chosen president of the Indianapolis Talking Machine Dealers' Association formed a few weeks ago, says that on account of withdrawals of several of the leading dealers from the association his efforts to get the association to going have not met with the success that would result in benefit to the remaining members. Some of the dealers apparently have been afraid that the association would try to inaugurate reforms in their business to which they would not be able to agree.

Mr. Herdman believes, however, that his efforts in getting the dealers together for several meetings have at least stimulated a better feeling of fellowship among the local dealers and that possibly after the first of the year enough of the dealers will take interest in the association to make it worth while.

W. B. FULGHUM OPENS IN RICHMOND

Walter B. Fulghum, who recently resigned as manager of the order department of the Victor Talking Machine Co. has opened a store at 1000 Main street, Richmond, Ind., for the sale of Victrolas and records.

The Talking Machine World
Mr. Dealer — Can You Afford to Overlook the Fact That Every Single One of Your Patrons Who Buys a Phonograph or Records Is a Probable Purchaser of Record-Lite Products?

We realize that is a mighty broad statement, but it is a plain fact that has been proven; it tells our story in a nutshell, and we'll stand back of it to the limit.

You can draw but one conclusion from it—the conclusion that we've been pounding home for months and months. Simply this—the dealer who does not stock the Record-Lite Line has no desire for those extra dollars with which the cash register would tinkle if Record-Lite products were displayed and demonstrated.

Now Is the Time to Stock Just Before the Holiday Buying Season

Right now is the time to establish your Record-Lite sales. You can't afford to let this buying season pass without adding the Record-Lite Line.

Your jobber will supply you—write to him right away—today, Or, if you wish, write to us for complete information.
September Sales Set New High Mark, Which Is Now Being Equalled—Big Trade Smoker Is Postponed—Higher Priced Machines Proving Most Popular—Features of New McMillin Store

CLEVELAND, O., November 7.—The talking machine business has not been quite as brisk here in the past fortnight as it was in September and October. There were more talking machines sold here in September than in any other one month in the history of the business in Cleveland. This is the agreed verdict of the talking machine dealers. And October was very nearly as good a month also. But November has started in a little dull in this line. Merchants, however, hope that in a week or so the holiday trade will bring a great stimulus to the sales. And what started in a little dull in this line. As good a month also.

One of the most attractive window displays ever seen on Euclid avenue was shown last week by the Eclipse Musical Co., a picture of course of the winter this rip-snorter, bang-up evening will be pulled off and it is going to be some night, take it from the dealers. Banquet tickets will be $4 a plate but it will be a tart treat that follows the dinner. All the "boys" and girls are whetting their appetites for that warm-baby show which will be given after the eaters.

High-priced talking machines have been selling like hot cakes all the full here. No one seems to want the cheaper grade of machines any more. It is the best or nothing at all. The B. Dreher's Sons Co. have sold a number of the art model Aeolian-Vocalions (Jacobean style) recently to wealthy Clevelanders. The Dreher's specialize in these high grade instruments and they find many purchasers for them regardless of price.

It is the same way with the Victor and Edison machines. All the store managers say without exception that three out of four buyers want the higher priced models every time. One of the Phonograph Co.'s salesmen in a small town near here recently sold four Edison models, price $250 each. That is one example of how the Cleveland music public demands the best at all costs. Starr Piano Co.'s officials in Cleveland announced that the choice of the Stars talking machine goes up this week. The price boost is not so much as some of the other types of machines, it was reported by District Manager Taylor of the Starr Co.

John W. Allen has been promoted assistant sales manager of the Columbia Graphophone Co. for this district. He has been connected with the dictaphone department of the company for nearly two years previous to his recent promotion. The price of the Columbia machines went up the middle of last month. Six graphophones were sent to the army cantonment at Chillicothe, O., last week for the enjoyment of the soldiers.

One of the features of the newly remodeled McMillin's store on East Ninth street is the shelving space devoted to the talking machine records. Beautiful mahogany cases hold the records. A large number of talking machine booths have been installed at the store which had its formal opening a week ago. An orchestra played at noon daily for one week. The store was thronged with visitors and flowers were in abundance. The new McMillin's is certainly a great attraction for those musically inclined.

The talking machine department of the Wm. Taylor Son & Co. did a $10,000 business one week in October, according to the manager, Tom Davies. The department had a striking display consisting of a Ferris wheel revolving slowly with a Victor dog on each step. There were records on the steps also and back of the great wheel was a large American flag and in front on terraced platform were scores of Victor records. The exhibit drew many customers to the store.

Manager Blum of the local Edison Co. went to New York the first of the week to hurry along shipments from the factory to this city. Several carloads of machines were promised Mr. Blum by the factory officials.

On account of the illness of one of the singers the October tone test of the Phonograph Co. was postponed until this month. These concerts will be continued periodically throughout the winter. They are meeting with phenomenal success. The company, by the way, is accepting Liberty Bonds as part payment on machines.

Charles Edison, son of Thomas Edison, recently called at the Phonograph Co.'s offices here. He was accompanied by C. H. Wilson, general manager of the Edison Co.

A. C. Barge, Aeolian demonstrator of New York, was at Dreher's not long ago, showing the constructional features of the Vocalion to the Dreher salesmen.

Four new dealers have been elected to membership in the Talking Machine Dealers' Association of Northern Ohio. They are: Hilliard & Curry, Walworth, O.; S. F. Flinn, of Ashland, O.; the Central Music Co., of Ravenna, O., and F. W. Trory, of Kent, O.

The new Victor models have arrived in town and already there is good demand for them. It is expected the holiday trade will boom the sale in these instruments.

An effort is being made to have Oscar Srueger, New York singing teacher, appear before the Talking Machine Dealers' Association of Northern Ohio soon to explain his method of teaching vocal training through talking machine records.

The interest charging scheme for talking machines is meeting with great success here. It is claimed that many more cash sales result from this plan.

An Eclipse Editorial

American Prosperity swallowed up the second Liberty Bond issue in short order and now American Prosperity is going to spend itself in a large way on Victrola music. In this connection, Victor Dealers are going to need efficient Victor service endowed with the numerous advantages offered in Eclipse Victor Service.
COMPARISON REMOVES ALL DOUBT OF ITS INDISPUTABLE SUPERIORITY

It is only when you have listened to and critically examined the instrument that you can know and appreciate the difference between Delpheon and merely a phonograph.

Delpheon is ready to undergo any test as difficult as can be devised to prove its absolutely incomparable tonal beauty.

An opportunity awaits you, dealers. Only a postal card is necessary.

The Delpheon Company
Bay City
Michigan
WASHINGTON, D. C., November 5.—Important rulings on the application of the new war tax law were announced recently by the Commissioner General of Internal Revenue. These included several decisions construing floor taxes about which great confusion exists, the text of which follows: "1. Where a corporation operates one or more retail stores and under the same name, but separately as far as bookkeeping and stock taking are concerned, the corporation's inventory return of stock on hand should include only that in the wholesale department. Where the bookkeeping and stock keeping of the wholesale and retail departments of establishments are kept separate, they will be regarded as if they were separate and distinct departments, and the retail stock will not be subject to the floor tax.

"3. Goods shipped and invoiced prior to October 4 are the property of the consignee, and if shipped to a wholesaler are subject to the floor tax, and the wholesaler is relieved from the floor tax, if shipped to a retailer, retaining ownership in the goods in question.

"4. Where a manufacturer consigns his entire product to a retailer, retaining ownership in the same until disposed of by the retailer, the manufacturer is required to make return, under oath, of all goods sold to the retailer from and after October 4, and to enable him to do so he must secure monthly returns from the retailer of the goods sold."

Other rulings on Sections 600, 601 and 602, which are of general interest, follow: "1. Are goods manufactured in the United States and sold to persons in foreign countries subject to the tax?

There is no exemption in favor of goods which are to be exported. The United States Supreme Court in numerous cases has held that such a tax does not constitute a tax on exports, or on articles exported, within the meaning of the Constitution. 'A general tax, laid on all property alike and not levied on goods in course of exportation, nor because of their intended exportation, is not within the constitutional prohibition.'

"2. In computing the price at which goods are sold may the usual trade discounts be deducted from the price thereof for the purpose of ascertaining the tax?

The amount of tax is determined by the price at which the goods are actually sold by the manufacturer, producer, or importer. Hence discounts would be deducted from the list price.

"3. Are net or gross sales to be reported?

That is, may there be deducted from the sales of each month merchandise which has been sold in a previous month and which is returned during the month in which the report is made?

"4. Where a manufacturer parts with his title in goods shipped to the wholesaler, and the wholesaler passes title to the retailer, retaining ownership of the goods, is the tax to be determined by the price at which goods are sold by the wholesaler to the retailer, or by the price at which goods are sold by the retailer to the consumer?

The transfer of title is complete when the goods are delivered to the retailer, and the tax is determined by the price at which the goods are delivered to the wholesaler prior to October 4, and when the goods are delivered to the wholesaler after October 4, the tax is determined by the price at which the goods are delivered to the wholesaler.

"5. Are net or gross sales to be reported?

That is, may there be deducted from the sales of each month merchandise which has been sold in a previous month and which is returned during the month in which the report is made?

"6. In computing the price at which goods are sold may the usual trade discounts be deducted from the price thereof for the purpose of ascertaining the tax?

The amount of tax is determined by the price at which the goods are actually sold by the manufacturer, producer, or importer. Hence discounts would be deducted from the list price.

"7. Are net or gross sales to be reported?

That is, may there be deducted from the sales of each month merchandise which has been sold in a previous month and which is returned during the month in which the report is made?

"8. Where a corporation operates one or more retail departments of establishments are kept separate, they will be regarded as if they were separate and distinct departments, and the retail stock will not be subject to the floor tax.

"9. Goods shipped and invoiced prior to October 4 are the property of the consignee, and if shipped to a wholesaler are subject to the floor tax, and the wholesaler is relieved from the floor tax, if shipped to a retailer, retaining ownership in the goods in question.

Other rulings on Sections 600, 601 and 602, which are of general interest, follow: "1. Are goods manufactured in the United States and sold to persons in foreign countries subject to the tax?"
THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., November 7.—The talking machine business in Philadelphia for October, like the previous months of the year, shows a marked improvement over last year. Not exactly to the extent of several of the other months of the year, but the dealers attribute this to the fact that the crusade for the second Liberty Bond took the attention of the purchasers, as well as much of their available cash, considerable, they believe, of which would have gone into talking machines.

The supply of machines and records came in a little better in October, and while it was not in sufficient quantity to fill all orders, yet it enabled the dealers to catch up somewhat in their unfilled orders.

A. J. Heath Takes Charge

A. J. Heath, the new Philadelphia manager, has assumed full charge of the Pennsylvania Talking Machine Co. For the past three years he had been the manager of the Baltimore and Washington stores of the Columbia Phonograph Co. He came to Philadelphia on October 15.

Mr. Heath received his first training in Philadelphia, when Walter L. Eckhardt, the recent manager, reorganized the Columbia here into the Pennsylvania Talking Machine Co. He went from here to New York and worked out a wholesale department in that city. Three years ago he went to Baltimore after operating one of the largest retail shops of his own in Greater New York.

Mr. Heath has had a great deal of experience in the wholesale end of the business. W. S. Parks, formerly Boston manager of the Columbia Co., has taken over the Baltimore end of the business. Mr. Heath says that his aim here will be to give the dealers in the Philadelphia territory the very best service that it is possible for him to render.

C. S. Keyes is now covering the Pennsylvania district outside of Philadelphia, with offices with the Pennsylvania Co. at 210 North Broad street. He was formerly associated with Mr. Heath in Baltimore.

W. C. Fuhri, now the district manager of all sections as far South as Atlanta, is one of the oldest talking machine men in the district. The Pennsylvania Co. have been enjoying an exceptionally good business, and they have arranged to considerably enlarge their capacity for the carrying of more records.

J. D. Westervelt, who has been connected with the trade promotion end of the business, will hereafter also look out for the wholesale trade in this city.

Big Institutions Take on the Dictaphone

The Dictaphone business of the Pennsylvania Co. was very good during October, and showed a considerable increase over last year, but not to the extent of previous months. Frank Dorian, the general manager of the Dictaphone, was a Philadelphia visitor, as was also Nathan Milnor, who is the general sales manager of the same company. In October they put in a big installation with the Theodore Presser Co., also another equipment with the Westinghouse Electric Co. A. P. Dillont, recently of the New York sales force, has joined the Philadelphia force. They have lost two of their men, Frank Pierce and William Page, who joined the army, and W. H. Appleby, who went into the navy.

Liberty Loan Campaign Disturbed Trade

The Louis Buehn Co. report that, while they enjoyed a very satisfactory business in October, it was not quite as large as in September, and attribute it to the large amount subscribed here for the Liberty Loan. This loan had the tendency to disturb business a little bit. Nevertheless the Buehn Co. closed a mighty fine volume of business, although machines and records are not coming over from the factory as fast or in as large quantities as they would like.

Harry H. Troyer, one of the salesmen at the Buehn house, has joined the army and expects to leave this week for camp.

Some Visitors Within Our Gates

Among the talking machine visitors in town this week were: W. C. Day, Jr., of the Salisbury Music & Specialty Co., of Salisbury, Md. He states that he recently added another booth to his talking machine department. J. J. Kneiss, of Mahanoy City, was also here, and Mr. Fristine, of the Stroudsburg Music Co., of Stroudsburg, Pa.

Enthusiastic Over Business and Prospects

T. D. W. Connely, the local manager of the Sonora Salon, is quite enthusiastic in speaking of the business his firm succeeded in doing in Philadelphia in October. He says: "Business is great, and it looks as if they were going to swamp us here. We had a dandy month, and the month of November is starting up big, and it looks as if the holiday business was going to be extremely large. The orders for future delivery are coming over every day."

The Sonora here will begin concertizing—two weeks weekly—beginning the middle of this month. Instead of the Sonora Shop the place will hereafter be known as the Sonora Salon.

Mr. Connely is so well satisfied with Philadelphia that he has purchased the home in which he has resided since he came here, at 5333 North Camac street, in Logan. He left Philadelphia on Saturday evening for Minne-
A. Baker Helps with Wheatless Days
R. Butcher Helps with Meatless Days
but there is NO HELP FROM YOU with profitless Days

"Business as Usual" is what helps our country, and with tremendous demand for music coming with the holiday season, your stock of Victor Records is profit insurance. Now is the time that

BUEHN SERVICE on VICTOR RECORDS

works to its best advantage for your benefit. You remember how Buehn Service pioneered the way for "Victor Exclusively," then "Wholesale Exclusively" and "Record Service Conclusively." We have specialized on Victor Record deliveries for years and our system of ordering and delivering is handled by "train dispatching" methods. Every possible effort, mental or financial, is at your command for helping you to round out the two busiest months of extreme profit.

Buehn Service actually helps you to ORDER RIGHT and is for you, first and last.

The Louis Buehn Company
VICTOR DISTRIBUTORS
PHILADELPHIA
When the rush is on for phonographs and records, don't be without.

As the leading jobbers in this line, we can deliver the goods.

ASK FOR OUR PRICES.

We can offer SAPPHIRE NEEDLES at old prices, while present stock lasts. New supply will cost much more.

SELLING AGENTS

MAGNEDO NEEDLES

"The Steel Needle With the Gold Finish"

PLAZA MUSIC CO.

18 West 20th St. New York
are all embraced in the new 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 turntable revolutions. The turntable 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
Happenings in the Dominion of Canada

TALKING MACHINE TRADE MOST ACTIVE IN TORONTO

R. S. Williams & Sons' Sales Contest—Musical Phonographs—C. J. Pott Attends Meeting of Merchandise Sales Co. Distributor for Brunswick Heineman Managers—Other Interesting News

Toronto, Ont., November 8.—The R. S. Williams & Sons, Ltd., held a sales contest for the phonograph and piano departments during the summer months that succeeded in stimulating the efforts of the staff and was a source of much friendly rivalry and inspiration. The last year's business agreements were then reviewed in that quota of this year, and for each 1 per cent. of this business secured the department was given one point. The race was broken up into three “legs,” and the winners in the Excelsior Life Building in this city. They will carry samples of the complete line of Brunswick phonographs. Mr. Pott, who has been connected with the Bruns- wick firm, joins the Merchandise Sales Co. to look after the interests of Brunswick, and visiting dealers when in town can inspect the line at the address given. The company now announce Brunswick records, of which a catalog of some five hundred numbers are available. These are the “hill-anddale” type, and the list is being added to each week.

The Canadian Symphonola Co., Ltd., announce the addition of another model to their line of phonographs. This is designated Style “C” special, and retails at $64 in fumed oak and $67 in mahogany.

Musical Merchandise Sales Co., sole Canadian distributors of Brunswick phonographs, have opened up branches in the Excelsior Life Building in this city. They will carry samples of the complete line of Brunswick phonographs. Mr. Peet, who has been connected with the Brunswick firm, joins the Merchandise Sales Co.

In mahogany.

The company now announce Brunswick records, of which a catalog of some five hundred numbers are available. These are the “hill-anddale” type, and the list is being added to each week.

The Canadian Symphonola Co., Ltd., announce the addition of another model to their line of phonographs. This is designated Style “C” special, and retails at $64 in fumed oak and $67 in mahogany.

George H. Honsberger, assistant manager of Pathe Frères, has completed a tour of country fairs throughout Ontario with good success in the mahogany.

The company now announce Brunswick records, of which a catalog of some five hundred numbers are available. These are the “hill-anddale” type, and the list is being added to each week.

The Canadian Symphonola Co., Ltd., announce the addition of another model to their line of phonographs. This is designated Style “C” special, and retails at $64 in fumed oak and $67 in mahogany.

Among the supply houses visited by Mr. Moore were: Ricardo Lefebvre, manufacturer; J. E. Emanuel Gagne, physician, and Orphyre Cox also has an electric motor for talking machines that he is considering putting on the Canadian market. He was well received wherever he visited.

EDISON TONE TEST IN MONTREAL ATTRACTS CROWDS

Critie of Leading Paper Speaks of Novel Entertainment—New Quarters for Goodwin's, Ltd.—Ricardo Co. to Make Phonographs—New Pathé Agent in Sherbrooke—Dollar Day Featured

MONTREAL, Que., November 6.—The Gazette reporter who recently had the opportunity to test metal recently held in this city, said in part: “A large and interested audience at the balcony of the Ritz Carlton Hotel last evening enjoyed a ‘tone test’ recital by Miss Marie Morrissey, the American contralto, and Philip Schell, violinist, with the Edison Diamond Disc phonograph. The recital was of a kind entirely new to Montreal audiences. Some assistants removed the solos and duets on the instrument, then varying to songs which at times the artist sang or played, at times the instrument, while again the artists actually played the instrument, while again the artists actually played. The program proved a novel entertainment, and the capacities of the machine in creating the subtle atmospheric conditions was at times quite impossible to say whether the artist or the machine was playing or singing. During the evening Miss Morrissey was presented with a beautiful bouquet of roses.”

Goodwin’s, Ltd., of this city, have removed their Edison department to its new home on the second floor of their building. A representative of Thomas A. Edison, Inc., has pronounced the suite of individual concert and showrooms to be the finest on the continent outside of an establishment for the exclusive sale of phonographs and talking machines.

The Ricardo Gramophone Co. of Montreal, has been incorporated to manufacture and deal in phonographs and talking machines, and is now at 343, Capital, New Glasgow, and having purchased the factory of Victor, has also been appointed sole Pathé representative in that city.

Mr. V. K. Kautzman, formerly manager of the Mason & Risch Victorla department in Toronto, has also joined the Montgomery firm, and is engaged with their new retail branch. Already the firm report considerable success in inducing people to call at the Sorona retail studios, as this branch, is located, designated, located, on the third floor. H. L. Hewson, of H. L. Hewson & Son, Amherst, N. S., Pathé distributors in the Maritime Provinces, visited the headquarters of Pathe Freres Phonograph Co. in Toronto recently. Mr. Hewson reports that fall business was opened up well.

New folders are being issued by J. Montagnes & Co., Canadian distributors of the Sonora line of phonographs, showing revised prices. In accordance with price changes in the United States a new list was made effective in this country commencing October 1, which shows advances in the selling prices of five models, the reduction being in the cost of production. The types with new prices are: Troubadour, $110; Imperial, $150; Laureate, $280; Grand, $350; Invincible, $550.

Mr. J. W. Martin & Bro., Steim- way dealers, Rochester, N. Y., visited a number of Canadian dealers during the month. The visit of Mr. Cox was in connection with his invention of the first phonograph to be produced in this country. Mr. Cox also has an electric motor for talking machines that he is considering putting on the Canadian market. He was well received wherever he visited.

(Continued on page 42)
FOUR YEARS AGO

Neal, Clark & Neal Company, Buffalo, N. Y., installed a complete Unico Department of Seven Demonstrating Rooms, Record Stock Rooms, Offices, Wainscot, Ceiling Decorations, etc., in Unico Design Number Two. The illustration at upper left indicates the Efficiency of this 1913 Installation of

THE UNICO SYSTEM

YOU CAN DEVELOP THE most profitable Talking Machine Business in Your territory through The Unico System. Neal, Clark & Neal Company now require 21 Demonstrating Rooms, an increase of 300 per cent. We can refer to hundreds of examples of similar growth. What is now the largest Retail Talking Machine Department in the World made an initial installation of eight Unico Rooms in 1915. Successive installations have increased this Department to seventy-nine Rooms.

THE UNIT CONSTRUCTION

RAYBURN CLARK

121-131 South Thirty-first Street

LITERATURE UPON REQUEST.
THE SALES BUILDER

WE CAN SHIP PROMPTLY FROM STOCK

OUR YEARS' GROWTH experienced by Neal, Clark & Neal Company in their original Unico Department has made necessary one of the largest and best equipped Talking Machine Establishments in the Country, executed throughout in special Unico Adam Style. Similar growth and development have been experienced by prominent dealers in all sections of the Country through THE UNICO SYSTEM.

WE CAN HELP YOU, AS we have helped hundreds of other dealers, by planning and executing for you a Department which will give your Establishment the recognized leadership in your community. Consult us at once as to this planning service. Make your preparations Now to assume this leadership with the advent of the New Year. The Unico System will Double your sales.

ACTION COMPANY

[Signature]

WRITE TO-DAY

PHILADELPHIA, U. S. A.
ONTARIO NEWS BRIEFS
W. R. Hamilton Tells How Jewelry Dealer May Benefit Through Handling Talkers—Edison Dealers Feature Edison Week—Victrola Recitals at Heintzman Hall—News of Importance From Kingston and Other Points

W. R. Hamilton, of Grand Valley, Ont., who is an old-time jeweller, is quite enthusiastic about the talking machine as an accessory to his business, and believes that where these instruments are pushed intelligently and enthusiastically, business cannot be won unless the talking machine is presented correctly through proper store equipment and salesmanship.

The Home Outfitting Co., Ltd., of Hamilton, Ont., recently opened a branch store at 77 James street, North, with a full line of Pathéphones and records. This is known as Pathé Store No. 2, as this company also conduct an establishment at 170-178 King street, East. The new store is handsomely fitted out.

In commemoration of Edison Week and in honor to Mr. Edison special concerts on the New Edison were held featuring the New Dia-phonographs and records.

The New Edison Diamond Disc phonograph was lately demonstrated by Glen Ellison to a large audience at the Conservatory of Music, Hamilton, Ont.

At Heintzman Hall Saturday afternoon, October 12, saw the first of Heintzman & Co., Ltd., free Victrola recitals for the winter season. Marly Sherris, Toronto's favorite baritone, was an added attraction. The Victrola program includes selections by all the leading Victor artists. These popular Victrola recitals will be featured every Saturday afternoon until the close of the winter season.

R. F. Willco & Co., Pathé Parlors, 11 Bloom street, East, Toronto, recently advertised their address as 75 Union Steps from Yonge street to the Red Rooster.

R. J. Rodger, 132 Princess street, Kingston, Ont., has taken on the representation of the Aeolian-Vocalion.

T. F. Harrison Co., Ltd., 220-237 Princess street, Kingston, Ont., have opened up with a complete line of His Master's Voice products, and will carry a large stock of Victrolas and Victor records.

BIG BUYERS OF RECORDS
Canada's Foreign Population Revel in Good Music Through "Talker" Records—Some News of Interest From Trade in Winnipeg

WINNIPEG, Man., November 5.—In an article on how Immigration Helped Music, the music editor of the Edmonton Journal referring to Western Canada, says in part: It astonishes one who has not had occasion to learn to what extent our foreign population are purchasers of talking machine records. Many of them delight in the opera records. Their children soak up the musical training the public schools give like a large sponge in a dribble of water. The future lies to a very substantial extent in the new citizenship molded from a fusion of temperaments, these new ranks of our foreigners will much credit be due for the introduction of more music among the masses.

The music critic of the Manitoba Free Press, Winnipeg, commenting upon Miss Ellerman's recent appearance in that city, in an Edison tone test recital, said: "Miss Ellerman sang in unison and alternated with her own voice as reproduced by the Edison phonograph. It was practically impossible to tell when she stopped and the phonograph began, except by watching the movement of her lips, proving beyond the shadow of a doubt that Edison has at last mastered the science of recreating the human voice. The problem of music in the home is solved when the phonograph is used.

Mr. H. L. Conlin, manager of the Western Gramophone Co., Ltd., is at present on a business trip throughout the West.

A decided increase in record sales is a feature of the month's business closed by Babson Bros., Edison dealers. This firm put on an Edison tone test with the assistance of Miss Christine Miller, from which they report good results.

The Winnipeg Piano Co. report sales and collections improving. Good results came from the tone test of Miss Amie Ellerman held here recently in the interests of the Edison phonograph.

Owing to ill health C. H. Rife, of Brandon, Man., wholesale representative for Columbia Grapholas and records, announces that he is leaving for Long Beach, Cal.

Cross Goulding and Skinner, Ltd., Winnipeg, Man., have added the Brunswick phonograph to their list of agencies.

DEMONSTRATION RECORD POPULAR
The Emerson Phonograph Co., New York, has just issued a very interesting demonstration record which has been sent broadcast to Edison dealers throughout the country. This record is being used to excellent advantage, and many Emerson dealers have stated that they can trace direct sales through the proper presentation of this record.

The Emerson demonstration record is a double-faced record, one side of which presents "A Dealer's Message to His Customers," while the other side gives a review of the Emerson all-star October records. Both sides are splendidly recorded and give the auditor an accurate idea of the Emerson record library.

J. F. and W. H. Nace, piano dealers of Hanover, Pa., recently had an excellent exhibit of Columbia Grapholas at the York Fair.

THE TALKING MACHINE WORLD

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

used columns of the local newspapers boosting the concert, and asked everybody to come in and sit down, as the concert was free.

His experience was most satisfactory indeed. As a lot of people came in and thoroughly enjoyed the concert, and he sold a good many machines and a large number of records as a result. He was so pleased with the result that he wrote specially asking that the information be passed on to other dealers, which we must gladly do, and know that everyone will take advantage of it.

The first Pathe recital in Halifox, N. S., demonstrating the Pathephone took place in that city recently. The Nova Scotia Furnishing Co., Ltd., in whose premises the recital was featured, report a number of sales of high-priced instruments and numerous inquiries following the recital.

Almy's, Ltd., are selling large quantities of seven-inch double discs Emerson records, which retail in Canada at 35 cents. At 714 Mount Royal avenue has been opened the Mount Royal Exchange, for the exchanging of records.

By special arrangement between Do Monts Chapter I. O. O. E. and the Edison Laboratories, Miss Marie Morrissey, contralto, assisted by Philip Sheib, violinist, recently appeared at the Imperial Theatre, St. John, N. B., an admission fee of 25 cents was charged and the proceeds were used for patriotic purposes.

The New Edison Diamond Disc phonograph was lately demonstrated by Glen Ellison to a large audience at the Conservatory of Music, Hamilton, Ont.

W. R. Hamilton, of Grand Valley, Ont., who is an old-time jeweller, is quite enthusiastic about the talking machine as an accessory to his business, and believes that where these instruments are pushed intelligently and enthusiastically, the best possible results accrue in a business way. The concerts, however, success cannot be won unless the talking machine is presented correctly through proper store equipment and salesmanship.

The Home Outfitting Co., Ltd., of Hamilton, Ont., recently opened a branch store at 77 James street, North, with a full line of Pathéphones and records. This is known as Pathé Store No. 2, as this company also conduct an establishment at 170-178 King street, East. The new store is handsomely fitted out.

In commemoration of Edison Week and in honor to Mr. Edison special concerts on the New Edison were held featuring the New Diamond Edison Disc phonograph at the following places in Hamilton, Ont.: Lyric Theatre, Red Cross Lunch Room Royal, Connaught Hotel, McLachlin Carriage Co. (Motor Show).

These demonstrations were in addition to those at the credited representatives of the Edison Co.

The Old Reliable Percival Co., 154 Bank street, Ottawa, Ont., and Merrickville, Ont., are doing a large phonograph business.
Buffalo's foreign-born citizens are doing more than buying Liberty Bonds. They are buying Columbia foreign records. You are missing a splendid opportunity if you fail to develop this growing department of the Columbia business.

Columbia Graphophone Co.
Woolworth, Building, New York

BUFFALO TRADE STARTS DRIVE FOR HOLIDAY BUSINESS
Floating of the Second Liberty Loan Appears to Have Helped Rather Than Retarded Sales—
Talking Machines for Soldiers and Brides—Generous Advertising the Rule

BUFFALO, N. Y., November 5—Buffalo talking machine dealers have settled down to a powerful drive for holiday business which promises to be thoroughly satisfactory. The second Liberty Loan, with its local quota of more than $62,000,000, has inspired dealers and customers alike with confidence, and business is brisk with an abundance of ready money. That they still have thousands available for talking machines for Christmas is taken for granted.


Frederick A. Delano has been working successfully among the lecturers for the advertising course at the Central Y. M. C. A., Buffalo. Albert Schwegler, of Schwegler Bros., Victor dealers, is passing the cigars on account of the corporation's war work and is busy with an abundance of ready money. The store has been cleared of stock, backed up with an abundance of ready money. They still have thousands available for talking machines for Christmas is taken for granted.

Mr. Delano has demonstrated the Saenger records for the benefit of the Metropolitan tenor. Edison Week was successfully observed by Chas. J. Hereth, who made a drive for business on this instrument. Special window displays and demonstrations were a feature. Talking machines and other musical instruments and sheet music are among the latest needs of the National Y. M. C. A. war work council for the soldiers in France, according to a Buffalo announcement.

Edward Scott has been appointed advertising manager of Neal, Clark & Neal. This firm recently advertised Liberty Loan music which, according to the firm, will help you patriotic if you are not already patriotic.

Buffalo newspapers are carrying considerable advertising of Sonora talking machines. The campaign has acted as a stimulus for the Sonora trade in this city. John Schuler, Sonora dealer, is an active member of the Busy Corner Club, which is booming business in Main and Erie streets.

J. N. Adam & Co. recently conducted their thirty-sixth anniversary sale. The store was crowded during the event and the Victrola department received its share of the trade.

C. H. Utley gave considerable advertising to "Edison Week." The amateur patchwork advertisement contest for the benefit of the New Edison was also boosted by Mr. Utley.

Several good sales and prospects were a result of the display at the Hamburg fair by the Hoffman Piano Co., Sonora dealers.

WINS DISTRICT SALESMAKES CUP
BUFFALO, N. Y., November 2—Alexander Dankman, wholesale salesman for the Columbia Graphophone Co., has been successful in winning the district salesmen's cup for the month of August. He has just been notified of his success. Mr. Dankman is trying very hard to win the cup again this month, and present indications show that he will probably be a winner. When the trophy is won three times in succession it becomes the property of the holder.

SOMETHING NEW
An Automatic Top Release
For Victrolas XI, XIV, XVI and XVII
Fastens on catch-plate by the front screw only. Cover can be lowered without touching the brace.

Easily Applied Works Perfectly Sells Readily Fully Guaranteed
One jobber's original order was two dozen. Inside of two weeks ordered over 300. The extra profit on accessories helps out on the gross amount. You better investigate this.
Sold only through Victor Jobbers and Dealers

PRICE:
Nickel Plated, $1.25 Gold Plated, $1.75

LIBERAL DISCOUNTS

W. D. and C. N. Andrews
Buffalo, N. Y.
PROMPT DELIVERY

Brown Disc Record Cabinets

We can ship at once Brown Disc Record Cabinets in any quantity if you order at once. These remarkable record cabinets are fast winning friends, and the sales are growing by leaps and bounds. Be prepared for the holiday demand by ordering NOW before the railroads become too congested.

ORDER NOW

A small machine combined with the No. 2 or 4 Brown Disc Record Cabinet makes a highly satisfactory substitute for the medium-priced cabinet machines so difficult to obtain around the holidays. In fact, the Brown Disc Record Cabinet gives far greater value because it serves the purpose of a cabinet, and as a record file has no superior.

ORDER NOW

Your customers will at once appreciate the unique convenience of the Brown Disc Record Cabinet. The records can be instantly located and replaced with an ease and dispatch that bars accidents.

The beauty of these cabinets is unusual. Choice wood, artistic design and superior craftsmanship combined give them a distinctive charm rarely found in goods of equal price. Moreover, they are BUILT TO ENDURE.

ASK FOR CATALOGUE
No. 317, T W

The Globe-Wernicke Co.
CINCINNATI
War conditions do not affect Milwaukee trade

Stocks of Machines Placed in Storage for Holidays Being Depleted to Meet Current Demands—Association of Music Industries Active—What Various Houses Have to Report

Milwaukee, Wis., November 6—If the engagement of the United States of America in world war has hurt business in any way, shape or manner, talking machine and phonograph dealers of this city do not know it. If the business of the nation has felt any deterrent effect as the result of the conflict and its ramifications, it has not reached the manufacturers, jobbers or retailers of phonographs. The outlook for the coming sixty days is by far the most favorable that the trade has ever known, and the only lament that is heard is that there is every reason to believe that stocks of machines, records, needles and other supplies will not cover the demand from now until Christmas eve.

In spite of the fact that local dealers accepted the warning of the manufacturers and jobbers several months ago and anticipated their requirements for the remainder of the year in liberal measure, the demand since midsummer has been so great that machines held in reserve for the holiday season have been requisitioned out of storage to fill immediate demands. Requirements, it appears, were anticipated too conservatively even at this late date to replenish stocks, the expected demand from now until December 24 will greatly exceed any number of machines that dealers can possibly expect to receive.

The Milwaukee Association of Music Industries, which has become one of the liveliest and most energetic associations of phonograph and piano dealers in the country, in spite of the fact that it is only nine months old, expects to institute an advertising and sales campaign during the remainder of November and December that should make the entire music trade “sit up and take notice.” Preparations are being made for a co-operative advertising campaign, the expense of which will be borne by the members, but the benefit of which will accrue to the industry in general, and more particularly to dealers in Milwaukee and vicinity.

The cost will be about $2,500. Arrangements have not yet been concluded, but it is planned to start the campaign in time to influence holiday business.

The music industry of this city contributed about $75,000 to the total subscription of $33,221,950 made by the citizens of Milwaukee toward the second Liberty Loan.

A. G. Kunde, Columbia jobber, is engaged in a fortuitous trip through the State to give Columbia dealers in his territory a final opportunity to secure holiday season shipments. Mr. Kunde predicts that Columbia dealers are going to run short of stocks before the holiday season has passed, and several officials of the Edison association, which will be along the lines of similar gatherings held in other sections of the country, and several officials of the Edison laboratories are expected to be present.

Edison convention in Detroit

Detroit, Mich., November 8—A convention of the Edison dealers in the Detroit zone will be held in this city on November 13, under the auspices of the Phonograph Co., of Detroit. Elaborate plans have been made for the convention, which will be along the lines of similar gatherings held in other sections of the country, and several officials of the Edison laboratories are expected to be present.

About Cabinets

The sale of records during the coming holiday season is certain to eclipse anything that has heretofore ever occurred. Interpreted in terms of record cabinets, this means a big opportunity for a very profitable business.

If you stock up now with the famous Udell Cabinets, you are bound to be rewarded in a handsome way. Protect yourself by seeing that your cabinets bear this well-known trade-mark.

Guaranteed The Udell Works Indianapolis

We advise you to order now. The fall demand already has us working at top notch capacity and of course there is the increasingly difficult problem of transportation.

The Udell Works
1209 West 28th Street
Indianapolis, Ind.

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.
125 Second Street
Milwaukee, Wis.

Victor Distributors
The only come-back on Columbia Records is the come-back for MORE Columbia Records. Buyers of Columbia Records are quick to detect the marked superiority of Columbia reproductions.

NEW TYPE OF VEECO MOTOR

Veeco Co., Boston, Introduce Improved Model of Their Electric Talking Machine Motor

The Veeco Co., manufacturers of the Veeco electric motors for talking machines, at 218 Boylston street, Boston, Mass., have just placed on the market a new improved model of the Veeco motor upon which experts have been working for some time past. The new model, while of the general design of the old type, is possessed of a number of new features that have proven desirable. For one thing the frame has been made somewhat heavier, to insure solidity, and several improvements have been introduced in connection with the governing device and other sections of the mechanism. The new motors that have already been sent out on orders are stated to have proven most satisfactory under test.

Chas. F. Simes, president of the Veeco Co., who enlisted in the United States Army shortly after the outbreak of the war, is now reported to be in France with the American expeditionary forces.

DAVEGA'S NEEDLE WINDOW DISPLAY

A novel needle window display was seen recently in the windows of J. Davega, Jr., Inc., at 125 West 125th street. Two large steel needles over a foot high were centered in the window and heaped about it in profusion were the Victor, the Brilliantone and other brands sold by this company. This company has paid quite a little attention to the needle situation and the volume of business transacted both retail and wholesale has reached large proportions.

Why You Should Sell

WESER PHONOGRAPHS

Our best argument why you should sell Weser Phonographs is the nation-wide sale of Weser Pianos and Player-Pianos. The value we put into them furnishes the Weser dealer with his best selling argument. And he knows that we make pianos of quality that he can sell at a moderate price and still make a good profit.

We did not attempt to manufacture phonographs until we were certain that we could make and sell them on the same plan. And the Weser Phonograph itself proves our case. In tone quality, construction and appearance it satisfies the most experienced dealer in phonographs. Weser Phonographs can be sold at a price that appeals to every class. And no matter what style Weser you sell, there is a good profit in it for you.

Let us tell you more about them

WESER BROS., Inc.
520-530 West 43rd Street
NEW YORK
ADVANCED PRICES AND BONDS INTEREST ST. LOUIS TRADE

Retailers Generally Report Little Effect From the Sale of Liberty Bonds or the Announcement of New Machine Prices—Extensive Publicity Now the Rule—Business Lively

Sr. Louis, Mo., November 6.—The closing days of the second Liberty Loan sale caused something of a check in the retail sales of machines in this city, but the retailers say that the check was not as serious as they anticipated. It mostly affected the dealers whose trade runs largely to lower-priced instruments on payment plans. It is supposed that a good many of these missed sales will be made later, as a number of dealers report that prospects have told them "We have decided to buy a Liberty Bond, but on payments and, when we get that paid for, we will come down and trade it for a machine." These folk are doing their bit by doing without the expected music until they have at least $50 in a lump.

The Liberty Bonds have raised another interesting question. One local concern has advertised that a $50 Liberty Bond will be accepted as $32 in payment for merchandise. This company sells Edison and Victor machines. The question is as to price cutting. By some dealers the offer is regarded as being the old trading stamp question over again. Several dealers have asked for a ruling from the factories on this question and a number of them would like to duplicate the offer, as they think it good business, also a patriotic move toward giving the Liberty Bonds a good price.

There has been time to test the effect on the retail trade of the advanced prices. In the main the local advertising along this line has been clean and has stated the advanced price question as the factories have presented it, that the increasing cost of materials and the war tax made too much of a strain to be carried. One firm advertised that it was not going to increase the price of Victors, at least that was the inference of the ad, whether it was meant or not. This created something of an advertising controversy for a few days.

The jobbers assert that neither the Liberty Loan nor the advanced prices have hurt their trade but that they are piling up large totals and will exceed the same months last year. Trade but that they are piling up large totals and will exceed the same months last year. Wholesale Manager Salomo, of the Columbia warerooms, reports the first shipment from the "Dealers’ Service Department," a consignment of some 10,000 sets of instruments are sold at a special price to all dealers. He has placed, he says, a sign with almost every dealer and hopes to make a clean sweep. The dealers, he says, are exhibiting a lively interest in this new department of the home office, as they see an opening for much aid in co-ordinating the retail sales business. The patriotic records, Mr. Salomo says, continue their drive without check. Western Manager Yerkes was a recent visitor at the local store.

The Columbia Phonograph Co. did not get into the new building by the 1st of the month, much to the regret of President Silverstone, who has concluded that he will be fortunate to be well settled by the 15th of December. However, he will be able to use the lower floor before that time. He may use it in connection with a tone test recital by Florence Ferrill and Helen Jef- ferson, the former a violinist and the latter a viola- nist, who are to spend two weeks in this district giving tone test recitals for the various dealers.

The number of smart appearing talking machines of new make that are appearing in well-established stores that have ignored the mushroom types so numerous for several years is causing comment. Only recently has the Pushmobile model been advertised by F. Beyer & Son. Of course, the Antiphone has been on Olive street for a long time. The Steger & Son machines made their appearance on Olive street a few days ago with the Lufman Piano Co. The Music Master has appeared in a number of jewelry stores. The Detmer agency is at present displaying the Detmer Golden Tone. The Smith-Reis Piano Co. has added the Brunswick to the Victors.

Toward the end of the month there was considerable advertising of machines with a set of records for a lump sum. Most of these advertisements were properly worded and included the records to a certain limit or approved substitutes which kept the records within the price limit. But some of them appeared to leave the dealer open. A story is told in this connection of a dealer who left the door open as to the selection of records and an apt customer appeared and picked high-priced records until their cost almost equaled that of the outfit and then gave the dealer choice of filling the order or answering to a charge of "dishonest advertising." He got the records.

"WHAT WE HEAR IN MUSIC"


The Victor book for the study of music history and appreciation, "What We Hear in Music," by Anne Shaw Faulkner, has just been reprinted with a number of revisions, and is now being delivered to Victor dealers.

This book is the first one of its kind to give practical teaching helps for the use of Victor records. It has been adopted by hundreds of high schools, normal schools, conservatories of music, and churches, where it is used as a text in the classroom. This book is also found on the shelves of nearly every library, and is coming into use as a guide for music study in clubs and civic centers. The price of this valuable book remains the same, $1.

The Victor educational department is also urging all retailers to display and push the sale of the story book "Pan and His Pipes" for the coming Christmas season.

PUSHMOBILE FOR GRAFONOLAS

Columbia Co. Now Furnishing Special Carriage for Machines for School Use

The educational department of the Columbia Graphophone Co., New York, has just advised its dealers that it is ready to furnish them with a Pushmobile for use with the No. 50, No. 60, or similar types of Grafonolas that popular models for school use. This Pushmo- bile completes a perfect school outfit that is suitable for classroom, assembly hall, gymnasium, or church.

The Pushmobile has double doors with lock and key to keep the records secure. The turntable and reproducer may be locked in the cabinet and the machine may be carried away with the Pushmobile. There is no doubt but that this complete school outfit will meet with a ready sale, as it adds materially to the convenience of the users of Columbia school products, enabling the teacher to move the Grafonola from one room or department as desired.

The GABELOLA

The Home Entertainer Supreme

Plays a repertoire of 24 numbers continuously, doing all the work itself. The owner does not have to change the needles, records or wind the motor. It plays any lateral cut record.

It is decidedly artistic in appearance, has a wonderful tone, and musically and mechanically represents a distinct achievement. It is absolutely unique, and is an instrument that will appeal to the very best trade in your community. It is made in several attractive styles and is sold at a price that will appeal to the very best trade. The GABELOLA will prove a veritable bonanza for the lugh class holiday trade.

GABEL’S ENTERTAINER COMPANY

210 N. ANN STREET, General Offices and Factory — CHICAGO, ILL. GABEL’S ENTERTAINER SALES CO., Suite 512, No. 117 N. Dearborn St., Chicago
A SUGGESTION

Order your B & H Fibre Needles NOW and take deliveries when needed. This will enable us properly to care for the requirements of our old friends in the trade and avoid the possibility of causing them inconvenience by delay in delivery.

THE B & H REPOINTER

The B & H Fibre Needle Repointer is now ready for distribution in limited quantities. For efficiency, workmanship and general appearance it cannot be excelled. It is produced as the result of years of experience in the manufacture of the fibre needle and the consequent knowledge of its nature and requirements. Price $2.50 retail. Regular trade discounts.

B & H FIBRE MFG. CO.
33-35 W. Kinzie St. Chicago, Ill.
WHAT IS GOOD MUSIC?

The Victor Talking Machine Co. has engaged the Boston Symphony Orchestra to make records of orchestral music. The Columbia Graphophone Co. has some time ago begun offering records made by the Chicago Symphony Orchesra. The demand reported by both of these companies for records of high-class orchestral music is but one indication that there is a growing interest in music, and not particular music, but in music. The market for records of good music is rapidly and steadily increasing. It is utmost to the talking machine salesmen who wish to be fitted to keep up with all the movements of the industry will see the necessity of beginning to, for themselves, a musical education, and to the new firms that are cropping up offering records of high-class instrumental records which are now coming on the market in steadily increasing numbers.

Takaing a Practical Interest

When I say a "practical interest," I mean simply that sort of interest which enables one to enjoy for oneself the playing of fine music, and I mean by "practical," not the rudiments of talking machine technique, but the interest in and appreciation of good music in all its forms.

By degrees the talking machines are working up throughout the nation an understanding and appreciation of the very finest in music. By degrees people who have never heard a symphony orchestra or a string quartet in their lives are becoming aware that there is in these regions of "high-brow" music a fascination even to the untrained which is to the music lover in tangible form what browning with rehearting, and that finally becomes too strong for resistance. Bit by bit the musical tastes of the public are being moulded into new and finer forms. In the work the remaking of the great talking machine companies are not only admirable but of vital importance. I am certain not exaggerating in saying that the work of the talking machine in improving the taste of the people musically is more effective than that of any other single element.

Guidance

Now, if one thing is more certain than another, that thing is the general desire and need of the people for guidance in their choice of these better kinds of records. It is a plain business maxim that when a tendency is perceived to exist, that tendency should be encouraged, if it is good for business. When the public is seen to be tending towards a demand for a certain type of record, the increasing sale of which is desirable, everything that can be done to encourage this demand should be done. That is plain enough.

But it would lead you, perhaps, to many other interesting and fascinating details. But it should not be expected that such a visit, if it were the first, would produce any clear ideas on the subject of orchestral music or the symphony. It should lead you, if you should be willing to analyze your impressions, to the notion, at least, that in all this pertaining it is necessary to acquire the power and capacity of this great composition instrument of music.

The Masons

This key can perhaps most elaborately be found by the simple process of going to concerts and reading the program books. But it can much more quickly and more easily be found by taking the trouble to read such a book as W. J. Henderson's "How to Listen to Music," which tells you all about orchestras, the various instruments they use, the different forms of art-music, how these may be recognized, and many other interesting and fascinating details.

But, as a sort of preliminary to the possible study on your part, perhaps you will allow me to give you a little notion of the general make-up, as it were, of the kind of music which is played by the great orchestras, the great soloists performers on violin, 'cello or piano, the great string quartets, etc. I shall, however, wish to say nothing at the moment about opera, for that is already so wonderfully discussed and commented upon in the columns of the daily press. But such is the fact that a little appreciation of good music is very little developed—say four centuries ago—almost the only kind of music one could hear was vocal; and this was very crude indeed. It may perhaps be possible for you to begin in small movements of a lighter order, still, the Pathé Co. has produced complete symphonies in Europe, and it is quite certain that the same will soon be done here. When it once gets started there will be no end to it and the necessity will be still greater of acquiring the knowledge set forth here.

The Masters

It is a fact not to be denied by those who have opportunity to acquaint themselves with the kind of musical form which we denominate symphony. In thirty years of patient study to discover the fact that the voices two could sing together on different notes, without coming into collision with each other. This is what the harmony took years to develop and meanwhile musical instruments lagged behind the human voice, and music as an art only began to exist seriously in a century ago.

The Symphony

Now, the principal work of symphony orchestras, such as the Boston and Chicago organizations, which are now quite well established, is to play symphonies and other musical works based upon this form. The symphony form is the dominating one, and, although, at first, the orchestra, as made by the great masters, would doubt be small movements of a lighter order, still, the Pathé Co. has produced complete symphonies in Europe, and it is quite certain that the same will soon be done here. When it once gets started there will be no end to it and the necessity will be still greater of acquiring the knowledge set forth here.

I understand, then, that you must undertake to acquaint yourselves with the kind of musical form which we denominate symphony. In thirty years of patient study to discover the fact that two voices could sing together on different notes, without coming into collision with each other. This is what the harmony took years to develop and meanwhile musical instruments lagged behind the human voice, and music as an art only began to exist seriously in a century ago.

The Masters

Now, when the keyboard instruments that preceded the piano had been invented and perfected, and the violin at the same time had come into that marvelous perfection which has never been since even approached—at the hands of the old Italian makers—there arose a number of great musicians who flourished during the eighteenth century and devoted themselves to improving music for the orchestra, which they indeed developed into what it now is, and to building up forms of writing which should remain as models to all subsequent musicians. These men were, mainly, J. S. Bach, Joseph Haydn, Wolfgang Amadeus Mozart and Ludwig von Beethoven. Bach, who died in 1750, laid the foundation of modern music and especially of the symphony. Haydn brought the form of the symphony to formal perfection. Mozart showed how that form could be enriched, made pleasing and melodious and yet even more elaborate. He introduced new instruments into his orchestras, and the orchestra had new sound box. The symphony has become more and more beautiful in proportion to the number of orchestras there are in all the world.

The name which is applied to the greatest of musical organizations—the name "symphony orchestra"—suggests the greatest, most magnificent, and most elaborate of all the forms in which art music is cast; the orchestral symphony, or symphony for orchestra. A symphony orchestra, or symphony, is a so-called music form of the most special form and (2) because it is written for a vast assemblage of musical instruments, which have gradually been developed along certain lines, until the instruments therein employed, and to a large extent their numbers, are virtually identical in all such organizations.

The Symphony

The special form which the symphony takes is also common to the sonata for solo piano or violin, and to the so-called quartet, a composition written for violin and a violoncello, which, together, make up what is called a string quartet. When a piece of music in this form is written for the orchestra, the Pathe Co. has produced complete symphonies in Europe, and it is quite certain that the same will soon be done here. When it once gets started there will be no end to it and the necessity will be still greater of acquiring the knowledge set forth here.

Finding the Key

But, as a sort of preliminary to the possible study on your part, perhaps you will allow me to give you a little notion of the general make-up, as it were, of the kind of music which is played by the great orchestras, the great soloists performers on violin, 'cello or piano, the great string quartets, etc. I shall, however, wish to say nothing at the moment about opera, for that is already so wonderfully discussed and commented upon in the columns of the daily press. But such is the fact that a little appreciation of good music is very little developed—say four centuries ago—almost the only kind of music one could hear was vocal; and this was very crude indeed.
of formal perfection he seemed to ascend to heaven in his inspiration. He was the greatest musical mind that has yet appeared; and his music will never die.

These four men are the classic masters of music. After them, the more modern school of freeer ideals and less formal structure began to assert itself, and things changed somewhat; but the work of these men remains the model of all good music. Therefore, the wonderful musical form they perfected—the symphony—is the necessary object of the attention and study of every music lover.

**Form**

From what has been said, it is plain that the essence of music is what we call "form." Now, this word may for a moment be puzzling to one who has never associated the idea of music with the idea of "structure." Yet any one can see that the simplest tune must be composed of tones which are effectively related to each other. Now, suppose you take the very simplest tune you can imagine; as for instance that classic of our youth, "We won't go home till morning." The refrain, you will remember (of course no stings it now; of course not, I said) consists of four lines as follows:

- We won't go home till morning.
- We won't go home till morning.
- We won't go home till morning.
- We won't go home till morning.

These intelligent remarks are set to a tune which can be analyzed by running it over in one's head. Try to remember it and hum it over to yourself. You will notice that the four lines have each a separate, well-defined tune. The tune of the first line is repeated identically in the second line. The tune of the third line begins the same as the first two, but ends more slowly on the word "mo-o-ning," with a slightly different close, seeming to lead directly into the fourth and last line, which has a separate tune of its own, composed of almost the same notes, but differently arranged. The whole makes a complete tune.

Now, this is an example of form in its simplest aspect. The first two lines repeat the same musical tune or idea, but this is not repeated identically in the third, because in that case the transition to the different tune in the fourth would be too abrupt; as any one can see by trying for himself. Then again, if the fourth line repeated the tune of the third, there would be no place for the idea, and there would be a sense of incompleteness which could only be eliminated by bringing in some kind of closing idea. The sentence of four lines, which makes up the words, would not be complete if the last line were left out; and the music which goes with the words is as much a sentence as they are.

This idea of form, or structure, is the basis of all music, and the only difference between what is sometimes called "classical" music and the more popular sort lies in the fact that in the former the ideas are more serious, more carefully worked out and more elaborately expressed. It is the difference between a great picture and a first-morning drawing in a newspaper.

The "Movements"

The old masters who created the symphony worked entirely on the musical materials that were available to them, and these were mainly the song-tunes and dance-tunes of the people. The symphony really is based upon various developments of old dance tunes throughout; by which I mean that the kind of tunes which go to make up the subject-matter of a symphony are drawn from the same kind of musical idea as is at the bottom of all dance music, though of course its character is more serious. A symphony is always divided into large sections, denominated "movements," each of which is a complete piece in itself. When the whole symphony is played, each movement is given with a pause between it and the next one. The usual method is to write in four movements. The first movement is the most important. It starts usually with an introduction, like the introduction to a song, only proportionately elabor-ate, of course. Then the first theme, or musical idea, is set forth, usually a melody of strong, often sterner character. This is set forth often twice, so as to fix it on the attention of the hearer. Then it is "worked over," meaning that the idea is subjected to some musical development, being spun out in any way the composer may deem proper, until he has developed it so far as he thinks it can stand the process. Then he introduces a "second theme," which is usually a melody of more tender character, slower in speed and less abrupt. The two themes are sometimes called the "male" and "female" theme, and this is the reason why they form the material from which the composer develops his first movement.

After the setting forth of the second theme the composer proceeds to the "development" or working out. This means that he takes his ideas, subjects them to all sorts of musical treatment, inverting them, enlarging them with new ideas, passing them to new groups of instruments; and so on, until he has exhausted what he has to say about them. Lastly, he repeats the first statement part of the movement and brings the whole to an end in a brilliant "coda" or closing piece, usually founded on the first theme. The end is always on the tone or chord which begins the movement and determines its "key."

All the great masters have done surpassing work in these respects. The famous string of Papa Haydn (died 1809), who invented the form, are charming in their naive beauty, those of Mozart are sweet but strong, those of Beethoven passionate and grand, though oftentimes tender and appealing, and occasionally humorous.

For a specially lovely example of the first, hear Haydn's "London" Symphony in D. For a type of the second, try Mozart's in E major, and for the finest example of Beethoven's genius, the movement of the fifth symphony in C minor.

In the next article I shall describe the other movements of a symphony, give some hints on hearing some of the best and so on.

(To be continued)}
On the other Side

of this page the Columbia Graphophone Co. shows a group of colored cut-outs, made of unbendable cardboard, each backed by a strong easel, representing groups of Nationalities and Races whose songs and music are produced upon Columbia "E" Records.

Dealers everywhere have long realized this particular branch of the ever increasing Columbia line as the most lucrative in the entire Talking Machine Industry—i.e. to give the neighbor the songs and music of the land of his birth.

The problem to convey to the public of foreign origin, the glad news that records of their native songs and music may be secured inside of the store that they pass daily, is finally solved by the ingenuity of the International Record Department of "Columbia" by this unique display, showing at a glance the different nations in their picturesque costumes, frolicking at their leisure moments—a panorama that is educational and will bring to many, sweet memories of "Home Sweet Home."

Each group is numbered corresponding with the numerically arranged tablet at the front shield of "STATUE OF LIBERTY." This is for the purpose of identification and information for those unfamiliar with the national costumes of their foreign neighbors and for the purpose of gratifying the curiosity of the great multitude who will be attracted to every Columbia Dealer's window, exhibiting this inimitable International Display.

The entire outfit consists of:

No. 1 ARABIC-SYRIAN.
No. 2 BOHEMIAN.
No. 3 FRENCH.
No. 4 GERMAN-AUSTRIAN (SWISS).
No. 5 GREEK.
No. 6 HAWAIIAN.
No. 7 HEBREW-JEISH.
No. 8 DUTCH (HOLLAND).
No. 9 HUNGARIAN.
No. 10 ITALIAN-NEapolitan.
No. 11 LITHUANIAN.
No. 12 MEXICAN-SPANISH.
No. 13 POLISH.
No. 14 RUSSIAN-RUTHENIAN.
No. 15 ROUMANIAN.
No. 16 SCANDINAVIAN.
No. 17 SERVIAN-CROATIAN.
No. 18 SLOVAK (SLAVISH).

The manufacturing cost and the price at which the entire set is sold to dealers, is $17.50 including background consisting of Uncle Sam and Statue of Liberty (one piece) and Skyscrapers, Ships and New York Harbor each measuring 24x50 inches. The size of the individual group is 24-27 inches. It is obvious from the dimensions that the display may be used for every sized window. For a small window we suggest the background, which is both attractive and interesting because it represents most vividly the famous skyline of the Metropolis and perhaps three or four different groups. By purchasing the entire group, the window may be changed frequently and always maintained equally attractive. Besides, the purchase of the whole outfit effects an economy, as naturally quantity again is a factor for keeping low the manufacturing cost.

SINGLE GROUPS may be purchased at $1.00 each.
UNCLE SAM AND STATUE OF LIBERTY (one piece) $2.00.
SKYSCRAPERS AND SHIPS WITH N. Y. HARBOR (two pieces) $2.00.

Important Features!

Small Cost and Artistic Work

as low as one good display card. Each group hand colored, executed by artists of reputation.

A Business Producer

beyond a doubt, it will show at a glance the Records you are selling, thus opening up new opportunities, formerly out of reach.

New Costumers

will be attracted to your store. If, for example, you never before sold Russian records, you will attract Russian trade to your store by displaying the Russian group. This IMPORTANT FACT applies to every other nationality. The possibilities are unlimited.

A Novelty

is the consensus of expert opinion. It will at all times command attention. The "Columbia" International Window Display is an artistic accomplishment, commercialized without profit and a novelty that will make people NOTICE YOUR STORE.

"Columbia" Policy

to assist the Dealer in increasing his business actuated this effort that will unquestionably find a generous response from all Talking Machine Men desirous of sharing in the prevailing and ever greater prosperity.

For detailed information address:

Columbia Graphophone Co.,
INTERNATIONAL RECORD DEPARTMENT

Sales Promotion Division.

102 West 38th Street, New York City
Is your store a terminus or distributing point for merchandise? Columbia stores are quick distributing centers for Grafonolas and records which sell rapidly because there is a consistent and insistent consumer demand for Columbia Grafonolas and Columbia Records.

WISCONSIN EDISON DEALERS MEET
More Than One Hundred Dealers from All Sections of State Gather in Milwaukee for Business Conference—Enjoy Tone Test

MILWAUKEE, Wis., November 5—One of the big events of the month in local phonograph circles was the first annual convention of Edison retailers of Wisconsin held in Milwaukee on Thursday, November 1, under the joint auspices of the Edison factory and the Phonograph Co. of Wisconsin, 213-215 Second street, Edison jobber for Wisconsin and Upper Michigan. More than 100 dealers from all parts of the State spent the day in Milwaukee and talked over the past, present and future of the business. It was truly a crowd of optimists, and a search for the dealer who might have more machines on hand than he may be able to use before the end of the year was fruitless.

The dealers were entertained at a luncheon at noon in the Hotel Wisconsin, and in the afternoon William Maxwell, vice-president of the Edison Co., delivered a graphic talk on salesmanship. At night the convention moved in a body to the Pabst Theatre, where Mme. Julia Heinrich, an Edison artist of renown, gave a tone-test recital.

The convention was a decided success and much of the credit for it is due to William A. Schmidt, general manager of the Phonograph Co., who assumed the brunt of the duties entailed by the enterprise. The meeting came just after Edison dealers had passed through “Edison Week” and reaped a harvest of business as the result of the attention attracted to Edison products through that event.

HAS VICTOR LINE IN BOONEVILLE
The Gneist & Schmidt Co., of Booneville, Mo., has purchased the stock of Victor talking machines formerly owned by the Sauter Mercantile Co., and now has the exclusive sale of the Victor line in Booneville.

KANE INSTRUMENT STANDS
NOTE REDUCED PRICES

| No. 591—Top 13½ x 14½ each | $2.00 |
| No. 596—Top 20¼ x 24½ | each $2.75 |
| No. 595—Top 17 x 17 | each | 2.25 |
| No. 597—Top 17½ x 20½ | each 2.35 |

ALL 30º 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 shell is convenient for record files. Immediate shipments.

KANE MANUFACTURING COMPANY, Kane, Pa.
They Help You Sell More Phonographs!

Many people in comfortable circumstances have hesitated about buying phonographs because of the high cost of their records, combined with the high cost of living. Emerson Records help you overcome this.

Feature Emerson Records at four for a dollar—instead of only one—and you will not only increase your phonograph sales but are sure to sell lots of Emerson Records. Do a little merchandising along such lines and watch your profits grow.

Emerson Records are crowded full of Broadway’s newest and snappiest hits—songs by noted stars—patriotic, popular, musical comedy, dance, humorous and grand opera selections. They are quality records at 25 cents each, with music on both sides. They play on all phonographs.

Emerson Phonograph Company, Inc.
3 West 35th Street
New York City

Stock Emerson Records
For the Big Holiday Trade!
INVENTS NEW STYLE OF TONE ARM
St. Louis, Mo., November 6.—Manager Staffelbach, of the Pathe department of Heilbrun & Grimm Hardware Co., has combined several patent papers on a tone arm that was worked out by himself and Dan Bagby, a student of talking machines. Models of the arm were made early last spring and have been in use most of the time since on various kinds of machines.

Facts about the Kent Attachment No. 1
To Play Lateral Cut Records on the Edison Diamond Disc Phonograph

Patented March 2, 1915
It has been recognized by experts as the most practical device of its kind on the market.
It has been on the market since the Edison Diamond Disc made its appearance.
It is made only by us, our print reproducer and is made in two lengths.
It is designed by the Manufacturer in every way.
F. C. Kent & Co.
Manufacturer of Phonograph Accessories
24 Scott Street
Nawtry, N. J.

NEW EDISON PRICE SCHEDULE TAKES EFFECT JANUARY 1
Thomas A. Edison, Inc., Issues Special Bulletin Announcing Upward Revision of Prices, Due to Greatly Increased Cost of Production, and the Levy of the War Revenue Tax
Thos. A. Edison, Inc., made an announcement last week calculated to set at rest questions regarding the likelihood of that company to increase prices on certain models of machines and records to take care of steadily growing production costs and the excise tax of 3 per cent recently placed on phonographs and records through the War Revenue Act.
In a special bulletin issued by the Edison interests the company announces that it cannot longer continue to absorb all of the increasing costs of manufacture, and that new list prices have become necessary, and will be effective on January 1, 1918. Meanwhile, beginning October 25, a nominal sum was added to the billing price of each phonograph sent to the jobbers, to cover not all, but a part of the estimated Government tax on phonographs and records. It is evident that the officials of the Edison Co. have not attempted any speculative policy at all times.

Pending complete investigation of the patent application and proving their product, the owners of the new arm have not attempted any disposition of it, but several manufacturers of recently produced machines have inspected it.

In explanation of the Edison Co.'s conservative attitude in regard to advancing prices, William Maxwell, vice-president of the company, said in part:
"I judge it is unnecessary to say that we need to advance prices as much as anyone. I am quite sure that our percentage of profit is less than that of other established manufacturers. Also it is probable that we have felt the increasing cost of materials more acutely than any other manufacturer in the phonograph business. I think this is true because our specifications are very rigid and there has been a disposition to make our products of the best possible quality.
"Despite the fact that labor and material used in the manufacture of Edison phonographs and records have increased enormously and our margin of profit has grown gradually less, we have been loath to increase our prices. Our reluctance to establish increased list prices has been due chiefly to our devotion to the one-price principle. I can assure you that our prices would have been increased over a year ago, if our phonographs and records were not being sold in accordance with the one-price system. It has now become necessary, however, for us to make a considerable advance in our list prices, but we are withholding the advance until January 1, 1918."

"Thousands of people have been planning to buy Edison photographs this fall, and it seems to us hardly fair to them to put the advance in effect before January 1. In the meantime something has to be done about the Government tax. We have decided to absorb a portion of the tax ourselves, and pass on to the consumer only a part of the estimated Government taxes on phonographs and records. Owing to the rapidity of increasing production of records, it is a little difficult to make an accurate estimate, but I think we have shouldered our share of the burden."

It is evident that the officials of the Edison Co. gave the subject a great deal of thought before deciding on what policy they would adopt, and equally evident that they believe the policy adopted is the one most consistent with their well known adherence to the one-price principle and their desire to deal fairly with both the public and their distributing representatives at all times.

NEW POSTER FOR VICTOR DEALERS
The Victor Talking Machine Co. has just brought out for the use of its dealers a most attractive poster measuring twenty-one by thirty inches calling attention to the use of the Victrola in army camps. The picture is of the poster type, and shows a group of soldiers gathered around the camp fire facing a small Victrola with just a suggestion of tents in the background. The caption reads: "Victor Records Delight the Soldier Boys."
The color combination is a deep blue, with orange, brown and yellow, all set in a gray border. It is a most effective display.

Announcing the appearance of Styles F and A, in Brown Mahogany and Fumed Oak, of the wonderful Fulton Phonograph. (Retailing at $150.00 and $225.00 respectively.)

THE FULTON
is the instrument that created a sensation at the recent National Music Show.

In the Fulton you will find the only distinct and appreciable advance in "tone-reproduction" in recent years.

Do not expect "just another one" in the Fulton but, rather, superior tone and reproduction to any that you have heretofore ever heard emanating from a phonograph.

We make no false claims for our product, Mr. Dealer, and if after receiving the first instrument you fail to pronounce the Fulton the finest instrument you ever listened to, you may return it for credit, and at our expense.

Plays all records — output limited.
Munola Success Is Assured

It seemed necessary to us when we started to build the Munola to give the Public a well designed, well built and well finished Phonograph at a price within the reach of the masses, and we have succeeded wonderfully well. Our output has been increased ten fold to take care of demands. Our aim to produce "America's Leading Popular Priced Phonograph" has been accomplished in offering the Munola at a retail price of $39.50

Munola Facts

Cabinet Dimensions:
Height 42 inches, Width, 18 inches, Depth 20 inches.

Horn — All wood construction, reflecting sound waves with great distinctness.

Finishes — Mahogany, Fumed Oak and Walnut.

Motor — Two-spring type, will play three ten-inch records with one winding.

Tone Arm and Sound Box — Universal type which plays all makes of disc records.

Munola Dealers

Are going to make money—

Because the Munola is the biggest Talking Machine value in the country.

Because — our discounts give them a legitimate profit on their business.

Because — Munola popularity is not going to be momentary.

Because — our sales organization is going to be back of them and give them sales assistance.

Because — The American buying public will demand Munolas and your sales expense will be greatly reduced.

Plays All Disc Records.

Munolas Will Sell Themselves

We will be pleased to hear from responsible dealers and distributors

Munzer Mfg. Corporation
307-309 Sixth Avenue, South, Minneapolis, Minn.
The Original Producers of a Complete Electric Drive for the Talking Machine Manufacturer's Use

THE VEECO COMPANY

W F BEG to suggest that you look into the merits of our new model VEECO ELECTRIC MOTOR equipped with VITRALOID TURNTABLE.

It is up-to-date and certainly would largely increase your sales when installed in your high class machines.

Runs on either A. C. or D. C. from 100-125 volts without extra resistance or any adjustment and can be supplied for any voltage from 6 to 250.

No more winding.
No more broken springs.
No more running down in the middle of selections.
No more discordant music due to uneven spring tension.

Send for a sample and try it out.

The Talking Machine Manufacturers
Times are prosperous. The big selling season is at hand. But don’t coast for a single minute. Stiffen the pace as you enter the home-stretch of your year’s business. A little extra sales effort right NOW will yield most handsome returns.

Columbia Graphophone Co.
Woolworth Building, New York

GRADUAL INCREASE IN RECORD SALES IN CINCINNATI
Higher Grade Machines Also Leading—Crystola Co. to Open Retail Quarters—Phonograph Co.
Holding Tone Recitals—Some Difficulty Experienced in Getting Stocks

CINCINNATI, O., November 5.—A gradual increase in the sales of records was one of the pleasing features of the results obtained in October. Another interesting phase of the local market was the number of sales of machines of the higher types, the houses dealing in special designs reporting many customers for them. At a recent meeting, store managers informed the Phonograph Co., its division at Cincinnati, that their sales for the next month, according to Dr. A. J. Swing, inventor of the Crystola, now being manufactured by the Crystola Co. The realty market is being searched for a suitable location and Mr. Swing found that Cincinnati was in a more healthy state than he expected to find it. There are no suitable stores for rent within the retail district proper, and consequently the firm finds its task a difficult one.

The John Church Co. is putting together a complete machine at the Harvard factory with the exception of the motor. Some of these will be ready for the market about November 15. The work at this stage is more or less of the experimental kind.

The Phonograph Co., distributors of the Edison, is meeting with considerable success with its tone test recitals now under way in the Ohio valley. One, under the auspices of the Central Christian Church, this city, is being arranged for Wednesday, December 5, by Manager A. O. Peterson, Miss Morrissey, Philip Scheib and Jeanette Sayre, organist. These will be given in the main room of the church.

Cincinnati houses are finding some difficulty in obtaining supplies but the trade here is no worse off than in other centers. Even express methods are not satisfactory these days. After the cars reach Cincinnati the distributors find difficulty in having their cars unloaded because of the general shortage of labor. A general clean-up of the supplies on hand appears certain by Christmas eve.

Manager Dittich, of the Victor department of the Rudolph Wurlitzer Co., says: "Record sales and more record sales are the keynote of the trade here in Cincinnati. There is quite an effort made in the direction of securing record business, and it seems to bring good results. While the demand for patriotic records is extremely heavy, buyers are not limiting themselves entirely to the patriotic numbers, and all the new records now being released seem to be enjoying a very heavy sale. Our stocks of records are very good, and the trade will be able to stand a possible shortage in better shape than they have been at any time in the history of the talking machine business. Considering the difficulty in getting machines the good promise that the record end of the business holds out to dealers will be all the more attractive. If the record business continues as it has during the last several months, we can afford to have a shortage of Victrolas, because we will for the first time in the history of the trade be absolutely independent of machine sales. While Victrolas are a profitable part of the business, still the record end is more desirable, is easier obtained, and is more profitable than machine sales."

The Vocalion department at the local Aeolian store has just cause to be puffed up. Their new Vocalion parlors are simply beautiful and a suite of demonstrating rooms has been designed, installed and furnished with the most refined and artistic taste and care. One of the rooms is in dark mission oak with beam ceiling and panel walls. The little artistic wall lamps and ivory drop lamps supply a subdued light, which harmonizes perfectly with the whole. The other rooms are in white enamel, furnished with luxurious brown carpets and curtains.

H. T. Matthews, who has been in the decorating business in Cincinnati for the last fifteen years, is a new recruit on the Vocalion sales force. A. H. Schmidt, formerly with the Victor department of the Shillito Co., is also a new member of the local Vocalion staff.

L. L. LEVERICH'S NEW POSITION
Lester L. Leverich, a member of the advertising department of the Columbia Graphophone Co., New York, for the past six years, has been appointed assistant to Edward M. Baker, advertising manager of the company. Mr. Leverich succeeds J. H. McShane, who resigned from the company’s service recently.

Mr. Leverich is one of the most popular members of the staff at the Columbia Co.’s executive offices in the Woolworth Building. Keen, capable and progressive, Mr. Leverich has won the admiration and esteem of his co-workers, who are congratulating him upon his well-deserved promotion.

Manufacturers—Jobbers—Retailers

HARPONOLAS are now taking the market by storm, because of their neat design, high grade finish and clear volume. They play the different records without any attachment. You can buy a higher priced machine, but not a better one considering quality, price and discount.

On account of their popular price, Harponolas will sell themselves. All you need to do is to give Harponolas a little floor space and they will do their own talking and selling.

If you are a manufacturer, it will pay you to let us quote on cabinets only. We will sell you with or without mechanical equipment and guarantee to save you money. Submit your problems and we will help you to solve them without any cost to you.

THE CELINA FURNITURE CO.
CELINA
OHIO

The Celina Furniture Co.
STEEL NEEDLES

Talking Machine Wholesalers and Manufacturers who are preparing for their steel needle requirements for the year 1918 are invited to communicate with us at once on this subject.

Our purpose in now inviting negotiations is to establish a clientele which will be lasting and bring credit upon ourselves as much so as our needles will reflect favorably upon them.

To this class of consumers we can offer our needles with implicit confidence in the highest quality of our product and lowest quotations. Our plant will produce both full and half tone needles.

RECORD NEEDLE AND MFG. CO.
135 SECOND STREET
MILWAUKEE, WIS.
Music Coming Strongly to the Fore in Des Moines

The Chicago Grand Opera Co. was here for a season with several of the stars of Galli-Curci, Melba, Muratore and Crimi. Hundreds of people from over central Iowa came to Des Moines for the opera and there was of course a big demand for the records of the appearing artists. Most immediately following the grand opera engagement, Leginska was here for a concert of operas and there was of course a big demand for the records of the appearing artists.

VICTOR CO. ANNOUNCES GENEROUS NEW INSURANCE PLAN

Under New Schedule Just Announced Employes Are Eligible for Insurance After Sixty Days in Company's Service—Amount of Insurance Jumps Rapidly to $2,000 for Twenty-Year Men

The regard for the welfare of its employes displayed by the Victor Talking Machine Co. in many different localities has been quite noteworthy because it listed some of the many features, particularly to the company's increased Pathe business, which handles the product of the Pathe Freres Phographon Co., as a distributor, has been using a series of very attractive advertisements in the local papers. This advertising has been opportune and effective and has contributed materially to the company's increased Pathe business.

BELIEVE IN NEWSPAPER PUBLICITY

The Armstrong Furniture Co. of Memphis, featuring the Pathe in well conceived Ads...

AMERICAN
Clear in Tone, Beautiful in Design, Smooth Running Motors

The American phonograph, which embodies all the good qualities and special features that the buying public demands, has no equal as to price, beauty and tone. You cannot afford to be without this popular line for your holiday business. The American line has many fine features, beautiful in design, finest of material and workmanship, and the right quality of motor for each particular model, making a well-balanced line at popular prices and a ready seller.

Mr. Dealer: Whether you are at the present time handling any other line of phonographs or are yet undecided as to what line you will have, look at us for the full particulars and you will find that this is the line to carry for your profit and add materially to the volume of your business.

PRICES QUOTED ARE WHOLESALE

American Phonograph Company

Main Office and Factory, 111 Lyon St., Grand Rapids, Mich.
STEEL NEEDLES

The JOHN M. DEAN DIVISION
of the OTTO HEINEMAN PHONOGRAPH SUPPLY CO., INC.

is now making its contracts for 1918. We would suggest that you place your orders as soon as possible, so that we can handle your requirements promptly.

Dean Steel Needles

The famous Dean Needle has stood the test of time and service

Plant of John M. Dean Division, Putnam, Conn.

Otto Heineman
President

MEISSELBACH
TONE ARMS MOTORS SOUND BOXES
Outlook for Holiday Trade Good—Edison Dealers Meet—Sherman, Clay Activity—Stern Talking Machine Co. Incorporates—Pushing the Cowan Classic—Activity in Other Directions

San Francisco, Cal., November 5—October was a thoroughly satisfactory month in the sale of talking machines and records, according to reports from various local establishments, both wholesale and retail. About the only complaints registered have to do with slow delivery, shortage of help and other problems of that nature rather than quiet business. The demand for the higher priced machines continues proportionately larger in the Northwest. The prospects are considered excellent for a holiday trade and the local dealers are making preparations accordingly, hoping that sufficient stock will be arriving to meet the requirements of the season.

Several firms have greatly extended the accommodations of their talking machine departments since the first of the year, and two or three new departments have been added to this list in the city, so that from standpoint the trade is in better position than ever before to handle the year-end rush.

Gathering of Edison Dealers

On the invitation of A. C. Ireton, vice-president and manager of Edison Phonograph, Ltd., Western jobbers of Edison products, about fifty of those in the territory covered by the firm met in San Francisco on October 8. In the afternoon a business session was held at the St. Francis Hotel. The principal speaker was Mr. Durant, financial supervisor from the Edison factory, who delivered an interesting lecture on the "Financing the Phone." He also announced that the Edison Phonograph Co. had appointed a Pathephone representative, Mr. A. F. Pommer, who was given the task of organizing a Pathephone agency with the Peffer Music Co. in Stockton, and on his return from a trip down the San Joaquin Valley, he states that the prospects were quite good for this line in that section of the business.

On the invitation of Mr. Pommer, a dinner was given in his honor by local Edison employees, at which the new departmental manager was introduced and received a warm welcome. On October 27, Mr. Pommer laid the foundation stone of the new headquarters of the Pathephone agency.

Business Brig in the Northwest

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., visited the company's talking machine departments in the Northwest during the past month, and upon his return reported business brisk in that section. For that matter he says business on Victor products was never better in this territory, taking the Pacific Coast as a whole. Every month so far this year, he states, has shown a substantial gain over the corresponding month of last year. While in the North, Mr. McCarthy arranged for Otto Cobb to take charge of the talking machine department at the company's Spokane, Wash., store, and for Chas. Gardner to become manager of the Portland, Ore., department.

Wm. Ringen Succeeds Everett Worthington

Succeeding Everett Worthington, who has gone into another line of business, Wm. Ringen has been appointed manager of Kohler & Chase's talking machine departments in San Francisco and Oakland. Mr. Ringen has been with the company for several years, having charge of the small goods department, and he will continue in that capacity.

Besides, he has been given general supervision over the sheet music and music roll departments. He entertained the employees of these sections of the business at a dinner a few evenings ago, which proved a very enjoyable event, in return for a banquet given in his honor by his co-workers, celebrating his promotion.

New Pathe Agencies on Coast

Upon his return from a trip down the San Joaquin Valley, Omer N. Kuschel, of the Western Phonograph Co., jobbers of Pathe Pathephones, announced the placing of an agency with the Pelter Music Co. in Stockton, who are to give the line prominent representation in that vicinity. He also announces two new agencies in San Francisco, both of which are with firms heretofore devoting full attention to pianos. One is the Heine Piano Co. and the other Fraser & McConnell. The ground floor of the Heine store on Stockton street has been remodeled to accommodate the complete line of Pathe products, and a nice showing is also being made by Fraser & McConnell, who are located upstairs on Sutter street.

Domestic Line Making Good Progress

After spending some little time in the central part of the State, Walter S. Gray, Pacific Coast representative of the Domestic Talking Machine Co., has gone to Los Angeles and other points in southern California. Just before leaving he spoke enthusiastically about the progress being made in the Western territory with the Domestic line. He had just received an order from a San Jose, Cal., dealer, for a large stock of machines, which he turned over to F. J. Christophe, local jobber. Mr. Gray is quite proud of the fact that his son, Robert, has enlisted in the Twenty-third Engineers, Company A, and is now stationed at Camp Meade, awaiting departure for the front.

Featuring the Cowan Classic

The Pacific Phonograph Co. is making very good progress placing the Cowan Classic Gramophone in this territory, according to A. R. Pommer, head of the company. He reports agencies in San Francisco, Sacramento, San Jose, Oroville, Merced, San Luis Obispo, Modesto, Watsonville and other California cities and towns, also in certain portions of Washington and Oregon. Mr. Pommer recently incorporated the Pommer Pacific Co. to engage in...

(Continued on page 62)

SAN FRANCISCO CONTINUES AN ACTIVE TRADE CENTER

Wards 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 an exceptionally good grade of heavy cotton or felt, diagonally and closely quilted, manufactured according to the usual superior "WARD New London" quality.

Grade "I" $5.00 Grade "K" $7.50

CARRYING STRAPS: No. 1 $1.00; No. 2 $2.00; No. 3 $3.50

ORDER SAMPLE COVER ON APPROVAL

With order, return selvage of any Cover. Orders under $5.00, Write for booklet

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Waveroom
Domestic

THEIR QUALITY
is a revelation for exceptional volume, musical tone, clear definition, smooth surfaces, wear.

THE TALENT
appearing on Domestic Blue Records are all finished artists of proved ability.

THE SELECTIONS
are up to the minute in popularity and include the latest dance, song and band hits.

IT IS not the quantity of selections appearing in a record catalogue that counts on your profit side, nor is it altogether talent, but the quality of those listed is what counts. Every Domestic Blue Record is an artistic masterpiece, there is no dead stock.

DOMESTIC TALKING M
HORACE S
33rd AND ARCH STRE
The superior mechanics, attractive appearance and correct musical tone are largely responsible for the remarkable increase in sales of Domestic Machines.

We illustrate Domestic No. 135, the machine that has more than taxed our ability to supply, and our facilities are large.

Remember, Domestic Machines are all of special designs, constructed in our own plant where we have every modern facility, and they have many valuable and attractive features not found on other talking machines and are covered by many patents owned by this Company.

Domestic TALKING MACHINE
"The Standard for Musical Tone"

There are Six Distinct Models:

Domestic No. 17—$17.00  Domestic No. 25—$25.00  Domestic No. 38—$38.00
Domestic No. 50—$50.00  Domestic No. 100—$100  Domestic No. 135—$135

If you are not already a regular Domestic dealer, it will pay you to either communicate with one of our distributors or write us for information.

MACHINE CORPORATION
E, President
S, PHILADELPHIA, PA.
the shipping business, and he is now preparing to move his talking machine business from 140 Geary street to 210 California street in conjunction with the new concern.

Join Byron Mauzy Forces

Clifton B. Eastburn has taken a position with Byron Mauzy as talking machine salesman. Mr. Mauzy reports business well up to expectations in talking machines and records. Among the music stores and drug stores throughout his territory.

Remodeling Store

The Edison Shop is remodeling a portion of its place of business by taking out the former concert hall, which has been used for recitals for the past three years, and replacing it with three demonstration sales parlors. This was rendered advisable as a preparation for the expected increased sale during the holidays.

The Estey Outfitting Co., of this city, has this week been conducting a "Dollar Down Campaign" in the interest of the Columbia machines; they advertise to deliver any machine in the house for a dollar cash payment. Apparently results are all that could be desired. It is reported that the returns from the first four days of the drive almost equaled the sales for the entire month of September.

Patents Record Cleaning Brush

James J. Buffa, with the California Phonograph Co., has invented and patented a record-cleaning brush for use on the Edison Diamond Disc. The brush is attached to the arm of the machine and cleans the records as the machine is operated.

Changes in Sherman, Clay & Co. Department

A number of shifts have recently occurred in the force of the talking machine department of Sherman, Clay & Co. Ralph Pittock has been brought up from Los Angeles to join the sales department. Harry Ream has been transferred from Los Angeles to Stockton. Jonathan Gercovich has joined the San Francisco force from San Diego and W. Hayes has been added to the sales force. Harry Vejar has received notice that he is among those selected to serve in the army of his country and he is expecting to be summoned to the colors any day.

Stern Talking Machine Co. Incorporates

A separate company has also been organized to take charge of the Richmond store. It is capitalized at $25,000, the Los Angeles company at $100,000 and the Oakland company at $75,000.

Oakland Store Remodeled

Sherman, Clay & Co. have just completed remodeling their talking machine department in Oakland, Calif., to provide more demonstration rooms on the ground floor of the store. Additional rooms have also been fitted up on the mezzanine floor.

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
Mail in order for samples so you can get started.

OPEROLLO PHONOGRAPH CO., Inc.
Lightner Building, DETROIT, MICH.
PITTSBURGH ENJOYING A MOST ACTIVE BUSINESS SEASON

Machine and Record Sales Ahead of Last Year,
Demonstration Rooms for Frederick—Edison

PITTSBURGH, PA., November 6.—The talking ma-
chine dealers and jobbers of this city are enjoy-
ing one of the most active periods of autumn
business in their history, and, according to the
consensus of opinion in the trade, a phenomenal
holiday season is just ahead. Sales of both ma-
chines and records are reaching greater propor-
tions than last year, with a marked tendency
toward the better quality instruments. Stocks
are more adequate than they have been for some
time past and supplies are coming through a
little more promptly, although there is still much
delay in freight transportation. The demand for
the leading makes of machines is being met by
distributors in a more satisfactory manner, with
the exception of certain much-wanted styles and
grades.

The Standard Talking Machine Co., local Vic-
tor distributors, report business extremely ac-
tive, both in machines and records. As an indi-
cation of the tremendous fall record business
which is being done in this territory, the Stan-
ard's output of records in October exceeded that
of any previous month in its history.

The Standard Talking Machine Co. by re-
cently added equipment is now prepared to for-
nish a complete monthly record service to its
dealers, including the following items: Imprinted
supplement, supplement envelopes featuring and
illustrating the month's biggest hit, supplement
containers in four colors, a multigraphed letter
consisting of the legislative committee of the
association, attended a hearing before the Federa-
late Trade Commission at Washington on the
subject of price maintenance.

The week of November 12 Mr. Roush will at-
tend the meeting of the executive committee of
the National Talking Machine Jobbers' Associa-
tion at Philadelphia.

The W. F. Frederick Piano Co. has recently
added five new demonstration rooms in the at-
ttractive talking machine section of its store at
422 Fifth avenue, McKeesport, Pa. This depart-
ment is now one of the largest and finest in wes-
tern Pennsylvania, and is experiencing a
rapid increase in business. The Victor line is
featured exclusively.

The Schroeder Piano Co., in conjunction with
the Buchan Phonograph Co., local Edison job-
bbers, will give an Edison tone test recital at Cor-
negic Music Hall, East End, November 21.

Julia Heinirch, one of the foremost Edison artists,
has been secured for the test and will render
an elaborate program. It will be an inviting
affair, and a large attendance of the Edison
dealers of this section is anticipated.

The Woodlawn Music Shop, Woodlawn, Pa.,
has taken on the Edison phonograph, which will
be featured in addition to the Victor line. This
attractive store is conducted by Rewbridge
Bros. and enjoys a large and exclusive trade.

J. H. Rupert, the well-known music dealer of
Emlenton, Pa., added the Edison line this month
and he reports initial business quite satisfactory.

The regular monthly meeting of the Pitts-
burgh Talking Machine Dealers' Association
will be held on Tuesday, November 13, in the audi-
torium of the Standard Talking Machine Co.,
and plans are being laid for an interesting pro-
gram of entertainment and business. The com-
mitee on arrangements consists of Messrs.
Hards, Wood and Shortell.

J. K. Lovett has purchased the Victor talking
machine department of the Freymark pharmacy
at 566 Merchant's street, Ambridge, Pa. Mr.
Lovett was formerly connected with the talking
machine department of the W. F. Frederick
Piano Co. of this city.

PHONOGRAPHS FOR THE SOLDIERS

Visitor to Camp Upton Offers 120 Phonographs
and Several Hundred Records—Other Vis-
tors Give Cash for Music

If promises hold out the soldiers at Camp Up-
ton on Long Island will have plenty of music
to while away their hours of leisure before sail-
ing for France. It was reported that among the
callers at the camp's headquarters recently was
Frank Vance Storrs, who wanted to see General
Bell, the camp commander. "I just wanted to
donate 120 phonographs and 500 records to the
men," he told Capt. John F. Crutcher, aid to
Gen. Bell. "If the general will have a census
taken of the selections the soldiers prefer I
will see to it that they are supplied."

Capt. Crutcher thought popular songs with an
army appeal would be more to the liking of the
men than hymns, but he said Gen. Bell undoubt-
edly would have the men designate the records
they desire.

Mr. Storrs said he had a friend who wanted
to contribute $100 to a music fund for the men,
and asked Capt. Crutcher if he could suggest
the purchase of something.

"I think $100 will buy a violin and a bull
fiddle," Capt. Crutcher replied.

"Well, here's the century spot," spoke up a
man who was standing near. Immediately an-
other stranger dug deep into a pocket and
brought out two $50 bills.

"Get another bull fiddle and a violin, and
make the boys happy," he said.

This will be done at once, and the instruments
will be presented to the headquarters troop.

A pessimist is a person who is already worry-
ing about how hot it is going to be next summer.

Par-O-Ket quality must be maintained

It is the Quality of Par-O-Kets that distinguishes
them from all other low-
priced records. That has made them such tremendous
sellers. That has given
the public at a reasonable price the best music perfectly rendered.

This change in price nearly doubles your profits, without reducing your sales.

Even doubling the retail price would not stop music lovers from buying Par-O-Ket
Records, for quality equal to Par-O-Ket Quality cannot be bought anywhere for
less than 75c—and this the public knows.

Paroquette Record Mfg. Co.
BUSH TERMINAL BUILDING No. 1 BROOKLYN, N. Y.
Distributors Wanted in Every City—Write Today
The New Line of ART MODEL Pathéphones at $190
($200 with electric motor)


Jacobean Design—in fumed oak. With Spring Motor $190, and $200 electrically equipped.

The One Thing that Counts most for Christmas Business: Delivery!

The Pathé Saturday Evening Post advertisement on the opposite page will appear in the issue of November 17th.

It tells the Pathé story, sells the Pathéphone, sends you people ready to buy, and it's only the first in a nation-wide campaign that will be about the strongest advertising ever done in the phonograph field.

We've promised it—and now we've started it!

We've delivered—and we're ready to "deliver" in another way that counts still more with you—because it means more profits this Christmas.

We promise that you will be able to give your customers more than a receipt to show for a Christmas gift—you'll be able to give them the instruments themselves, in just the models and at just the prices in which you've had a shortage every year, the past three years!

That's our promise—and we've made sure we could do it by a

500% increase in production!

And if you didn't know before, these two pages will tell you that the Pathé line is a good line to sell, an easy line to sell, profitable to you, and with the worldwide prestige of one of the world's best-known trademarks behind it.

This Christmas will be a good time for you to become acquainted with its possibilities!

PATHÉ FRÈRES PHONOGRAPH CO.
20 Grand Avenue, Brooklyn, N. Y.

PATHÉ FRÈRES PHONOGRAPH CO., Ltd., 6 Clifford St., Toronto

It is still possible to get the Pathé franchise in a few good territories on most attractive terms. Write or wire for our proposition.
The One Greatest Thing You Can Buy
in a Phonograph!

You're going to buy a phonograph. All right—which?

Well, what do you want in a phonograph, anyway? Pleasure, TONE—always! But mainly the pleasure you get out of it.

Right! All right—then the Pathephone is your phonograph.

Even if it were no better in tone than all the others—the
mination of the changing of needles would be enough.

If its tone were merely as good as all the others—the fact that
record does not wear out would be enough.

But it's plain as daylight that a ball of sapphire, jewel-polished
ler the microscope and fitting perfectly into the half-circle of the
nd-groove along which it smoothly, beautifully glides, is bound
produce a TONE of purer quality than any you have ever
own before.

It is all the difference between metal and

life!

And it depends entirely on which you want whether you buy
athephone or not!

Hear the Pathephone. That will decide!

See the Pathe dealer nearest to you or write us.

Pathephone No. 175
Compare any Pathephone at any price with any other instrument priced half as much again—and see how it measures up to it in any quality of TONE, or tone-control, or volume, or appearance, or size, or construction! And each Pathephone, whatever the price, bears A.P.L. marks of records, as well as Pathe Records—one thing alone that would make it the biggest value there is at its price.

ATHÉ FRERES PHONOGRAPH COMPANY, 20 Grand Avenue, Brooklyn, N. Y.
Pathe Freres Phonograph Co. of Canada, Ltd., 6 Clifford Street, Toronto
A Columbia Agency is the best and most practical business connection on the market. The merchandise is right, the profit is right, the advertising is right, the selling-plan is right.

Columbia Graphophone Co.
Woolworth Building, New York

STIMULATING INTEREST OF THE PUBLIC IN KANSAS CITY
Both Wholesalers and Dealers Increase Exploitation Efforts as First of Holiday Trade Appears
Four Members of One Family in Trade—General Conditions Excellent

KANSAS CITY, Mo., November 5.—There has been little change in the general conditions in the talking machine trade in this city during the past month though the evidences of the beginning of the holiday demand are more apparent as is consequently the shortage of machines in various lines. Meanwhile the different jobbers and dealers are carrying on active campaigns for developing further business and keeping the interest of the public in talking machines and records at high pitch.

A. A. Trostler, Schmelzer Arms Co., states that "business is running along the same as ever—but it is just the same old shortage on the machines."

The new educational department of the Schmelzer Arms Co. will have a booth in Convention Hall when the Teachers' State Convention is held there shortly.

R. E. Woods, formerly of Chicago, is now connected with the talking machine department of the Jones Store Co.

The Henley-Waite Piano Co. has been enjoying a splendid talking machine business during the past month, the best, they say, that they have ever had. Their continuous window display of their machines does much toward their big business.

Anabelle Adams, Victrola department, J. W. Jenkins' Sons Music Co., recently lost her sister. The sympathy of the trade is extended.

"It runs in the family." There are four members of one family engaged in the talking machine business in Kansas City. Lloyd E. Wood, formerly with the Olney Music Co., St. Joseph, Mo., is in the Victrola department, Jones Store Co.; Lewis Wood, Jr., is in the wholesale department at the Schmelzer Arms Co., and Thomas E. Wood and Lucille Wood are in the Victrola department at the Geo. B. Peck Dry Goods Co. Lewis Wood is just sixteen years old. This is "some" record.

The Kansas City Phonograph Co. recently installed a talking machine department and will handle the Columbia line. F. M. Merwin, who is a member of the firm, is in charge. He says: "We are simply astonished at the business that has come to us in this brief time. Owing to the fact that we are situated in what is virtually "Talking Machine Row," we thought that there would be little room for another dealer, but we have found that there is. In fact, if business keeps up like it has been, we are certain to add four more booths the first of the year." The department is doing newspaper advertising but specializing particularly in street car ads.

The Columbia Co. has separated its wholesale and retail departments, that is, the wholesale business will, in future, be conducted from the company's new quarters at 1017 McGee street. The retail store remains at its present location at 1112 Grand street, with D. M. Guthrie in charge.

The new wholesale quarters, under E. A. McMurtry, comprise 10,000 square feet of floor space and will aid greatly in giving Columbia dealers better service.

J. J. Woderman has been added to the wholesale and retail department and will cover the Kansas City territory and that immediately surrounding.

The Steinola Co. recently joined the Home Products Association. This association is composed of big manufacturers of the city such as Armour & Co., Loos-Wiles, Southwest Milling Co., etc. Its purpose is a demonstration of the products of each of its members for a week, ten months in the year, at the different grocery stores in the city. The Steinola Co., being manufacturers of a "home product," joined the association to furnish the music.

The Steinola Co. will act as jobbers of the Jones Metrola recently introduced into this territory.

The Junkins-Riley Co., jobbers for the Pathé, states that business has been growing steadily and that they are working constantly now at full capacity. M. A. Riley has just returned from a trip to Nebraska where he says conditions are fine for lots of talking machine business.

PROGRESS OF MUNZER MFG. CORP.
Business of This Minneapolis Manufacturing Concern Steadily Expanding—Manufactures the Munola Phonograph

MINNEAPOLIS, MINN., November 8.—The Munzer Mfg. Corp., of this city, manufacturers of the Munola phonograph, is closing a healthy business, the size of which has exceeded all expectations. This company has been manufacturing machines for nearly a year, and it now has a production of approximately 100 machines a day. Their sales force states that it could sell three times this number if the factory had the capacity. Since its organization the company has enlarged its factories three times and the new plant which it now occupies was outgrown six weeks after it took possession.

The company concentrates on the production of a machine which retails at $39.30, and its factory facilities are so perfected that they can produce this machine with maximum efficiency and with minimum overhead. The Munola is a cabinet phonograph forty-two inches high and equipped with a double spring motor, a twelve-inch turntable, a tone arm modulator and a diatonic stick. The Munzer Mfg. Co. states that it is now selling Munolas from Winnipeg to San Antonio and from New York to San Francisco. It also has made tentative arrangements for a big export business with Mexico and South America, and it is now planning to install an assembling plant in Canada.
Utilizing Grand Opera As the Basis for a Successful Window Display :: :: By Ellis Hansen

The great interest in and appreciation of grand opera by musical Chicago (which is at the present time being entertained by two grand opera organizations) made the display shown below particularly timely. It was shown during "Edison on week" and was entered in the window display contest conducted by the Edison Co. Several novel ideas were introduced, the most noteworthy of which undoubtedly were the two stage settings—the very beautiful ship scene from "La Gioconda," Act II, with Enzo singing "Cielo mar" (Heaven and Ocean) and the garden scene from "Faust," Act III, portraying Alice

Portraying Alice Verlet as Marguerite singing the Jewel song. Additional interest was added to the last mentioned stage-picture by the fact that "Faust" was produced for the entire week at the Strand Theatre on Wabash avenue, a few blocks south of the store.

These stage pictures were painted by a well-known painter, carefully cut out with foreground, middle ground, background and set pieces, and arranged exactly like a real stage setting. The light effects were supplied by twenty concealed incandescent lamps, the entire arrangement producing a very realistic appearance. In the Gioconda scene the moon rays were playing on the water, which by a clever illusion seemed to be in continuous motion. The red headlight on the ship added a splash of color to the silvery moonlight of the midnight setting.
The Crystola

The Phonograph that is Different

The Crystola tone is developed by reflection (no sounding-board is used), giving results that for sweetness and naturalness are unapproached.

This is done by building the sound chamber of polished-mirror, plate-glass, which, aside from the exceptional tone quality attained, adds great beauty and distinction to the instrument, and attracts the maximum of attention.

The ball-bearing needle finger—the supersensitive diaphragm—all are features found in no other phonograph.

It is not too late to have some of these exceptional instruments in your store for the Xmas trade.

We are now making prompt deliveries.

Write or wire for complete information to

The Crystola Company
314-316 Elm Street
Cincinnati, Ohio

Model 10
44 inches high
Beveled-French Plate
Mirror Sound Chamber
Nickel Trimmings
Cut Glass Knobs
Mahogany and Oak
Any Finish
Automatic Stop
Retail Price, $100.00

Model 20
51 inches high
Beveled-French Plate
Mirror Sound Chamber
Gold Plated Trimmings
Hand Carved Grille
Mahogany Only
Any Finish
Automatic Stop
12 Record Albums
Retail Price $200.00
THE DEMAND FOR FOREIGN RECORDS

The Big Field in This Line Demonstrated Through the Growing Business of the International Record Department of the Columbia Co.—Anton Heindl's Good Work

Anton Heindl, head of the international record department of the Columbia Graphophone Co., New York, and a recognized authority in his special field, has been working indefatigably the past year to provide Columbia dealers with maximum service in developing their business. As a result of his efforts the Columbia international record department is closing a banner

year, with every indication that the coming year will be a continuation of this well-deserved success.

In a recent letter to the trade Mr. Heindl calls attention to some of the distinctive merits of the Columbia foreign record catalog, and intimates that there will be important developments in his department during the coming year.

Mr. Heindl emphasized the fact that there are records in thirty-two foreign languages in the Columbia catalog, and that he and his associates have succeeded in obtaining the foremost artists in every foreign repertoire.

In another section of this issue of The World there is presented a reproduction of the first of a series of colored display cut-outs, just issued by the Columbia international record department. Each cut-out depicts a separate nationality, portrayed in national costumes, and showing their favorite pastime. This first display material can be set up either singly or in group, the whole outfit making an attractive window display, showing a different nationality each week. There is no doubt but that the proper use of this window display material will stimulate record sales.

BOSTON BOOK CO. TO EXAND

Finds That New Quarters Recently Occupied in New York Are Hard Pressed to Take Care of Demands—Machinery Equipment Enlarged

The Boston Book Co., Inc., who recently moved from Brooklyn to 43-51 West Fourth street, New York City, have been rushed with orders during the past two months. In moving from Brooklyn an effort was made to increase the floor space and capacity of the plant to meet the requirements of the next two years, but from the present outlook the new quarters are going to be too small in a much shorter space of time. Negotiations are now on to procure a lease on the loft above the one which is now occupied by the company. While a great majority of the machinery which was used by the company on their entry into New York was new, since that time they have been com-

A Big Holiday Demand is ONE thing—

To meet it another!

Unless you happen to be a Pathe dealer—

And that, of course, means you are covered by the Pathe Christmas Pledge to dealers:

Taking last year's overwhelming demand for The Pathephone as a warning—

This year's output of THE PATHEPHONE is increased 500%!

So, we say with you, the bigger the demand the merrier!

Pathephones $25 to $225

New art model Pathephones now on hand for general and holiday business.

Pathephone Distributors Company
Distributors for Pathephones and Pathe European and American Double Disc Records
95 Southern Boulevard New York
THE GREAT NEW PLANT OF THE UNIT CONSTRUCTION CO.

Elaborate Plans Completed for the Erection of a New Plant of the Company—Most Modern Equipment Provided for in the Specifications

Philadelphia, Pa., November 9.—The Unit Construction Co., of this city, has for a long time been confronted with a great problem in making its production keep pace with the continually increasing demand for Unico products. The present plant at 121-131 South Thirty-first street, occupying a property eighty feet wide by 380 feet deep, extending from Thirteenth to Thirty-first streets, was augmented by a second plant of almost equal size located at Thirty-first and Chestnut streets, but these combined plants were soon found to be inadequate to take care of the rapid growth of Unico business.

To insure facilities ample enough to cover its requirement for several years to come, even at its present rate of expansion, the Unit Co. has purchased an entire city block, bounded by Fifty-seventh street, Fifty-eighth street, Gray's Avenue and the P. B. & W. Railroad, and on October 3 broke ground for the buildings as illustrated above. The main building will extend 685 feet along Grays Avenue, with a return of 162 feet on both Fifty-seventh and Fifty-eighth streets, giving a total frontage of 809 feet in addition to power plant, dry kiln and other buildings, thus giving the Unit Co. one of the largest plants in the East devoted to the production of high-grade cabinet woodwork.

Brick, concrete and steel sash “all daylight” construction has been adopted to produce a plant of the most modern type, and every detail of plant operation is being carried out along the lines of the highest efficiency. The plant is electrically equipped throughout, including power, light, elevators, signal systems, etc. The mechanical equipment will be in keeping with the program of efficiency and in every department the most advanced ideas in cabinet production have been adopted. To insure the correct seasoning of the cabinet woods entering into Unico products, the well-known Emerson dry kiln system, such as is used by the Victor Talking Machine Co. and the leading piano manufacturers, is being installed. Properly seasoned lumber is the keynote of quality in cabinet construction. Veneering, another test of cabinet quality, is to be handled by hydraulic power, while an overhead trolley system will be used for loading and unloading the heavy presses.

A compressed air system is being provided for the various finishing and polishing processes, the varnishes and enamels being sprayed in place of the antiquated brush method. Both electric and pneumatic rubbing machines are included in the equipment of the department.

An extension exhaust system is to be used both for ventilating and also for carrying all refuse from each machine directly to the flues of the boilers, thus accomplishing not only a great economy in fuel consumption, but also making possible the most sanitary shop conditions.

The comfort and welfare of employees has had much consideration and from the office entrance to the shipping platform efficiency of both man and machine is to be the slogan. The conditions under which production will be guided in the new Unico plant will be such as to encourage “Man’s pride in his work,” which Ruskin gives us as his definition of art.

New Plant of the Unit Construction Co., as It Will Appear When Completed

THE TALKING MACHINE WORLD


In addition to the patented Unico demonstrating rooms, record racks and record counters, the Unit Co. also execute important contracts for store, bank and office equipment, as well as interior woodwork and decorations for office buildings, hotels, residences and monumental buildings.

The location of the new Unico plant and general offices is most accessible to Central Philadelphia, being but 18 minutes by surface cars from City Hall, hotels and railroad stations.

All details of plant construction and equipment are being executed under the personal direction of Rayburn Clark Smith, president, who is also expanding the organization of the executive, production and sales departments to keep pace with the company's active growth. Work is being rushed on the company's new plant and the first section or one-half of the entire plant is scheduled for occupancy January next, at which time due notice of the change of location will be given. Display rooms even more extensive than heretofore will be maintained, and the talking machine dealer visiting the plant will be more than repaid by the exposition of Unico system for merchandising talking machines and musical goods.

CHANGE IN SONORA REPRESENTATION

Electric Supply and Equipment Co., of Hartford, Conn., Takes Over Central and Eastern Massachusetts Territory for That Line

Boston, Mass., November 5.—Announcement is made of an important change that directly affects the Sonora Phonograph Corp. in this district. The Electric Supply and Equipment Co., of Hartford, Conn., has taken over the central and eastern Massachusetts territory, which formerly was in charge of W. B. Glynn, of Sax- ton's River, Vt., so that this company now operates this and Connecticut and Rhode Island. Richard M. Nelson, the New England manager, and Joseph H. Burke, his assistant, are locally looking after the central and eastern Massa- chusetts district, while Connecticut will be cared for from Hartford.

GRINNELL BROS.
Distributors, Victrolas and Records
First and State Streets, Detroit

You'll find the suggestion given by our committee as to the best selling Records from the new list each month will advance your list of best selling Records, and oblige.

Name
Address

You'll find the suggestion given by our committee as to the best selling Records from the new list each month will advance your list of best selling Records, and oblige.

You'll find the suggestion given by our committee as to the best selling Records from the new list each month will advance your list of best selling Records, and oblige.

Don't wait another day to prepare for this greatest Victrola and Record selling opportunity. The season of unequalled buying activity—of increased business with the least effort on your part—is just before us. Don't let lack of stock keep you from sharing in fullest measure in this chance for greater profits.

We Are Ready to Meet Every Demand

We've the Records you want. Immediate shipment is guaranteed. The smallest order receives the same careful, satisfaction-giving attention as the largest. We are so situated as to command excellent transportation facilities in all directions. Each is a feature of definite importance and value to you.

A constantly growing number of live, aggressive Victrola dealers are finding in our stock and service unequalled business-building co-operation. Take advantage of it—commencing with your Christmas order!

GRINNELL BROS.
Detroit, Mich.

Greatmen—Please send me regularly each month your advance list of best selling Records, and oblige.

Place Your Order NOW For
YOUR CHRISTMAS RECORD STOCK

We Are Ready to Meet Every Demand

We've the Records you want. Immediate shipment is guaranteed. The smallest order receives the same careful, satisfaction-giving attention as the largest. We are so situated as to command excellent transportation facilities in all directions. Each is a feature of definite importance and value to you.

A constantly growing number of live, aggressive Victrola dealers are finding in our stock and service unequalled business-building co-operation. Take advantage of it—commencing with your Christmas order!

First and State Streets, Detroit
Here is real Christmas
“Sales Insurance”

Have you ever nursed prospective phonograph purchases into a BIG demand

And then found that your chief dependence, “Supply”, was “dead?”

Well, it can’t happen to you again if you are covered by the Pathé Holiday Supply Insurance.

Taking 1916’s great holiday demand as a forecast of an even greater demand in 1917 for

THE PATHEPHONE

The Pathé Frères have increased their output 500% for 1917!

That means that every dealer’s every order will be met in a quick shipment.

We are ready to supply the complete line of Pathephones now for general or Holiday business.

Pathephones $25 to $225

Williams, Davis, Brooks & Hinchman Sons
Distributors for
Pathephones and Pathé European and American Double Disc Records
Detroit, Michigan
PAULIST CHORISTERS MAKE RECORDS FOR COLUMBIA CO.

Distinguished Organization Under Direction of Father Finn Have Won International Fame for Their Ability as Choristers—Heard in New York During Recent Liberty Loan Campaign

The Columbia Graphophone Co., New York, has just announced that Father Finn's Paulist Choristers of Chicago, who are famous in this country and Europe, have made several records at the Columbia laboratories. These records will

Father Finn, Conductor

be issued in the near future, and this famous organization will make Columbia records exclusively.

Father Finn's Paulist Choristers achieved considerable prominence during the recent campaign in behalf of the second Liberty Loan for they took part in the Liberty Loan parade and also sang in front of the Liberty Loan headquarters in New York and Chicago.

Father Finn, conductor of the Paulist Choristers, has been prominent in musical circles for many years. Throughout his educational career he maintained his interest in music and devoted much study to theory, practice, composition, and the conductor's art. Early in his priesthood he became choirmaster at St. Paul's, in Washington, and later he accepted the same position at Mission Church in Boston.

In 1904 Father Finn was assigned to Chicago, where he organized the now famous Paulist Choristers. His success with this organization has been world-wide, and is due to his judgment and schooling as a musician and conductor, together with the thorough understanding of the boy voices.

The success of the Paulist Choristers throughout America led to their appearance in Europe under Father Finn's direction. In 1912 the choir was awarded the prize in the International Competition in the division of honor, and the accomplished conductor received a decoration from the French Academy. As a composer Father Finn also commands serious attention. His work has been chiefly in the field of church music, where his compositions have achieved notable success.

PATHE DISPLAY AROUSES INTEREST

COLUMBUS, O., November 8.—Much favorable comment has been made regarding the original and attractive Pathe window display that the Bope-Hayes Co., of this city, exhibited all last week. The Pathephone Model 75, mahogany, was featured in a combination offer of machine, Pathe records and record albums.

The base of the display consisted of white cheese-cloth and the top and the background of yellow twisted crepe paper. The arches carried incandescent lights, and the foreground was paper-brushed balloon effect in colors, spelling the name of The Bope-Hayes Co. The four white posts carried natural ferns, and the gates rested a wax bust of Beethoven. The foreground was made up of records of the three popular records requiring loud needles as well as those best played with a soft Tungsten needle.

The Pathephone Model 75, mahogany, was featured in a combination offer of machine, Pathe records and record albums.

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—an 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 or Soft Without Changing Needles. With the DUO -TONE, one can play records requiring loud needles as well as those best played with a soft needle without the inconvenience of removing needles after each record.

2. From 100 to 200 Records Per Needle. Everyone knows the better wearing qualities of the Tungsten. Few record users replace one needle after each record. The DUO -TONE makes this possible for both loud and soft records.

3. Easy Exchangeability. If desired to change to steel or fibre needles, merely remove the DUO -TONE attachment from the needle-holder.

4. Removal—Convenience. Every phonograph user knows the greater economy of the Tungsten needle. The DUO -TONE makes this possible for both loud and soft records.

5. $1.00 Is All the DUO -TONE Costs. If desired to change to steel or fibre needles. At this remarkably low price, every phonograph owner is a possible buyer.

THE DUO -TONE COMPANY

ANSONIA, CONNECTICUT

Seven Reasons why the
DUO -TONE attachment is a Talking Machine Necessity

Dealers! This is a most attractive opportunity for you. Write or wire us at once for our descriptive folder and details on our dealer's proposition.

5

THE TALKING MACHINE WORLD

PAULIST CHORISTERS MAKE RECORDS FOR COLUMBIA CO.

In 1904 Father Finn was assigned to Chicago, where he organized the now famous Paulist Choristers. His success with this organization has been world-wide, and is due to his judgment and schooling as a musician and conductor, together with the thorough understanding of the boy voices.

The success of the Paulist Choristers throughout America led to their appearance in Europe under Father Finn's direction. In 1912 the choir was awarded the prize in the International Competition in the division of honor, and the accomplished conductor received a decoration from the French Academy. As a composer Father Finn also commands serious attention. His work has been chiefly in the field of church music, where his compositions have achieved notable success.

PATHE DISPLAY AROUSES INTEREST

COLUMBUS, O., November 8.—Much favorable comment has been made regarding the original and attractive Pathe window display that the Bope-Hayes Co., of this city, exhibited all last week. The Pathephone Model 75, mahogany, was featured in a combination offer of machine, Pathe records and record albums.

The base of the display consisted of white cheese-cloth and the top and the background of yellow twisted crepe paper. The arches carried incandescent lights, and the foreground was paper-brushed balloon effect in colors, spelling the name of The Bope-Hayes Co. The four white posts carried natural ferns, and the gates rested a wax bust of Beethoven. The foreground was made up of records of the three popular records requiring loud needles as well as those best played with a soft Tungsten needle.

The Pathephone Model 75, mahogany, was featured in a combination offer of machine, Pathe records and record albums.

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—an 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 or Soft Without Changing Needles. With the DUO -TONE, one can play records requiring loud needles as well as those best played with a soft needle without the inconvenience of removing needles after each record.

2. From 100 to 200 Records Per Needle. Everyone knows the better wearing qualities of the Tungsten. Few record users replace one needle after each record. The DUO -TONE makes this possible for both loud and soft records.

3. Easy Exchangeability. If desired to change to steel or fibre needles, merely remove the DUO -TONE attachment from the needle-holder.

4. Removal—Convenience. Every phonograph user knows the greater economy of the Tungsten needle. The DUO -TONE makes this possible for both loud and soft records.

5. $1.00 Is All the DUO -TONE Costs. If desired to change to steel or fibre needles. At this remarkably low price, every phonograph owner is a possible buyer.

THE DUO -TONE COMPANY

ANSONIA, CONNECTICUT

Seven Reasons why the
DUO -TONE attachment is a Talking Machine Necessity

Dealers! This is a most attractive opportunity for you. Write or wire us at once for our descriptive folder and details on our dealer's proposition.
NEEDLES

"BRILLIANTONE"

The Wheels of Business are turning Fast!

From Us To You

OUR RECORD IS
"ALL RECORDS ALL THE TIME"

From You To Us

Keep up the Speed of Your Business with DAVEGA SERVICE

I. DAVEGA JR. INC.

VICTOR FACTORY WHOLESALERS

125 West 125th St., New York

The House of Service
TALKING MACHINE MORE POPULAR THAN EVER IN DETROIT

Dealers Look for Large Holiday Business—Edison Dealers to Meet—Brown Featuring the Brunswick—Andrews Seeking More Victor Stock—Pathophone Expansion—Grinnell Recitals

Detroit, Mich., November 7.—The talking machine business right now is having the best of the musical instrument business—that is to say, while pianos, players and grand pianos are in demand and enjoying healthy sale, the talking machine is more popular than ever, and there isn’t a dealer who is not keeping ahead of a year ago. This proves two things—first, that Detroit is prosperous, and second, that the talking machine business may be more staple every day. There has been considerable complaint over the shortage of certain models of talking machines, particularly those turned out by some of the leading manufacturers. The fault undoubtedly lies to some extent with the railroad companies, their handling of freight shipments being worse than that of any other line. As a result of the shortage the word is spreading that the machines are scarce.

Dealers in Detroit have no fault to find with record business and shipments. The demand is very brisk, while shipments are much better than machines. Detroit dealers are getting more for their machines, having added the tax. So far they report it is making no difference in their sales.

The Sonora phonograph is now being made a strong feature attraction at the J. L. Hudson store, which gives them two machines to push—the Victor and Sonora. Wallace Brown, the Brunswick dealer, is selling a lot of phonographs and is keeping up his advertising appropriation for the month of December, believing it’s the best medium for getting new business.

Ed Andrew, of the J. L. Hudson piano store, was in New York the first week of November and paid a visit to the Victor headquarters in Camden. N. J. One of the reasons that took him East was the hope of getting more holiday merchandise. The Keenan & Jahn furniture store at 334 Woodward avenue, corner Pontchartrain street, has added a talking machine department, located on the second floor, where the Accolian-Vocalion will be sold exclusively, as well as the company’s line of records which will be out soon. John DeAngeli is manager of this new department, and will have charge of the Victor department. Some 4,000 people will be able to crowd into the Arcadia to participate in the tone test.

Wallace Brown, the Brunswick dealer, is selling a lot of phonographs and is keeping up his big advertising drive. In fact, Wallace says he has “just started” to advertise. He expects to triple his advertising appropriation for the month of December, believing it’s the best medium for getting new business.

C. D. Grubbs, for some time connected with the J. W. Carter Music Co., Houston, Tex., has joined that company as director and stockholder, and will have charge of the Victor department.

Some people boast that they pay as they go, but it seems mighty hard to get them started.

**In Charge of Talker Department**

C. D. Grubbs, for some time connected with the J. W. Carter Music Co., Houston, Tex., has joined that company as director and stockholder, and will have charge of the Victor department.

Some people boast that they pay as they go, but it seems mighty hard to get them started.

**The Artophone Company**

1113 Olive Street ST. LOUIS, MO.

**The Artophone**

A $55 New Model RETAIL

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

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

We list below some of its features.

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

This is only one of our popular models. Write today for catalog, free trial offer and proposition.
Investigate Our Dealers' Proposition on

Imperial Talking Machines and Records

The Imperial Talking Machine is absolutely the biggest value in a musical instrument ever offered to the music-loving public and produced under the most exacting and scientific methods. Every part made in our own factory under the constant supervision of mechanical and musical experts.

The Imperial Records, recorded under the personal supervision of an expert musician and made in our own factory, are without question the most accurate, scientific and complete product of sound vibration on the market. New records released every month. See list of December records on Page No. 145.

We want reliable and wide-awake dealers to write for our exclusive territory offer and our liberal discounts.

IMPERIAL TALKING MACHINE CO.  Main Office and Factory:  
No. 9 Vandeveer Avenue, Wilmington, Del.  
Recording Laboratory and Showrooms: 35 West 31st Street, New York City


Imperial Model No. 1  
Selling Price, $25.00

Imperial Model No. 2  
Selling Price, $35.00

Imperial Model No. 3  
Selling Price, $70.00

Imperial Model No. 4  
Selling Price, $90.00

Imperial Model No. 5  
Selling Price, $135.00

Imperial Model No. 6  
Selling Price, $190.00

There either is now or soon will be a dealer in your town who is progressive enough to see the advantages of selling the Imperial Talking Machines and Imperial Records.

Why not send for further information today?
SOSS MANUFACTURING COMPANY

435 ATLANTIC AVENUE

BROOKLYN, N. Y.

LOS ANGELES, 224 Central Bldg. Branch Offices

SAN FRANCISCO...164 Broadway Bldg.

DETROIT—202 David Whitney Bldg.


PROGRESS OF THE READY-FILE CO.

Introducing Their Latest Invention, the Ready Needle Pointer—President Wilking Tells of the Increasing Popularity of the Ready-File

INDIANAPOLIS, Ind., November 5.—The talking machine accessory business seems to be looking up over the country, according to the Ready-File Co., although shortage of raw material has had a tendency to slow up orders slightly. Probably the most interest shown by the trade is in a new fibre needle pointer, which will have an introduction this month.

The Ready Needle Pointer, for which patents are pending, is the invention of Frank O. Wilking, president of the Ready-File Co., who recently examined the pointer and praised it highly.

"The salient difference in the new machine from most others is in the knife, which is marked: 'The salient difference in the new machine is increased. The pointer is simple, and without intricate wearing parts, so it will last a lifetime,'" Mr. Wilking, who has worked on the pointer for a year or more, says that mechanical engineers, distributors and others who have examined the pointer praise it highly. Mr. Wilking will shortly leave for a trip East to show the pointer to members of the trade.

"While we are going to push the needle pointer," said Mr. Wilking, "we are not going to neglect Ready-File. Stanley Garrison, our advertising manager, is now at work on a series of dealer helps for Ready-File as well as for the needle pointer. It is the policy of our company to look after the dealer. We want to do all we can to help him keep his stock moving—not only Ready-File, but his other accessories. Our new advertising campaign will be just as personal as we can make it, and if dealers will follow our lead we will help them put more profits in their cash drawer.

"I have found this—if retailers would give more and better display to their goods, of whatever character, they would make more money and be more successful. It is strange that dealers are often so apathetic to the suggestions and helps made by manufacturers, especially when their problems are studied first hand and recommendations made on the ground."

The Ready-File Co. has prepared for a big holiday trade, and according to salesmen there is every indication that this season will be the best in years, despite the war. The only fly in the ointment is the shortage of raw material and the freight congestions, but Ready-File has not been much hurt in these respects, at least at this time.

INCREASED POSTAL RATES IN EFFECT

Letters Require Three Cents Postage and Post-Cards Two Cents

Members of the talking machine trade should remember that the increase in postal rates provided for under the War Revenue Act became effective on Friday, November 2, after which time the rate on letters, except drop letters, became 3 cents for each ounce, instead of 2 cents as formerly. Drop letter postage will be 2 cents. Souvenir postal cards will require a 2-cent stamp. The present Government postal card bearing a 1-cent stamp must have a 1-cent stamp added.

All letters which do not bear the 3-cent stamp will be returned to the writer for an additional cent in case the sender's name is known. If the sender's name is unknown the letter will be dispatched to its destination and the addressee must pay the deficient postage.

Letters for delivery in the following foreign countries are subject to the rate of 3 cents an ounce instead of 2 cents: Bahamas, including Fortune Island and Inagua; Canada, Cuba, the British Guiana, British Honduras, Dominican Republic, Dutch West Indies, including Aruba-Bonaire, Curacao, Saba, St. Eustatius, and the Dutch part of St. Martin; England, Ireland, Scotland, Wales, and the West Indies, Mexico, New Zealand, Panama and Shanghai City, China.

The postage rate on letters for foreign countries other than those named above remains as at present, 5 cents for the first ounce or fraction thereof, and 3 cents for each additional ounce or fraction thereof.

Postal cards and post cards, private mailing cards, for all foreign countries are now subject to 2-cent postage unless they fulfill the conditions for prints, in which case they will be mailable for 1 cent each. Cards which bear no more writing or typewriting than is authorized upon printed matter will be subject to the 1-cent rate as prints.

The mailing of monthly bulletins of new records by third-class mail or by permit is not affected by this increase in rate.

Talking machine merchants should pay particular attention to the proper stamping of their mail under the new law in order to avoid as much as possible the burdening of the recipient with the payment of the shortage at the other end. In the case of purchasers and prospects particularly, care should be taken that they should not be put to any annoyance in the matter. There is bound to be more or less confusion for a time at least, and therefore special attention is demanded.
AN EXCELLENT MONTH FOR STEINERT

Installation with musical dealers has been important, as the company's salesmen and his many years' cooperation throughout the country.

Different from any album heretofore produced this year, which Mr. Ravis states will be a radical innovation in the growth of the company's Victor business.

Increased volume of business attracted to re-modelled warerooms during October.

Present plans call for the introduction of a new type of album after the first of the year, which Mr. Ravis states will be radically different from any album heretofore produced and which will embody many distinctive merits.

Philip A. Ravis has been vice-president of the New York Album & Card Co., New York, announced this week that the company had leased for a term of years another floor of the building at 23-25 Lispenard street, New York. This additional space gives the company two entire floors at this address.

In a chat with The World Mr. Ravis stated that additional factory facilities were found imperative in order to keep pace with the fast-increasing demand for the company's products, which include a complete line of record albums, with the popular Nyacco metal back album as a leader. The latter album has been a phenomenal success, and at the present time is handled by talking machine dealers from coast to coast.

The company has recently installed a delivery envelope department, and in order to render maximum service with minimum overhead has also installed a printing department on the premises. Present plans call for the introduction of a new type of album after the first of the year, which Mr. Ravis states will be radically different from any album heretofore produced and which will embody many distinctive merits.

Philip A. Ravis has been vice-president of the New York Album & Card Co. for the past three years, and during this time has visited the dealers throughout the country. Prior to entering the talking machine field he was traveling representative for a prominent musical merchandise house, and his many years' cooperation with musical dealers has been an important factor in the success of the New York Album & Card Co. Capable and progressive, Mr. Ravis is a firm believer in the value of rendering practical assistance to the dealers merchandising his company's products.

AN EXCELLENT MONTH FOR STEINERT

Increased volume of business attracted to re-modelled warerooms during October.

Boston, Mass., November 5—October proved an excellent month for M. Steinert & Sons Co., whose display of the latest line of Victor goods was among the most attractive in the city. The increased business is due in no small degree to the finely appointed warerooms which have been visited by a great many people since they were opened the latter part of September. The magnificent show window, too, is an important feature in the growth of the company's Victor business.

ENLARGE FACTORY FACILITIES

New York Album & Card Co. Leases Another Floor of Building at 23-25 Lispenard Street, New York to Meet Business Demands

Philip A. Ravis, vice-president of the New York Album & Card Co., New York, announced this week that the company had leased for a term of years another floor of the building at 23-25 Lispenard street, New York. This additional space gives the company two entire floors at this address.

In a chat with The World Mr. Ravis stated that additional factory facilities were found imperative in order to keep pace with the fast-increasing demand for the company's products, which include a complete line of record albums, with the popular Nyacco metal back album as a leader. The latter album has been a phenomenal success, and at the present time is handled by talking machine dealers from coast to coast.

The company has recently installed a delivery envelope department, and in order to render maximum service with minimum overhead has also installed a printing department on the premises. Present plans call for the introduction of a new type of album after the first of the year, which Mr. Ravis states will be radically different from any album heretofore produced and which will embody many distinctive merits.

Philip A. Ravis has been vice-president of the New York Album & Card Co. for the past three years, and during this time has visited the dealers throughout the country. Prior to entering the talking machine field he was traveling representative for a prominent musical merchandise house, and his many years' cooperation with musical dealers has been an important factor in the success of the New York Album & Card Co. Capable and progressive, Mr. Ravis is a firm believer in the value of rendering practical assistance to the dealers merchandising his company's products.

Favor Federal Price Control

Chamber of Commerce of the United States Reports 974 Votes for, and 114 Votes Against Suggested Extension of the Practice

WASHINGTON, D. C., November 6—The Chamber of Commerce of the United States has just announced that members of the body have expressed themselves strongly in favor of additional legislation for price control by the Government during the war. The votes on the recent referendum on fuller price control sent out by the Chamber have been tabulated, showing 974 votes in favor of the plan, against 114 votes opposed to it.

On the question of whether there should be additional price controlling authority during the war the favorable vote was 974, 114 votes being cast in the negative.

The organization voted 978 to 116 that authority to control prices should be extended to all articles of importance in basic industries and which are necessities of every-day life, and also that price control should extend to the prices the public has to pay as well as the prices the Government pays. The proposal that price control authority should be vested in a small board appointed by President Wilson was supported, and in this connection it was suggested that an agency working with such a board should have power to distribute available supplies where they most benefit the public—an excellent idea.

Another suggestion that found favor was that each leading industry should have a representative to advise with price control and distribution agencies.

The VICSONIA Reproductor

Add the VICSONIA to Your Stock and Increase Your Profits

"THE BEST" says the trade; "BEYOND COMPARISON."

The VICSONIA is designed to play EDISON RECORDS properly and is recommended as such by up-to-date dealers.

Fits any VICTOR or COLUMBIA phonograph.

No Alterations Required

Permanent Jewel Point

Send us $3.50 and we will send one N. P. VICSONIA with permanent sapphire point, on ten days' approval.

Vicsonia Manufacturing Company, Inc.
313 East 134th Street (Bronx)
NEW YORK
Chicago, Ill., November 10.—There is little to add to previous reports of Chicago and Western conditions. Wholesalers are very busy and local retailers are getting. Evidently it is going to be just a good normal holiday trade. On the other hand the trade is much larger than many expected and not for the shortage of goods.

Joins Salter Co.

Albert Mortensen, who for the past sixteen years has been connected with the Chicago office of the Columbia Co., resigned last month to accept the position of assistant manager of the Salter Mfg. Co., manufacturers of record cabinets, and of which his brother, John F. Mortensen, is president and chief executive. Mr. Mortensen is, of course, abundantly qualified for the important position he assumes, as he has been connected with the talking machine business practically since its inception, so far as its larger marketing activities are concerned. He will, because of this experience, be able at once to relieve his brother of many of the important details involved in conducting the large business in the building up of which the latter has been the dominating factor.

Big Demand for War Song Records

H. A. Yerkes, district manager for the Columbia Graphophone Co., returned on Tuesday of this week from a trip to Texas, New Orleans and St. Louis after having been gone for about two weeks. "I was merely looking over the ground while on this trip," said Mr. Yerkes, "and sizing conditions up in general, and I find that business has not only increased in certain places I visited, but from talks I had with the various dealers the consensus of opinion seems to be that this increase has not confined itself to any particular locality, but is general. In the districts surrounding the cantonments the increase has not confined itself to any particular locality, but is general. In the trade with the exception of the cabinets, and I did quite a nice business on this trip and established connections which, I believe, will ultimately assume important dimensions."

To Extend Lines

The Royal Phonograph Co., who have a completely equipped plant at Geneva, Ill., are now running at the rate of twenty-five machines a day. They have been confining themselves to one model, a popular-priced machine, on which they have made a very favorable entrance in the trade. C. Edwin Osborne, vice-president and general manager of the company, with offices at 1332 McCarmon Building, Chicago, announces that after the first of the year they will be ready for the trade with an extended line with at least two higher priced models.

Pushing Huber Cabinet Sales

H. C. Chave, general representative for the Huber cabinets, with Chicago wareerooms at 108 North Dearborn street, reports a steadily growing demand for the Huber cabinet. This is an artistically designed cabinet made in two leading styles, designed to enclose portable machines of standard makes. They enable the dealer to present to his trade very attractive popular-priced outfits.

Heinemann Chicago Stock

S. A. Ribolla, sales manager of the Central West division of the Otto Heineman Phonograph Supply Co., announces that at their Chicago office

(Continued on page 82)
THE VICTOR TALKING VICTOR

TUNG-TONE NEEDLES
give results here-to-fore unobtainable with any other needle

NEW YORK TALKING MACHINE CO.
VICTOR WHOLESALERS

119 WEST 40TH ST.

NEW YORK
MACHINE CO. RECOMMENDS
PLAYING VICTOR RECORDS WITH THE
TUNGS-TONE STYLUS

ONE TUNGS-TONE needle will do the
work of 250 other steel needles

Every 10 cent package of TUNGS-TONE needles
you sell saves 1000 steel needles for
Uncle Sam

CHICAGO TALKING MACHINE CO.
VICTOR WHOLESALERS
12 NORTH MICHIGAN AVE.
The Talking Machine World (Continued from page 79)

FROM OUR CHICAGO HEADQUARTERS—

Chicago headquarters they have an abundant supply of stock on hand and are now in position to supply their patrons with any of their products and render better and quicker service than was possible heretofore. In the past, it was necessary to send direct to the factory at Elyria for supplies and, naturally, it took a longer period of time to deliver an order. At present, however, the large amount of stock on hand in the spacious storerooms recently added to their Chicago headquarters enables them to waste no time in filling orders which can now be taken care of and shipped promptly. Another new feature is the repair department recently installed. This department is manned by a force of skilled mechanics and all repair work in the division under the supervision of Mr. Ribolla will be, in the future, handled by this department.

Salter Specials

The Salter Mfg. Co. are having an exceptional demand from dealers in the preparation for holiday trade for the various types of cabinets made to harmonize with "table" models of the standard machines. Two of the leading types are shown in their advertisement elsewhere in this issue. They are also having a large demand for an enclosed filing rack for the Edison $100 disc phonograph and of a felt-lined compartment outfit for insertion in the $150 model.

A Holiday Special

The Republic Phonograph Co. has issued a very attractive circular announcing a holiday special their Peerless machine Model 95. For a quick selling model, satisfying the demands of those who want a neat appearing cabinet machine for comparatively little money, this type ought to be quite a favorite.

Suggestive Advertising

Lyon & Healy are doing some remarkable advertising in the daily papers. The accompanying cut is a reproduction of an advertisement appearing this week. It tells the story so completely that no comment is necessary. It hitches up with the widespread interest in the boys in the camp and at the front. It is both specific publicity and good general publicity. The family who buys one of these low-priced machines for a

The TALKING MACHINE WORLD

with the widespread interest in the boys in the camp and at the front. It is both specific publicity and good general publicity. The family who buys one of these low-priced machines for a re-creation and still retain perfect harmony, at the same time presenting the illusion of two living people performing.

Miss Florence Ferrell and Miss Helen Jeffreys, violinists, who have done testing in this zone, just happened to drop in at the Edison Shop on Thursday and by request were heard in conjunction with their own records.

Mr. Bryant or the artists, who was heard at the Edison Shop recitals during Edison Week, tells an interesting little story concerning the advent of her brother into the entertainment field. After Miss Norfleet started on her career as an entertainer and had built up quite a reputation for herself as a violinist, she returned to her home in Oklahoma for a brief visit. During her absence her brother had taken lessons on the cello, but was unable to secure an instructor who could coach him beyond the usual primary lessons. The idea of accompaniment by means of a talking machine suggested itself to her, and after arriving in Chicago she had a machine shipped to him along with several records containing cello selections. Immediately upon receipt of his present, her brother began to practice, accompanied by the selections, and soon got to a place where he was able to give a good account of himself. He is appearing in local entertainments throughout Oklahoma.

New Tone Arm and Sound Box.

The Combination Attachment Co., this city, has just completed arrangements to place on the market a new tone arm and sound box. Both are constructed scientifically and it has been the aim of the investor to make such improvements as to secure an unquestionable superior tone quality, with the greatest volume possible to produce from any record now manufactured. The tone arm can be made to fit any machine. However, the standard length of the same ready delivery is eight and one-half inches between centers. Base opening fifteen-sixteenths of an inch; flange, three inches.

Superior Tonearm and Universal Reproducer

The final Tonearm—the scientifically correct design for conducting sound forward the natural way of the echo—rendering the music in full power and distinctness—impossible for vibrations to interfere one with another, causing the jumbled confusion of tones as in the megaphonic type of tonearm. Its attractive straight lines harmonize with any cabinet, especially Adam, Sheraton and Gothic period styles. A Reproducer that plays all records as they should be played, and realizes to the fullest the music mastery of the phonograph for truly reproducing the many combinations of tones with lifelike richness and sparkle, perfect in technique and expression. Tone quality supreme—volume in the right degree—with absolutely no blare or rattle—on any record of any make—will be proven to you by a test of the Superior Tonearm and Universal Reproducer.

Superior Tonearm and Universal Reproducer

Manufactured under the Scofield patents

The final Tonearm—the scientifically correct design for conducting sound forward the natural way of the echo—rendering the music in full power and distinctness—impossible for vibrations to interfere one with another, causing the jumbled confusion of tones as in the megaphonic type of tonearm. Its attractive straight lines harmonize with any cabinet, especially Adam, Sheraton and Gothic period styles. A Reproducer that plays all records as they should be played, and realizes to the fullest the music mastery of the phonograph for truly reproducing the many combinations of tones with lifelike richness and sparkle, perfect in technique and expression. Tone quality supreme—volume in the right degree—with absolutely no blare or rattle—on any record of any make—will be proven to you by a test of the Superior Tonearm and Universal Reproducer.

Superior Tonearm and Universal Reproducer

Manufactured under the Scofield patents

The final Tonearm—the scientifically correct design for conducting sound forward the natural way of the echo—rendering the music in full power and distinctness—impossible for vibrations to interfere one with another, causing the jumbled confusion of tones as in the megaphonic type of tonearm. Its attractive straight lines harmonize with any cabinet, especially Adam, Sheraton and Gothic period styles. A Reproducer that plays all records as they should be played, and realizes to the fullest the music mastery of the phonograph for truly reproducing the many combinations of tones with lifelike richness and sparkle, perfect in technique and expression. Tone quality supreme—volume in the right degree—with absolutely no blare or rattle—on any record of any make—will be proven to you by a test of the Superior Tonearm and Universal Reproducer.

Superior Tonearm and Universal Reproducer

Manufactured under the Scofield patents

The final Tonearm—the scientifically correct design for conducting sound forward the natural way of the echo—rendering the music in full power and distinctness—impossible for vibrations to interfere one with another, causing the jumbled confusion of tones as in the megaphonic type of tonearm. Its attractive straight lines harmonize with any cabinet, especially Adam, Sheraton and Gothic period styles. A Reproducer that plays all records as they should be played, and realizes to the fullest the music mastery of the phonograph for truly reproducing the many combinations of tones with lifelike richness and sparkle, perfect in technique and expression. Tone quality supreme—volume in the right degree—with absolutely no blare or rattle—on any record of any make—will be proven to you by a test of the Superior Tonearm and Universal Reproducer.

Superior Tonearm and Universal Reproducer

Manufactured under the Scofield patents

The final Tonearm—the scientifically correct design for conducting sound forward the natural way of the echo—rendering the music in full power and distinctness—impossible for vibrations to interfere one with another, causing the jumbled confusion of tones as in the megaphonic type of tonearm. Its attractive straight lines harmonize with any cabinet, especially Adam, Sheraton and Gothic period styles. A Reproducer that plays all records as they should be played, and realizes to the fullest the music mastery of the phonograph for truly reproducing the many combinations of tones with lifelike richness and sparkle, perfect in technique and expression. Tone quality supreme—volume in the right degree—with absolutely no blare or rattle—on any record of any make—will be proven to you by a test of the Superior Tonearm and Universal Reproducer.

Superior Tonearm and Universal Reproducer

Manufactured under the Scofield patents

The final Tonearm—the scientifically correct design for conducting sound forward the natural way of the echo—rendering the music in full power and distinctness—impossible for vibrations to interfere one with another, causing the jumbled confusion of tones as in the megaphonic type of tonearm. Its attractive straight lines harmonize with any cabinet, especially Adam, Sheraton and Gothic period styles. A Reproducer that plays all records as they should be played, and realizes to the fullest the music mastery of the phonograph for truly reproducing the many combinations of tones with lifelike richness and sparkle, perfect in technique and expression. Tone quality supreme—volume in the right degree—with absolutely no blare or rattle—on any record of any make—will be proven to you by a test of the Superior Tonearm and Universal Reproducer.

Superior Tonearm and Universal Reproducer

Manufactured under the Scofield patents

The final Tonearm—the scientifically correct design for conducting sound forward the natural way of the echo—rendering the music in full power and distinctness—impossible for vibrations to interfere one with another, causing the jumbled confusion of tones as in the megaphonic type of tonearm. Its attractive straight lines harmonize with any cabinet, especially Adam, Sheraton and Gothic period styles. A Reproducer that plays all records as they should be played, and realizes to the fullest the music mastery of the phonograph for truly reproducing the many combinations of tones with lifelike richness and sparkle, perfect in technique and expression. Tone quality supreme—volume in the right degree—with absolutely no blare or rattle—on any record of any make—will be proven to you by a test of the Superior Tonearm and Universal Reproducer.

Superior Tonearm and Universal Reproducer

Manufactured under the Scofield patents

The final Tonearm—the scientifically correct design for conducting sound forward the natural way of the echo—rendering the music in full power and distinctness—impossible for vibrations to interfere one with another, causing the jumbled confusion of tones as in the megaphonic type of tonearm. Its attractive straight lines harmonize with any cabinet, especially Adam, Sheraton and Gothic period styles. A Reproducer that plays all records as they should be played, and realizes to the fullest the music mastery of the phonograph for truly reproducing the many combinations of tones with lifelike richness and sparkle, perfect in technique and expression. Tone quality supreme—volume in the right degree—with absolutely no blare or rattle—on any record of any make—will be proven to you by a test of the Superior Tonearm and Universal Reproducer.
which the company believes to be the best ma-
aterial known to carry sound waves without loss of volume or quality. The general design is
made in such a way as to deflect the volume into the tone chamber with force and gives a more natural tone from all records. The backocket or swivel joint is especially constructed to work free and there is nothing to get out of order.

The universal headpiece carrying the sound reproducer is constructed in such a way as to make it "rattleproof," and for the convenience of changing records and needles the reproducer can be turned in an upward direction, and can-
not fall down of its own accord and destroy records or jewel points.

The universal joint is also constructed so that when turning the sound reproducer in either position to play the hill and dale or lateral cut records it will retain a perfect center, also the position of the sound reproducer and general design of the stylus bar makes it possible for the sound waves produced by the diaphragm to have a direct route to the tone chamber. Any standard needle, fibre, steel or jewel can be used.

The reproducer is of special design and size, enabling it to reproduce all tones from all rec-
ords uniformly. It has a compensating adjustable stylus bar holder. This and other features are patented. The highest grade miles obtain-
able is used for the diaphragm, thus insuring clear, full volume. The finish can be had in either rich satin gold finish or nickel plate.

Wedding Bells

Miss Evelyn Alger, a very attractive member of the Chicago Talking Machine Co. force, was married on October 31 to James G. Partridge, of the Chicago Talking Machine Co. force, was

married on October 31 to James G. Partridge, of the Chicago Talking Machine Co. force, was

either rich satin gold finish or nickel plate.

Thursday Octobert

The company believes to be the best ma-
tial known to carry sound waves without loss of volume or quality. The general design is
made in such a way as to deflect the volume into the tone chamber with force and gives a more natural tone from all records. The backocket or swivel joint is especially constructed to work free and there is nothing to get out of order.

The universal headpiece carrying the sound reproducer is constructed in such a way as to make it "rattleproof," and for the convenience of changing records and needles the reproducer can be turned in an upward direction, and can-
not fall down of its own accord and destroy records or jewel points.

The universal joint is also constructed so that when turning the sound reproducer in either position to play the hill and dale or lateral cut records it will retain a perfect center, also the position of the sound reproducer and general design of the stylus bar makes it possible for the sound waves produced by the diaphragm to have a direct route to the tone chamber. Any standard needle, fibre, steel or jewel can be used.

The reproducer is of special design and size, enabling it to reproduce all tones from all rec-
ords uniformly. It has a compensating adjustable stylus bar holder. This and other features are patented. The highest grade miles obtain-
able is used for the diaphragm, thus insuring clear, full volume. The finish can be had in either rich satin gold finish or nickel plate.

Thursday Octobert

Miss Evelyn Alger, a very attractive member of the Chicago Talking Machine Co. force, was married on October 31 to James G. Partridge, of the Chicago Talking Machine Co. force, was

Wedding Bells

Miss Evelyn Alger, a very attractive member of the Chicago Talking Machine Co. force, was married on October 31 to James G. Partridge, of the Chicago Talking Machine Co. force, was

married on October 31 to James G. Partridge, of the Chicago Talking Machine Co. force, was

either rich satin gold finish or nickel plate.

The reproducer is of special design and size, enabling it to reproduce all tones from all rec-
ords uniformly. It has a compensating adjustable stylus bar holder. This and other features are patented. The highest grade miles obtain-
able is used for the diaphragm, thus insuring clear, full volume. The finish can be had in either rich satin gold finish or nickel plate.

The reproducer is of special design and size, enabling it to reproduce all tones from all rec-
ords uniformly. It has a compensating adjustable stylus bar holder. This and other features are patented. The highest grade miles obtain-
able is used for the diaphragm, thus insuring clear, full volume. The finish can be had in either rich satin gold finish or nickel plate.

The reproducer is of special design and size, enabling it to reproduce all tones from all rec-
ords uniformly. It has a compensating adjustable stylus bar holder. This and other features are patented. The highest grade miles obtain-
able is used for the diaphragm, thus insuring clear, full volume. The finish can be had in either rich satin gold finish or nickel plate.

The reproducer is of special design and size, enabling it to reproduce all tones from all rec-
ords uniformly. It has a compensating adjustable stylus bar holder. This and other features are patented. The highest grade miles obtain-
able is used for the diaphragm, thus insuring clear, full volume. The finish can be had in either rich satin gold finish or nickel plate.
Fibre Needles

Fibre Needles may be repointed and used over seven or eight times.

Order today a sample shipment of Fibre Needles—your customers will like them.

Remember to sell with every Victrola a L. & H. Fibre Needle Cutter. It is an economy agent—and a satisfaction producer.

Look over your Record Stock. Is it sufficient stock to carry you over the Holidays? If not, place your fill-up orders now! Our stock is complete. Send us your orders.

Shortages in all materials are bound to occur. Anticipate your requirements now.

Buy all your music goods from one house. You will save money in freight charges; save time and worry in following shipments; you will receive but one invoice and bill of lading and you have but one shipment to follow.

LYON & HEALY
Victor Distributors
CHICAGO
The Meyercord Co., Inc., the great Decalcomania transfer house of this city, report that talking machine dealers are taking very rapidly to the idea of name plating, that is, putting their name and address on every talking machine which they handle and doing it in the same high-grade manner as the manufacturer themselves put their name there by the Meyercord Decalcomania transfer process.

The cost is small and the dealer by this means keeps his name and address before hundreds of progressive customers. It is also a reminder to the owner of the machine to come back to the same store for records.

Pushing Wall-Kane Needles

D. Tauber, president of the Progressive Photographic Supply Co., of New York, was a recent visitor. Mr. Tauber had visited a number of large centers on his way from the East and announced that he had been successful in establishing a number of jobbers and secured some very large orders. He established several good new accounts in Chicago.

Landed Some Good Orders

Frank T. Nutte, vice-president of Stephenson, Inc., of New York, was in the city recently and landed some fine orders for the Stephenson precision motors.

Enthusiastic in the Hawkeye State

P. E. Sheehan, who travels for the Empire Talking Machine Co. in Iowa, recently visited headquarters here. He said that he is having an excellent business, and that dealers of the Hawkeye State are pleased with the Empire.

No Cause for Complaint

J. D. Moore, manager of the Victor department of the Lion Store, Toledo, O., was a recent visitor.

Furnishes the Pivotal Argument

Many people insist on thinking that "a talking machine is a talking machine." Therefore, with all your eloquence and demonstration the sale may go to another and cheaper machine than yours.

But a single good "talking point"—a feature that is a real addition to the machine—may turn the scales in your favor.

This is just what the Chicago Cover Balance is. It makes the operation of the machine a joy—a light touch of the hand raises the cover or closes it. There is no ear racking slamming or damage to delicate fingers.

Mr. Dealer: See that the machine you buy is equipped with a Chicago Cover Balance. It means increased sales.

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 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

CHICAGO COVER BALANCE NO. 2

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.

2242 WEST 69th STREET, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)
To the Piano and Phonograph Merchants of America—

We Announce the

PHONO-GRAND

A Combination of the Highest Type Phonograph and Player-Piano, Electrically Driven

This new and revolutionary Seeburg production includes a phonograph and player-piano, equal in tonal volume to the standard size talking machine and player, but so compactly constructed that the case is very little larger than the regulation cabinet phonograph.

The player-piano in the Phono-Grand in tonal quality and player efficiency fully measures up to the Seeburg standard. It plays all regular 88-note rolls, and is especially effective in interpreting hand-played music, with the exact tempo, phrasing and dynamic intensities as originally recorded by the artist.

The phonograph in the Phono-Grand has a wonderful tone volume and quality—the sounding board of the player-piano section being utilized to enlarge and improve the phonograph tone. The Phono-Grand plays all records.

The Phono-Grand is the ideal musical instrument for apartments and small homes. It combines all the advantages of the phonograph and player-piano in one instrument—occupying about half the space of the regulation player-piano.

The Phono-Grand will be made in a number of beautiful designs, harmonizing with the most artistic parlors and music rooms.

The artistic and unique character of the Phono-Grand will make it appeal to the better class trade, and as it can be sold at about the price of a good piano, it is within reach of the great masses of the people.

J. P. Seeburg Piano Co.

Republic Building - - - - CHICAGO, ILL.
the place, for on September 29 Miss Lightfoot changed her name to Mrs. B. W. Sackett."

Mrs. Myrtle Frame, formerly with Davidson Bros., Des Moines, Ia., has recently joined the sales force of the Talking Machine Shop.

Chas. A. Kellogg, the Victor "Nature Singer," who sings like cuckoo, swallow, and, in fact, all other birds, called on his friends in the Talking Machine Shop and "clocked" a while one day this week. He is on his way to visit the Victor factories in the East.

Brunswick News Items

W. T. Houston, assistant manager of the Brunswick Shop, knocked another "home run" this month with another of his unique mechanical advertising contrivances. This time it is a pedestal, having a tone arm and sound box attached at the top directly over a whirling twenty-inch record. Four frosted electric light bulbs are attached to the edge of the record, and they flash intermittently as the record revolves on the turntable which is driven by a Johnson motor. This contrivance, although very simple, is having a wonderful psychological effect on the throngs passing the windows, and quite a crowd of "rubbernecks" is constantly hovering about the window.

Wallace Brown, the "live wire" Brunswick dealer of Detroit, who believes in advertising to such an extent that he plastered every available tree, fence and barn throughout Michigan, Indiana and parts of Illinois with his Brunswick Shop ads, was a Chicago visitor last week. A. B. Stoll is now manager of the Brunswick Shop of Chicago. He has been connected with the house of Brunswick-Balke-Collender for the past twenty-five years.

W. B. Fulghum a Visitor

W. B. Fulghum, formerly general manager of the order department for the Victor Talking Machine Co., who recently opened a store in Richmond, Ind., where he will handle the Victor products exclusively, made a flying trip to Chicago on Thursday of this week, and after attending details concerning his new business spent the rest of the day in visiting some of his many friends in the trade.

New Pathé Dealers

The Joliet Home Furnishing Co. has opened up a talking machine department in their building and will represent the Pathé machines and records in that territory. J. A. Tidmarsh, special representative of the Hallett & Davis Piano Co., spent the latter part of last week with the new agency, having had charge of the formal opening.

Making Improvements

The P. A. Starck Piano Co. have remodeled their talking machine department and have added several new booths. H. C. Meek, manager of the department, paid a visit to his folks in Cincinnati last week.

Fred C. Wilking, president of the Ready-File Co., Indianapolis, was a recent Chicago visitor. Mr. Wilking was not only able to report that the list of talking machine manufacturers to adopt their filing device was steadily increasing, but a number of dealers are incorporating an established line. Mr. Wilking also took substantial orders here for their new fibre needle pointer, which possesses many "points" of merit. A. C. Becken & Co., jewelers of this city, who are preparing to bring out a very beautiful line of talking machines under the musical and operatic name of "Carmen," are one of the latest firms to adopt their filing device was steadily increasing, but a number of dealers are incorporating an established line. Mr. Wilking also took substantial orders here for their new fibre needle pointer, which possesses many "points" of merit. A. C. Becken & Co., jewelers of this city, who are preparing to bring out a very beautiful line of talking machines under the musical and operatic name of "Carmen," are one of the latest firms to adopt the Ready-File for their product.

Lyon & Healy are advertising the Ever-ready record file in combination with a less expensive type of Victrola machine. It enables them to make a most attractive offer.

Good Advertising Service

The Chicago Talking Machine Co. are more than maintaining their reputation for attractive advertising propositions for their dealers. For instance, they are getting out a most artistic envelope for use by dealers in mailing monthly bulletins of their Victor advertising literature.

A timely design shows a modern Juliet in a flowered bower with her lover below greeting her as he marches with his fellows on his way to the front. It is an exploitation of McCormack's record No. 64741, "Send Me Away With a Smile." They also furnish stationery with an attractive colored illustration showing the Victor artists grouped around a Victrola. The envelopes are made in two sizes, bearing the illustration of a Victrola. Of course, the stationery is furnished the dealer with his own imprint. An inviting Christmas card, the essential feature of which is an embossed Victor Red Seal record, will enable dealers to suitably remember their customers.

A most attractive mailing folder is a group of records classified according to topic, all of which will make acceptable Christmas gifts.

They Sell Cabinets and Supplies

Roberts & Howe, of 21 East Van Buren street, who recently took on the agency for motors and parts manufactured by the Crescent Talking Machine Co., of New York, have also the representation of two large Western cabinet factories. H. E. Likans, well known in the talking machine trade, has joined Roberts & Howe as city and traveling representative.

Magnola Progress

When it became known a year ago that Otto Schulz, president of the M. Schulz Co., one of the largest piano manufacturers in this country was preparing to enter the talking machine game, the general prediction was made that he would make a big success. This prediction was based on the accomplishment of the company in the piano field and because of the knowledge of Mr. Schulz's character and ideals. The results have justified the prophecy. The product of the Magnola Talking Machine Co., which Mr. Schulz incorporated, has produced a machine distinctive and meritorious. The Magnola tone deflector sound chamber, tone generator and (Continued on page 89)
These Brunswick Features
Are the Features All Phonograph Buyers Appreciate

**TONE**
The wooden-walled tone chamber (built like a violin) is responsible for the superior tone of The Brunswick. A demonstration will convince the most skeptical.

**TWO SOUND BOXES**
Two Sound Boxes are furnished without extra cost. One with a jewel point and the other with the needle holder.

**BEAUTY**
Other phonograph makers concede The Brunswick's beauty. The House of Brunswick has been famous for 76 years in wood-working.

**PLAYS ALL RECORDS**
Phonograph buyers will not be satisfied with an instrument that limits them to one make of records when they can get The Brunswick which plays all records.

**AUTO STOP**
Another Brunswick feature. Can be set to stop the motor at the end of the selection before playing the record.

**PATHE RECORDS**
Experts acclaim The Brunswick and Pathe Records as the ideal combination. And Pathe Records are business builders for Brunswick dealers.

**SUPER MOTOR**
The motor is instantly accessible for adjustment or repairs. Extra large and powerful. Plays seven records without rewinding.

**FINISH**
The House of Brunswick is the largest user of imported hardwoods in America; the choicest of these woods are used in making Brunswick cabinets.

**PRICE**
Judging by all things, people expect to pay more for The Brunswick than for other phonographs. To the contrary, the prices are less.

**PLAYS ALL RECORDS**

**YOU had better get the Brunswick Dealer Proposition**

THE BRUNSWICK-BALKE-COLLENDER CO.
623-633 South Wabash Ave., Chicago
29-35 West 32nd Street, New York
Northwest Corner Seventh and Main Streets, Cincinnati, Ohio
other features, have cared for the acoustic proposition in a more than satisfactory manner. In the cabinet something similar was done, breaking away from the conventional and avoiding imitation of established lines, a series of period styles of the upright type was produced, which have enabled the dealers to meet every demand of the trade and watch the predominant architectural and furniture characteristics of every home. A record filing device is used which gives the maximum storage capacity together with the advantage of perfect accessibility.

The Lakeside Supply Co., of this city, is preparing to move to quarters three times as large as those at present occupied in the Lakeside Building on Clark and Adams streets. The new quarters are on the same floor, but additional space for storage purposes has also been obtained on the building. The company has just brought out a new tone arm and sound box outfit known as the Lakeside Jumbo No. 4. One of the principal features is that it centers automatically on all records. The reproducer is made of the finest grade of mica, and a pressure regulator by which the proper pressure on the record is secured on any make of record, a specially constructed sound chamber, etc., is employed. The Steger interests are having some very attractive advertising in the dailies on the Steger talking machine.

Automatons and Visitors

D. A. Creed, vice-president Chicago Talking Machine Co., is having his vacation at French Lick Springs, Ind. R. J. Keith, of the New York Talking Machine Co., is also there and they are having some great fights with Col. Bogy. Telephonic dispatches say that some wonderful golf is being pulled.

Arrangements for shipment of the C. T. M. Co. this month.


J. E. Meagher, of Forbes Meagher, Madison, Wis., was a Chicago visitor this week.

A. A. Trostler, manager of the Schmelzer Arms Co., of Kansas City, stopped off in Chicago for a few hours between trains while on his way to visit the Victrola plant in the East.

C. W. Wissinger, of the Victoria department of Lyon & Healy, returned on Saturday of this week from an Eastern trip.

J. H. Enlow, formerly with Thomas Goggan, of Texas, is now connected with the sales force of the Grafonola Shop.

ANOTHER SCOTTFORD INVENTION

New Universal Reproducer and Tone Arm of Original Design Placed on Market.

CHICAGO, ILL., November 10.—A new tone arm and universal reproducer, patented by L. K. Scottford, have just been placed on the market by Barnhardt & Co., Chicago, this city. The tone arm is rather different in appearance from conventional ideas, but its straight lines are attractive and in harmony with the design of all the Empire Empire Models, making a big sell.

The Empire-balanced cover support is a big selling feature. Entirely eliminates the weight of the heavy cover, so that the touch of a lady's finger will raise or lower it without risk.

The Perfect Automatic Brake

New Styles
To Fit
All Makes of
Tone-Arms.
Now Ready
for Shipment.

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

The "secret" of Empire tone quality. This allwood arm is scientifically constructed, so as to properly reproduce all sound waves with faultless duplication of the original.

WEAR Dealers are
Enthusiastic Boosters

We know that our proposition is right. The Empire Dealers know that it is right, and the consumers who own Empires know it is right. We have testimonial after testimonial in our files which endorse without qualification Empire products and policies.

The following letter was written by an Empire Dealer to another Dealer who asked his opinion of the Empire products and Dealer proposition.

Dear Sir:

Now in regard to your inquiry about the "Empire" talking machine I will say that in my estimation it is positively the best machine in the market. It embodies all the best features to be had in a phonograph and has proven entirely satisfactory to all who use it. I myself have seen the motor in the $100 model plays five 12 inch records with one winding (an average $100 machine plays only three) and the tone and the finish of the cabinet is as fine as can be had. These three points uppermost about all these things. I picked the "Empire" from among a dozen other machines and am certainly glad I did it. If you have any doubts about the "Empire" as a machine you will be your best bet and you will find them fine people to do business with.

Yours very truly,
(Signed on request.)

You Cannot Go Wrong If You Also Take His Advice

You will be interested in the two new Empire Models, making a total of 9 Models to meet every purse from $27.50 to $215.00. Better ask for our catalogs of Empire Machines and Empire Records and our Dealer proposition. Write us today, and start cashing in on your profits during the present season. We are in splendid shape to take care of our Dealers' needs.

Empire Talking Machine Co.
JOHN H. STEINMETZ, President
429 South Wabash Ave. Chicago, Ill.
DEALERS: Get busy now

Prepare for the holiday demand.
Make the Stewart Phonograph your big Christmas Special.
Feature it—advertise it—sell it. It is a big, profitable leader.
Thousands will be sold by dealers during the next two months.
It is the dealer who gets there first, who stocks and sells Stewart Phonographs at once, that will get the cream of the business.
The regular model, at $7.75, will be a very popular seller. It is ideal for home use.
The Stewart Military Special will be in great demand because of its many uses. Thousands will be sent to the boys in the Army and Navy.
From a musical standpoint, the Stewart Phonograph fills every requirement perfectly.
Plays all records—any size—any kind.
Order now—at once—while we can make deliveries. The holiday rush is sure to "swamp" us with orders.

Stewart Phonograph Corporation
301 Wells St., Chicago, U. S. A.
to be examined with interest by the trade. His patents are controlled by the firm of Barnhart Bros & Spindler, a strong establishment of fifty years' standing, with a reputation of producing articles of a very high class.

Before joining forces with the B. B. & S. organization Mr. Scotford was associated with Mr. Cheney in the development of the Cheney phonograph, so that Mr. Scotford knows from experience the problems a phonograph manufacturer must meet and overcome in perfecting it. Mr. Scotford is now offering to co-operate with the users of his new tone arm and reproducer without charge to the end that their cabinets may be designed and built so as to obtain the best results.

PHONO-GRAND WIDELY ACCLAIMED

Latest Creation of the J. P. Seeburg Piano Co. is Destined to Win Great Popularity

CHICAGO, Ill., November 10.—Great interest has been excited in the trade by the introduction of the Phono-Grand by the J. P. Seeburg Piano Co., of this city. The Phono-Grand, which was described at length in an article in last month's World and which is shown in an advertisement elsewhere in this issue, represents a distinct departure. It comprises in one case an 88-note reproducing player-piano and an excellent talking machine. The resonance and beauty of the tone of the latter is attributed in part to the effect of the piano sounding board. It is bound to meet the need of dwellers in small apartments who are now able to obtain in a cabinet less than half the size of an ordinary piano and occupying little more space than the larger models of talking machines, both types of home music. Assurance of the high musical quality, artistic cases and reliability of construction of the Phono-Grand which will shortly be made in other models than that now ready for the market, is found in the reputation and accomplishments of the Seeburg Co. They have long been established as manufacturer of the better types of coin-operated pianos, motion picture players and pipe organs for theatre use. All the instruments they produce have been made with a view to the exacting standards of such work. They are subjected. The same ideal has been carried further in the Phono-Grand which was not put on the market until it had been subjected to every possible test.

The talking machine dealer and the piano dealer who have found their customers wavering as to whether they should purchase a player or a talking machine are now able to solve the problem by furnishing the customer both instruments in one.

VESTA COVER SUPPORT

It is the one Cover Support on the market that will prevent a cover from warping. Has all the advantages of each of the other cover supports with this added merit—"No cover to which the Vesta is fastened will ever warp." A mere touch of the finger lifts or closes the cover, which stops at any point desired.

Vesta can be attached to any cover in five minutes.

Samples 50c. Write for quantity discounts. We also make the Vesta combined brake and stop. It's different and reliable.

VESTA SALES

PHONE: LAKEVIEW
3348 SOUTHPORT AVENUE
CHICAGO, ILL.
The MANDEL

Built to satisfy the ultimate purchaser.

Built by one maker who assumes full responsibility for the proper performance of the phonograph.

Our free trial offer to responsible dealers demonstrates the confidence we have in our machine.

No high sounding, meaningless name was adopted for our product. Just plain MANDEL—THE MANDEL PHONOGRAPH. We are proud of what we make and have nothing to conceal. So our name and guarantee goes with every phonograph we ship.

Retail Prices—$35.00 to $250.00

Let us send you Model No. 3, illustrated here, on free trial.

Write today for full information and descriptive literature.

Views of the MANDEL FACTORIES

Just a few views to emphasize the fact that we are not merely assemblers of talking machines. Every part that goes into the MANDEL is made by us. Visitors to Chicago are invited to call at our plant and see the phonograph parts in the making.

MANDEL MANUFACTURING CO., INC.

General Offices:
501-511 S. LAFLIN STREET
CHICAGO, ILL.

New York Display Rooms:
41 UNION SQUARE
OUR NEW No. 4 JUMBO TONE ARM

Our New No. 4 Jumbo Tone Arm. Special features are true centers for all records, no adjustments. Exact weight for playing Pathé. Best mica used. True reproduction. Many other features. Write for special bulletin. Also ask for our Hardware Bulletin.

LAKESIDE SUPPLY CO., Inc.
202 So. Clark Street
Chicago, Ill.
Telephone: Harrison 3840

The Classique Phonograph, Style No. 17

SANTA CLAUSS FOR DEALERS' WINDOW

Genuine Decalcomania Transfer Will Prove Big Convenience and Is Most Artistic

Chicago, Ill., November 9—Unusual interest is being expressed among retailers in a novel holiday window decoration originated by a Chicago company. It is a genuine decalcomania transfer Santa Claus. It is made in full color detail, very simple to apply on windows, and surpasses the possibilities of hand-work at only a fraction of the cost of expensive hand-work. The design is so elaborate in detail that it would be beyond the ability of the average sign painter to paint it.

We all remember the "decalcomania age" through which we passed as children, when we would spend hours cutting out the pictures, dipping them in water until the paper became soaked, and then transferring them to books and nearly everything else around the house, and marveling how it was done. Here on the same principle this Santa Claus design is being offered to retailers to apply on their display windows and showcases at the Christmas season.

"Orotund" Tone-Arm and Attachment

Tone-arm No. 1 has the turn back effect for changing needles. Tone-arm No. 2 has the side upward position. This outfit has the loudest and clearest and most high grade mica diaphragm sound-box on the market. Samples of either sent only upon receipt of check or C.O.D.

No. 1 Tone-arm and sound-box, Nickel $4.00; Gold $5.00
No. 2 Tone-arm and sound-box, Nickel $4.00; Gold $5.00

QUANTITY PRICES ON APPLICATION

COMBINATION ATTACHMENT CO.
324 Republic Building, CHICAGO

HAVE ON HAND A NUMBER OF MOTORS

of prominent make. Plays two records with one winding. Double spring, worm driven, blue gear. Graduated rhythms with key, stop, reverse, handle, washers, etc. Stamped turntable 12 inch. Will sell at $3.50 each, F.O.B. Chicago, Ill.

J. A. HARVEY, 15-23 N. Crawford Ave.

THE TALKING MACHINE WORLD

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

English design and the cabinet work is very elaborately hand-carved and of solid construction throughout, the instrument, as a whole, being a masterpiece of beauty and at the same time adhering to simplicity in design. Among the many interesting features of this instrument may be mentioned the Flexible Sliding compartment for records. This is fashioned after a loose-leaf letter file, such as may be found in a business office and permits of a simple and efficient way for getting at the records. At the side of this compartment there is also a felt-lined file in which one may place his favorite records. In one corner there is also a felt record cleaning brush placed in a position easily accessible. The tone is modulated by a control at the side of the instrument, and is simple in operation. The cover is supported by a special automatic cover support, and made especially for the Classique line. Owing to the lightness of the hard rubber turntable and the rubberized tone arm, surface noises which are largely caused by heavy pressure on the record surface, are practically eliminated in the Classique machines. The Style 17, which retails at $200, is growing rapidly in popularity. It comes only in oak finish and may be equipped with a universal electric motor if desired in place of the regular spring motor.

Miss Ruth Steele, formerly connected with Lyon & Healy and the Kimball Co., is in charge of the Cowan Galleries, and Miss Florence Monahan, recently added to the sales force, is her assistant. An unusually capable sales staff has been assembled for the presentation of these instruments.

CHICAGO, November 12—The Classique Phonograph Corp. has recently added a new line, which is being expressed among retailers, say that the originality of the idea is readily appealing to retailers, store managers and window dressers. They are quick to appreciate that the idea is timely, for one of these Santa Claus designs on all display windows and showcases radiates the Christmas spirit just at the right time—for instance, during the busy shopping weeks thousands are passing or entering the store. They do not overlook the fact, too, that the eye and the attention of the children is caught readily by the sight of the lifelike Santa in colors. It is easy then through the children to draw the parents toward the show windows and into the store.

If you want something entirely new and original to assist you in stimulating holiday trade, and at the same time give your store the Christ-mas look, make a study of this new idea. Dealing to all parts of the country.

THE TALKING MACHINE WORLD — Chicago, Illinois, November 12, 1917

POPULAR CLASSIQUE MODEL

Style No. 17 Sells for $200, Comes Only in Oak—Universal Electric Motor May Be Installed

Chicago, I11., November 12—The Classique Phonograph Corp. has recently added a new line, which is being expressed among retailers, say that the originality of the idea is readily appealing to retailers, store managers and window dressers. They are quick to appreciate that the idea is timely, for one of these Santa Claus designs on all display windows and showcases radiates the Christmas spirit just at the right time—for instance, during the busy shopping weeks thousands are passing or entering the store. They do not overlook the fact, too, that the eye and the attention of the children is caught readily by the sight of the lifelike Santa in colors. It is easy then through the children to draw the parents toward the show windows and into the store.

If you want something entirely new and original to assist you in stimulating holiday trade, and at the same time give your store the Christmas look, make a study of this new idea. Dealing to all parts of the country.

THE TALKING MACHINE WORLD — Chicago, Illinois, November 12, 1917

POPULAR CLASSIQUE MODEL

Style No. 17 Sells for $200, Comes Only in Oak—Universal Electric Motor May Be Installed

Chicago, I11., November 12—The Classique Phonograph Corp. has recently added a new line, which is being expressed among retailers, say that the originality of the idea is readily appealing to retailers, store managers and window dressers. They are quick to appreciate that the idea is timely, for one of these Santa Claus designs on all display windows and showcases radiates the Christmas spirit just at the right time—for instance, during the busy shopping weeks thousands are passing or entering the store. They do not overlook the fact, too, that the eye and the attention of the children is caught readily by the sight of the lifelike Santa in colors. It is easy then through the children to draw the parents toward the show windows and into the store.

If you want something entirely new and original to assist you in stimulating holiday trade, and at the same time give your store the Christmas look, make a study of this new idea. Dealing to all parts of the country.

THE TALKING MACHINE WORLD — Chicago, Illinois, November 12, 1917
MAGNOLA FEATURES
Musical and Mechanical

Tone Deflector, whereby the reproduction is secured un-blurred and virtually scratchless.

Tone Graduator, whereby the loudness of the tone can be controlled at will.

Universal Sound-box, playing all makes of disc record without special attachments.

Vertical Filing System for records (see opposite bottom corner of this advertisement), eliminating loss or breakage of records.

Investigate This Great Line of Talking Machines

MAGNOLA AND MAGNOLA-MOBILE
5 Cabinet Styles 3 Cabinet Styles
Retailing at prices from $65 to $210, and covering every requirement of a complete and comprehensive Talking Machine line!

MAGNOLA-MOBILE: "Tip it back and run it anywhere." The machine is Style 95, retailing at $95 in mahogany or oak

We have a first-class proposition for dealers who appreciate the best and want to make a big success. Handsome Magnola catalog, illustrated in colors, sent on request.

Magnola Mobile; the "movable Magnola," invaluable for schools, hospitals, hotels and country clubs, and country homes. An unique and exclusive style appealing to a field of sales almost untouched.

Magnola Talking Machine Co.
OTTO SCHULZ, President
Chicago

General Offices
711 Milwaukee Avenue
CHICAGO

Southern Wholesale Department
1530 Candler Building
ATLANTA, GA.

MAGNOLA Style 150, Louis XVI
Retailing at $150, mahogany or oak; $160 in walnut
Open—showing filing system for records
mas atmosphere drop a line of inquiry to the manufacturer of this unique Santa Claus—The Meyercord Co., Chicago. They will gladly give those interested particulars and prices.

AEOLIAN-VOCALION IN CHICAGO

Handsome New Warerooms of Aeolian-Vocalion Co. in Western Metropolis Rapidly Nearing Completion—Some of the Interesting Details

CHICAGO, ILL., November 12—The new warerooms of the Aeolian-Vocalion Co., Michigan avenue, are rapidly nearing completion, and it is expected that the final touches, such as furnishings and draperies, will be in place by Monday of next week at the latest. The demonstration booths are already complete as well as the painting and interior decorating and the lighting system has been in operation for some time past.

The decorative scheme of the walls consists of French paneling throughout the entire establishment, being of cafe au lait in tone and the borders of pale green with a red outer stripe. The white drop ceilings are separated from the panels by a wide scroll border which is also of pale green color. The show windows are simple though effective, having hardwood floors covered by oriental rugs and backed up by French panels, that are movable and can be taken down in the evening in order that the passers-by may obtain a view of the interior extensive reception room.

The furniture is of heavy two-tone upholstered settees and lounges, and the chairs are of Windsor pattern, blue lacquered with gold stripe.

The demonstration booths, of which there are eight, are equipped with walnut chairs and also a walnut secretary. Each room is in direct connection with an extensive air-washed ventilating system, the air being drawn from the roof and passed through a water screen and then through a perfume spray before being pumped into the booth. The door and window of each booth are also of French design.

The Union Phonograph Supply Co.
1108 West 9th Street
Cleveland, Ohio

NYOIL is the last word in the refining of high-grade oils, for every impurity is taken from it, leaving nothing but what is required to keep machines in perfect condition, being combined of four oils perfectly blended.

Will not Gum, Chill or become rancid; is free from acid. It is colorless and has no sickening smell, being absolutely odorless.

"The use of a proper oil in connection with Edison Phonographs is important. We have thoroughly tested NYOIL and find that it is admirably suited for use on our phonographs."—THOMAS A. EDISON, INC.

Hundreds of satisfied customers have written us that they would never use anything else for TALKING MACHINES, GRAPHOPHONES, PHONOGRAPHIC AND SEWING MACHINES

NYOIL will lubricate the machinery and polish all woodwork

and can be obtained of any "Up-to-Date" Talking Machine Dealer in the world, and is manufactured by Wm. F. Nye, who for 60 years has made 80% of all the Watch, Clock and Chronometer Oil that is used in America.

WM. F. NYE, NEW BEDFORD, MASS., U. S. A.
What the Trade Thinks of
LYRIC RECORDS
Extraordinary Demand
UNSOLICITED UNIVERSAL COMMENDATION

EXCERPTS FROM LETTERS

PLAYERPHONE TALKING MACHINE CO., Chicago, Ill.
"We are mighty well pleased with the numbers we have received and enclose herewith order which please ship to all our dealers."

CLOUGH & WARREN CO.
"We have received and tried the Lyric Records sent us and find they are all claimed for them and we are impressed with the possibilities for the sale for them.

STANDARD PHONOGRAPH & ACCESSORY CO., Dallas, Texas
"We are receiving reports from the records that have been furnished up to this time and we believe that Lyric records are equal to any record on the market and superior to some."

WOLLENDER FURNITURE HOUSE, Evansville, Ind.
"We are highly pleased with your records and consider them equal to anything on the market today."

C. E. HEMMIS & SON, Washington, D. C.
"We have just received and played the Lyric Records you sent us and wish to state that we are delighted with same. We are giving a public demonstration of our own talking machines before an audience of three to four hundred people next Tuesday night and shall use your records and deliver them in your superior manner to the people on the market. We feel it is a great honor and privilege to present your product to the public at this instance."

H. L. SWITZER CO., Ann Arbor, Mich.
"We received the records a week ago today and to say that we are pleased with them is a very mild way of expressing ourselves. The writer took some home to give them a thorough trial and we think they are the most natural sounding records we ever tried."

FUCHS & STEMMER PIANO CO., Chicago, Ill.
"We wish to say that we have received the records and after giving them our best we came to the conclusion that if the general run of your product was of the same quality, we could safely recommend these records to our dealers."

STEIN TALKING MACHINE CORPORATION, San Francisco, Cal.
"We have just received the records and after giving them our best we are of the opinion that if the general run of your product was of the same quality, we could safely recommend these records to our dealers."

LYRAPHONE CO. of AMERICA

THE GEORGE McLagan FURNITURE CO., Ltd.
STRATFORD, ONTARIO, CANADA

LYRAPHONE CO. of AMERICA

Address All Communications

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

FACTORY
BROOKLYN, N. Y.

OPERATTO PHONOGRAPH CO., Detroit, Mich.
"We have just received your last shipment of records and wish to extend our congratulations. There is positively no doubt in our mind that you have the finest music available and sound for the public to drop our on the market today and we are very proud of being the only one in setting every one of our customers know of that fact."

OHIO TALKING MACHINE SALES CO., Cleveland, Ohio.
"We received the records by express and think they are very well of them."

WESTERN PHONOGRAPH CO., Portland, Ore.
"We receive your shipment of your records which please accept our thanks. We are much pleased with the tone of the records and think they should take readily with the public."

"We are in receipt of your records. Have tried them on our model and will say that they are very satisfactory."

SEWING MACHINE EXCHANGE, Erie, Pa.
"We received the records today and are glad to say that they are very good and that you will enjoy a nice trade. They are a good, clear record."

HOWAY JEWELRY CO., Wheeling, W. Va.
"We have just received the Lyric Records and I think they are equal or surpass anything on the market and would like very much to stock them."

MAGNOLIA TALKING MACHINE CO., Shreveport, La.
"We received the Lyric Records yesterday and are very much pleased."

DOMINION PHONOGRAPH CO., Toronto, Canada.
"We have just received the Lyric Records and we may say that they are, on good a product as any on the market. They will certainly meet with great success."

KNAACK BROS., Bellingham, Wash.
"The records arrived today. We have tried them and find them very satisfactory."

THE GEORGE McLagan FURNITURE CO., Ltd.
STRATFORD, ONTARIO, CANADA

LYRAPHONE CO. of AMERICA

Address All Communications

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

FACTORY
BROOKLYN, N. Y.
THE TYPHANY MOTOR
IS WORTH ITS WEIGHT IN GOLD

THE GREATEST ACHIEVEMENT

has been accomplished in the Phonograph Cabinet Industry, the most beautiful and artistic cabinets have been designed—a credit to the talking machine business—thanks to the enterprising cabinet manufacturers—the next step is to ...

INSTALL

A TYPHANY MOTOR in your handsome cabinets, then you have something to boast of.

THE TYPHANY MOTOR
combines QUALITY, BEAUTY and DURABILITY

THIS COMBINATION
will produce an ever-lasting success and something to be proud of

THE TYPHANY MOTOR CO.,
32 Union Square
NEW YORK, U.S.A.
Announce that besides making Phonograph Cabinets of superlative quality, they are the originators, makers and distributors of

**Century Universal Tone Arm No. 2**
Spring balanced, which, though improved from time to time, has the distinction of having been the first practical universal tone arm made or sold in America, of having been imitated and of having been adopted by most of the manufacturers who demand tone quality and artistic appearance. Easy of operation. Built to last a lifetime. True centering on both lateral and vertical cut records.

**Century Universal Tone Arm No. 3**
Spring balanced, which, though in many respects similar to the No. 2, revolves on ball bearings so that friction is entirely eliminated. Rigid in construction. Of beautiful design and proportions. True tracking. Perfect centering. Tone passage unobstructed.

**Century Sound Box**
which is new in design, in construction and, because it embodies features that are entirely new and exclusive, its reproduction is pure, distinct, brilliant.

**Century Tone Modifier**
which does not ruffle the sound and is free of vibration.

Patents applied for.

Unless your phonograph is equipped with the best sound-producing media your business is in jeopardy.

Tone is the thing. Distinctiveness of design a feature. Both predominate in Century equipment.

Send now for descriptive catalog and price list, or send for samples so that you may not unnecessarily lose time in making yours a better phonograph.
The New Victor Distribution

We consider our job of "distributing" has just begun when we place Victor records on a dealer's shelf.

Our interest in your records terminates when they are in Victrola homes—and not before.

Here are a few of Standard's—

Short Cuts—From Our Bins To Your Customer

Monthly Record Letter advising dealers what records to stock strongly.


Supplements imprinted with Dealer's name conforming to style of back page.

Supplement envelopes featuring popular record of each month and dealer's name.

Four-color supplement container, mailed without envelope.

Addressing service for supplement and other mailing, maintaining mailing lists, etc.

Window Cards in four colors, featuring hits of month.

Advertising copy and cuts, Victor and our own service, co-operating directly with dealers' newspapers, Dealers' Consulting Service.

Campaigns for dealers on all specials.

Monthly gathering of dealers to hear records.

Printing Department—maintained exclusively for dealers. Multi-graphing for all dealer uses, always available. Addressing for all purposes.

Timely hints as to lines to feature, Victor artists appearing locally, etc.

"Standard Service Does Increase Sales"—we hear that almost every day. If you are not a "Standard" dealer, you are not yet realizing all the possibilities in the Victor game. For remember—we undertake not only to fill your shelves, but to empty them as well.

STANDARD TALKING MACHINE CO.
Joseph C. Roush, President
Pittsburgh
VALUE OF MECHANICAL SERVICE

Set Forth by Thomas J. Leonard, General Sales Manager Musical Phonograph Division, Thos. A. Edison, Inc., in a Recent Address

Mechanical service is, to my mind, one of the two most vital factors in our merchandising scheme.

Mechanical inspection service—the hunting for trouble to forestall its appearance—this is logically the dealer's first thought and greatest.

One of our business so different that we have only recently begun to realize the fact. Only yesterday, it seems, we were merchants of phonographs—nothing else—then yesterday we sold the New Edison, and with it mechanical service—nothing else. Only yesterday we were merchants of more things that were comparatively recent—we sold records, although they are comparatively recent—we sold the New Edison, and with it mechanical service—nothing else.

The success real and positive.

The day we are merchants of another, so essentially different, but of our business must be discarded and forgotten for all time. To-day in the small auto dealer handling a cheap, time-honored methods of promotion and merchandising of us—following blindly, unquestioningly, the novelties and fancies of the market, and his customers. With them so much better than even the machines they are engaged in.

His constant care is to head off trouble—to press upon our dealers the practical working of mechanical service. Our mechanical instructors who travel the United States and Canada, showing dealers the best and easiest way to make small repairs and adjustments and the proper plan of inaugurating mechanical inspection among owners, represents a consideration of its importance and practical value they are engaged in.

The Edison dealer sold a phonograph or a talking machine and a few records and naturally expected that the owner would buy new records. But we make our success real and positive. The new supplements at first as they came out, we were seldom disappointed. We mailed him the new Edison under the most favorable conditions and already more than half of his customers.

We believe that the time is right now when Amblerona dealers must realize that it is absolutely essential for them to establish a systematic inspection of instruments in the hands of their customers. It should be a service for a reasonable length of time—a year—and after that I believe it is proper to make a nominal charge for the service. No owner, I am sure, can reasonably object to such an arrangement. I believe that with a few exceptions they will be glad to have their instruments looked after and pay for the service. If it is necessary to enumerate the reasons for mechanical inspection service, they are:

1. Mechanical inspection keeps accounts from falling into arrears.

2. Mechanical inspection pays profits in immediate and future sales.

3. Mechanical inspection produces prospects who have heard the New Edison under the most favorable conditions and already more than half sold.

4. Mechanical inspection creates goodwill on the part of the owner and makes him a good booster. We are going to a big annual expense to impress upon our dealers the importance and practical working of mechanical service. Our mechanical instructors who travel the United States and Canada, showing dealers the best and easiest way to make small repairs and adjustments and the proper plan of inaugurating mechanical inspection among owners, represents a consideration of its importance and practical value they are engaged in.

Every day we find them more valuable and every day we reach a greater appreciation of the kind of work they are engaged in.

These instructors are sent out with the idea of reaching every dealer if possible. It is, of course, out of the question to expect that they will make a personal call upon every one of our dealers at their places of business. It is intended, however, to make it possible for every dealer to receive personal instruction. I mean by that the instructor visits your town, he will be only too willing to go out with you.

TALKING MACHINE EXPORTS

The Figures for August Preceded—Exports Show Increase for the Month

WASHINGTON, D. C., November 12—In the summary of the exports and imports of the commerce of the United States for the month of August, 1917 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures regarding talking machines and supplies appear:

Talking machines to the number of 10,069, valued at $218,761, were exported for August, 1917, as compared with 6,078 talking machines, valued at $155,662, sent abroad in the same month of 1916. The total exports of records and supplies for August, 1917, were valued at $105,837, as compared with $112,856 in August, 1916. For the eight months 57,222 talking machines were exported, valued at $1,415,398 in 1917, and $7,255, valued at $946,255, in 1916, while records and supplies valued at $1,180,305 were sent abroad during 1917, as against $717,904 in 1916.

Burrows & Sanborn, Lynn, Mass., have re-modelled and enlarged their talking machine department to take care of increasing business. The improvements include six demonstrating rooms for the testing of Victrolas and Grafonolas. Hugh Arbuckle is department manager.
HANDSOME NEW BRUNSWICK SHOP OPENS IN INDIANAPOLIS

George F. Standke, Veteran Talking Machine Man, Manager of New Quarters—Special Attention Paid to the Decoration and Interior Arrangement of the Shop

INDIANAPOLIS, Ind., November 5.—With the opening of the Brunswick Shop on Saturday, Indianapolis received another "spot of beauty" in the retail shopping district, for the shop, which is located at 124 North Pennsylvania street, is of the art-craft design and no effort has been spared to make it a thing of beauty. The idea of its creation came from George F. Standke, its manager, and is the result of years of experience as an employee in stores where lack of harmony jarred, and surroundings seemed woefully out of tune with the melody and rhythm which a place devoted to music should have in Mr. Standke's estimation.

The shop is financed by Indianapolis capital, employs Indianapolis people and is in everything an Indianapolis institution.

"I have worked in several phonograph parlors," said Mr. Standke, "with accent on the 'parlors,' and have visited hundreds of such places. I regret to say most of these establishments depressed me awfully. They were altogether too dignified and formal.

The more I got to thinking of it, the more decided I became in that folks who buy phonographs are as human as purchasers of soap, sardines and such like. I couldn't for the life of me figure out why the friends and customers of these phonograph houses should experience a cold chill, be forced to dwell upon the solemnness of the universe, and instinctively recondit their sins, both of commission and omission, every time they came in for a couple of new records.

"Naturally, I began wanting a phonograph store of my own. But from the first I decided on one thing; It was not to be a 'parlor,' but a shop wonderfully artistic and yet equally invariable. There was to be no dismal ceremoniousness about it, no gloomy formality in evidence. I wanted a place that folks would be glad to come to—a place all full of cheeriness and comfort and restfulness—where, maybe, they would be free to tell me about daughter's last party or baby's new tooth, and ask about the latest dance records, or what's new in opera selections."

The many people who attended the opening gave testimony to the fact that Mr. Standke's idea has been well carried out.

The shop throughout is finished in a pleasing shade of white enamel, which shows up well in contrast with the dark furniture and fittings.

In the large front room are shown a wide variety of Brunswick phonographs, embracing a complete selection of the various sizes, styles and finishes.

One side of the remainder of the shop is devoted to a number of individual recital rooms. These are delightfully appointed little enclosures where one may hear the Brunswick phonographs without noise and distraction. The rest room of the shop is charming.

The opening of the Brunswick Shop was advertised by full-page advertisements in the daily newspapers. The companies which furnished and equipped the shop took small ads on the page devoted to the Brunswick Shop opening.

An attractive little booklet entitled "A Little Journey Through the Brunswick Shop," written by Burton Bigelow, was given away as a souvenir.

EMBARGO ON USE OF OPEN CARS

Musical Instruments and Parts May Not Be Transported in Open Top Cars Under Recent Order From Washington—Rule Will Increase the Shortage of Box Cars

WASHINGTON, D. C., November 6—Robert S. Lovett, administrative officer, under the Priority Shipment Act, has issued an order restricting open top cars for the transportation of necessary commodities, such as coal, coke, etc. Among the articles which may not be shipped on open top cars are included "materials and supplies other than coal, for the manufacture of pleasure vehicles, or furniture, or musical instruments."

Another section of the ruling of the order bars musical instruments themselves from being transported in such cars. Although musical instruments and supplies for same are specified in the order, it should not have any very serious effect on the trade, for there is nothing used in piano manufacture, with the possible exception of the raw lumber that is transported in other than box cars. Such cars must also be used for transportation of kiln-dried lumber. The interest of the trade lies principally in the possible revision of the order, to include more drastic regulations. Another probable effect will be to increase the difficulties in making shipments, for the order will serve to increase the shortage of box cars by diverting to such cars goods formerly transported in open-top cars.

TO DISTRIBUTE PATHE PRODUCTS

The Fuller-Morrison Co., of Chicago, to Distribute This Line in Their Territory

The Pathe Freres Phonograph Co., Brooklyn, N. Y., announced this week the appointment of the Fuller-Morrison Co., Chicago, Ill., as a distributor of Pathe products. This concern is one of the largest wholesale drugstores in its territory, and is splendidly organized to handle the requirements of Pathe dealers in Chicago and vicinity.

In the past few months the Pathe Freres Co. has completed arrangements with a number of prominent and successful wholesale houses for the representation of the Pathe line as distributors. Pathe wholesale business is increasing steadily, and at the present time new dealers in all sections of the country are being added to the Pathe lists.

For the New

Victrolas Model-A

A Complete Set of

Price Cards

artistic and neat, each card being of a different Combination of Colors.

Here is something every Victor dealer really needs.

50c

Per Set of Nine Cards

ORDER FROM YOUR DISTRIBUTOR OR DIRECT FROM

Blackman TALKING MACHINE CO.
97 CHAMBERS ST. near COUNTER in NEW YORK
VICTOR DISTRIBUTORS

THE TALKING MACHINE WORLD 101
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.
DEATH OF FREDERICK J. WARBURTON

Vice-President of Columbia Graphophone Co.
Passed Away, Beloved by All, in His 75th Year

Frederick J. Warburton, vice-president of the American Graphophone Co. and the Columbia Graphophone Co., died Friday morning, November 2, at his country home, Scarsdale, N. Y. Mr. Warburton, who was seventy-five years of age at the time of his death, had been ill for the past month, but his many friends had hoped that he would recover from this illness.

Mr. Warburton was prominent in financial and industrial circles, for besides being vice-president of the above companies, he was secretary and treasurer of the Mergenthaler Linotype Co., New York, one of the foremost manufacturing concerns in the country. He was also a director of the Automatic Clerk Co., and secretary and treasurer of the National Typographic Co.

Mr. Warburton had been associated with the American Graphophone Co. and the Columbia Graphophone Co. from practically its birth, and his wise counsel and intimate knowledge of the most important problems that confront the executive helped the company immeasurably in attaining its wonderful success. During his recent years Mr. Warburton had taken an unusually keen interest in the activities and progress of the Columbia Graphophone Co. and had been an important factor in arriving at decisions which proved stepping-stones to the company's steady and satisfactory rise in the talking machine industry.

Personally, Mr. Warburton had won the esteem, admiration and friendship of every one of his co-workers. Courteous and considerate at all times, he represented the type of successful business man who appreciated the efforts of his associates and whose genial personality and kindness was an unfailing help in times of need.

He had been very active in Y. M. C. A., church and general philanthropic work and had devoted the greater part of his spare time to many charities and social movements which owe a great deal to his unselfish co-operation. His loss is keenly felt by his associates in the Columbia Graphophone Co., many of whom had been associated with him intimately for a number of years.

The funeral services were held on November 5 from the Central Congregational Church, Brooklyn, N. Y. and were attended by the officials of the Columbia Graphophone Co. and a great many of Mr. Warburton's friends and associates in the business and social world.

NEW INCORPORATION

The Master Music Co., Dover, Del., has been incorporated with a capital stock of $75,000, to manufacture talking machines and pianos.

The best man isn't the man that nobody talks about. It is the man who talks about nobody.

DO YOU USE TONE ARMS

"off the shelf"? You spend time and money freely on the design of a cabinet, why compromise on the tone arm? Why don't you put the same thought into the tone arm? Make it at least as distinctive as the cabinet.

We have experts who are specialists in designing tone arms that will blend with your cabinet in quality and appearance—that will continue quality unbroken from sound chamber connection to stylus groove. These men are ready to serve and prove to you by sketches and figures that "INDIANA" made tone arms will increase the value of your machine and make it a better selling proposition.

Bear in mind that acceptance of this service does not obligate you in any way and anything developed for you is for you exclusively, and is not sold or sampled to your competitors.

WE ESTIMATE FROM SAMPLE OR BLUE PRINT

“INDIANA” DIE CASTING COMPANY
East 11th Street at Cornell Ave.
INDIANAPOLIS, IND.
THE New Edison Diamond Amberola—
Phonograph That Sells Itself

WHILE “seeing is believing,”
in the case of the New
Edison Diamond Amberola “hear-
ing is convincing.” Once a pros-
ppect hears the New Edison
Diamond Amberola it becomes
extremely difficult — almost im-
possible — for a talking machine
dealer to make a customer of
that prospect.

Numerous “curtain” tests
between the New Edison Di-
amond Amberola and talking
machines costing from three to
five times as much have been
made before unbiased phonograph experts who have
unanimously declared that the Amberola is beyond
comparison, in a musical sense, with any sound-
reproducing device not bearing the Edison hallmark.

What is a “curtain” test?

Ask

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
Orange, N. J.
NEAL, CLARK & NEAL'S NEW HOME
This Magnificent Talking Machine Emporium, Recently Formally Opened in Buffalo, N. Y., the Subject of General Commendation

BUFFALO, N. Y., November 8.—The Neal, Clark & Neal Co. on October 31 formally opened their new building, 473 Main street, giving Buffalo an exclusive Victrola establishment which from every standpoint may be considered one of the finest talking machine emporiums in the country. The building is twenty-one feet in width and a full city block in depth, extending over 200 feet from street to street, with imposing entrances at either end.

The features of the exterior as developed by Messrs. Schmill & Son, noted Buffalo architects, give a striking individuality to the building, as will be noted from the illustration, the facade being most artistically rendered in glazed terra cotta. The effect secured in the first story elevation with plate glass windows extending the full width of the building and from floor level to a height of fifteen feet, cased with terra cotta pilasters at the sides, and symbolically modeled frieze overhead, exposes to full view the beautiful lobby, and forms a set-

View Showing Entrance Hall or Lobby

ting for Victrola display at once singularly artist- cally modeled frieze overhead, exposes to full view the beautiful lobby, and forms a set-

unfocking ample capacity to cover the requirement

view the beautiful lobby, and forms a set-

The effect secured in the first story elevation with plate glass windows extending the full width of the building and from floor level to a height of fifteen feet, cased with terra cotta pilasters at the sides, and symbolically modeled frieze overhead, exposes to full view the beautiful lobby, and forms a set-

Unico record counters and the record racks occupy a wall space of sixty-six lineal feet, affording ample capacity to cover the requirement

View Showing Part of Record Department

demanded by the double department and giving an active stock of 20,000 records. It will thus be seen that no practical detail has been sacrificed in the artistic results secured throughout. In fact, while the extensiveness of the establishment is impressive, efficiency is to be recognized at every hand in arrangement, facility and equipment.

Exterior of Neal, Clark & Neal Building

When it is considered that the building comprises three floors and basement, each twenty-one by two hundred feet or a total of 16,800 feet of floor space, the facilities enjoyed by the Neal, Clark & Neal Co. in their new establishment will be readily appreciated.

The entire interior was planned and executed by the Unit Construction Co. under the personal direction of Rayburn Clark Smith, president, and the Neal, Clark & Neal Co.

During the period of the formal opening, which has already lasted a week and will be continued a few days longer, the interior of the Neal, Clark & Neal Co. store has been graced with an abundance of floral pieces sent to the company to express the good wishes of their fellow merchants and friends in Buffalo. A number of merchants in the talking machine trade and other lines called personally at the store to extend their congratulations.

LOOK FOR BIG PENNSYLVANIA TRADE

Piersol Carpet Co., Lancaster, Tells of Sonora Publicity in That State—Phil Kaufman Joins Sales Staff—Suggests Ordering Early

LANCASTER, PA., November 8.—The Piersol Carpet Co., of this city, distributor of the Sonora phonograph, is well pleased with this year's Sonora business. The company states that its old dealers have all more than doubled their business over last year and that it has established some of the best dealers in the State of Pennsylvania as Sonora representatives. Gray & Martin, of Pittsburgh, are one of the many successful Sonora dealers in this territory.

A recent addition to the company's traveling staff is Phil Kaufman, who will visit the dealers in the State of Maryland. He was formerly associated with the Otto Wissner Piano Co., Brooklyn, N. Y., and more recently with Wm. Knabe & Co., Baltimore, Md.

The Piersol Carpet Co. has received many letters of praise from Sonora dealers, who are delighted with the tonal qualities of the present Sonora product. The company is very careful in the selection of its dealers and has instructed its traveling representatives that the Sonora is built and sold on quality, and that all dealers handling the line must understand and appreciate this policy.

Commenting on the outlook for the year the Piersol Carpet Co. said: "It would seem from present indications, regardless of more than doubling our original orders for fall delivery from the factories, that our supply of machines which we carry at all times in our ware rooms at Lancaster will be exhausted long before Christmas, and, owing to freight conditions, we are cautioning all our dealers to place their orders now for December business in order that they may receive their goods promptly."

All positions of responsibility demand resource, originality and self-reliance.

RECORD DELIVERY ENVELOPES

Lufranc Quality

Mr. Record Seller:

Our combination of Heavy Kraft Paper, String and Button Fastener, Neat Printing, Low Price, means this to you:

PROTECTION TO THE RECORD

SPEED IN WRAPPING

ADVERTISING YOUR NAME (thru the printing on the face of the envelope).

MONEY SAVING (they cost no more than ordinary paper and twine).

Made to Fit Any Make Record. Two Sizes—for 10" and 12" Always in Stock.

WRITE FOR SAMPLES AND PRICES.

ORDER TO-DAY FOR THE HOLIDAY RUSH

LEWIS C. FRANK

654 Book Building,

DETROIT, MICHIGAN

Envelopes for Records

Envelopes for Mailing Monthly Supplements

Corrugated Sheets Cut to Size

Please send samples of envelopes and quote us on-------------------Thousand Printed-------------------Plain

We sell

M.------------------------Otto Wissner Piano Co.

Name of Firm------------------City and State------------------
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-sided—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.
GRAFONOLAS FOR EVERY COMPANY AT CAMP LEWIS

PATRICIAN WOMAN PLACES ORDER WITH THE HOPPER-KELLY CO., OF TACOMA, WHEREBY TWO HUNDRED COMPLETE COLUMBIA GRAFONOLA OUTFITS ARE NOW GIVING CHEER TO UNCLE SAM'S BOYS

SEATTLE, WASH., November 5.—In a desire to do "her bit," a patrician woman of this city recently placed an order with the Hopper-Kelly Co., Third and University streets, to supply every company in the national army at Camp Lewis with complete Columbia Grafonola outfits. By her own request the name of this public-spirited woman will not be announced, and this act made her gift, which amounts to several thousands of dollars, all the more appreciated by the officers and men at Camp Lewis.

Two hundred complete Columbia Grafonola outfits, consisting of models No. 65 and a selection of records for each company, is one of the largest retail orders ever placed in this section of the country with any talking machine dealer. It speaks volumes for the facilities of the Hopper-Kelly Co. when it is known that the complete arrangement of 205 instruments and several thousand records was selected and delivered at Camp Lewis just twelve hours after the order was placed.

The accompanying illustration presents part of an attractive advertisement that the Hopper-Kelly Co. used in the local newspapers to advertise the public of this unusual sale and the incident was given further prominence by the use of several newspaper articles in the leading daily papers.

EXTENDS TIME ON FLOOR TAXES

Commissioner of Internal Revenue Announces That Payment of the Tax May Be Extended Up to Seven Months From October 3, 1917, Upon the Filing of a Proper Bond

WASHINGTON, D. C., November 5.—The Commissioner of Internal Revenue has issued a ruling under the War Revenue Act prescribing a form and amount and with the payment of floor taxes shown to be due will be as follows:

Under the War Revenue Act prescribing a form and amount and with the payment of floor taxes shown to be due will be as follows:

Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, may prescribe.

"If payment of floor taxes due cannot be made within the time prescribed by law and surety company bonds cannot be furnished, collectors are hereby authorized to accept settlement on the following conditions: A bond with adequate personal surety supported by other satisfactory security, conditioned in a penal sum not less than the amount of the tax due and with the provision that not less than 20 per cent. of the total amount of tax shall be paid on or before November 2, 1917, and not less than 20 per cent. on or before the following dates: December 3, 1917; January 2, 1918; February 2, 1918; March 2, 1919."

Liberty Bonds, or certificates calling for such bonds, will be accepted for security by the Government for the payment of floor taxes under certain prescribed conditions.

NEW EDUCATIONAL DEPARTMENTS

Idea of Special Work Along That Line Quickly Adopted by Many Dealers—Educational Bulletin Proves of Genuine Value

The idea of establishing special educational booths in charge of special educational sales people is meeting with increased favor among Victor retailers. New school departments have been established recently by the following stores: Cohen & Hughes, Baltimore, in charge of Mollie Lenderking; Davis, Burkhm & Tyler, Wheeling, W. Va., in charge of Miss Frank; the Euclid Music Co., Cleveland, O., Miss Wilma Masters is charge; Famous-Barr, St. Louis, Mo., Mrs. Alfred Tillman in charge; C. A. House Co., Wheeling, W. Va.; Lewis Bros. Co., E. Liverpool, O., Miss Werner in charge; McMillin & Son Co. Cleveland, O., Ruth Skel in charge; Perry B. Whitst Co., Columbus, O., Mrs. Esther Beaver in charge, and the R. Wurzliter Co., Cincinnati, 0., Mrs. Anne B. Robbins in charge.

The Victor educational department, under the direction of Mrs. Frances E. Clark, has in the past been issuing an educational bulletin every two weeks. This bulletin contained timely suggestions and information about Victrola work in schools, and also gives practical demonstrations with the children. At the suggestion of L. F. Geissler, general manager of the Victor Co., the first twelve bulletins, issued January to June, 1917, have been reprinted in the form of a six-month forty-page booklet, which is now being mailed to all Victor dealers who have reported school sales.

The same department has also issued a new folder advertising the new Victrola XXV., This folder also gives suggestions for raising funds to place Victrolas in the schools, and a list of forty records is also given for initial use. A new edition of the catalog of school records, "A New Graded List," is now in preparation and will be ready early in December.

MOVES PLANT TO MONTVALE, N. J.

The Rene Mfg. Co., manufacturers of parts for talking machines, has moved its factories from Hillendale, N. J., to Montvale, N. J. This company has been making a complete line of parts for the past eighteen months, and at the present time numbers among its clients well-known talking machine manufacturers in all parts of the country. The increased demands upon the business made it necessary for the company to secure additional factory facilities, which it found at Montvale. In its new home the Rene Mfg. Co. has sufficient floor space to adequately handle the requirements of its trade.

MELOPHONE TALKING MACHINE CO.

380 Lafayette Street, NEW YORK.

PHONOGRAPH

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 Model 150 and Model 200. These models include several novel features, such as needle cups, set tandem, in sliding, disappearing receptacles, tone modifier, etc. The Model 200 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.

29 E. Madison Street, CHICAGO.

PHONOGRAPH

Size: 47 x 21 x 22.
Price: $100.00.
Finish: Genuine Mahogany.
Hinges, knobs, crank arm and other exposed parts handsome and heavily wickered.

Model No. 100
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

STEEL NEEDLES
65¢ per thousand. Immediate Delivery.

MOTORS
No. 00 - 8 in. turntable ........ $1.25
No. 1 - 8 in. turntable ........ 2.00
No. 2 - 8 in. turntable, double spring .... 2.60
No. 3 - 12 in. turntable, double spring ... 4.75
No. 4 - 12 in. turntable, double spring ... 9.30

TONE ARMS AND REPRODUCERS
No. 1 - Tone Arm and Reproducer .... 5.60
No. 2 - Tone Arm and Reproducer, for playing all records .... 12.50
No. 6 - Tone Arm and Reproducer, for playing all records high grade .... 23.50
No. 7 - Tone Arm and Reproducer, for playing all records high grade .... 23.50

MAIN SPRINGS
No. 0 - 34 in. 20 gauge 6 ft. 6 in. 1000 lots 25¢ ea. 1000 lots 25¢ ea.
No. 1 - 36 in. 25 gauge 10 ft. 30¢ ea. 1000 lots 25¢ ea. 1000 lots 25¢ ea.
No. 2 - 36 in. 25 gauge 10 ft. 30¢ ea. 1000 lots 25¢ ea. 1000 lots 25¢ ea.
No. 3 - 36 in. 25 gauge 10 ft. 40¢ ea. 1000 lots 35¢ ea. 1000 lots 35¢ ea.
No. 4 - 36 in. 25 gauge 10 ft. 50¢ ea. 1000 lots 45¢ ea. 1000 lots 45¢ ea.

SAPPHIRE POINTS AND BALLS
Sapphire Points 15¢ each in 1000 lots
Sapphire Balls 15¢ each in 1000 lots

NEEDLE CUPS
$20.00 per thousand, $17.50 per thousand in 5,000 lots. Larger quantities still lower.

RECORDS
The "Popular" Brand, 10 in., double face, lateral cut, all instrumental:
32¢ in lots of 100
30¢ in lots of 1000
29¢ in lots of 5000

We also manufacture special machine parts such as worm gears, stampings, or any screw machine parts for motor manufacturers. Special quotations given for Canada and all other export points. Merchandise delivered with custom duty, war tax and freight paid by us.

Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different styles talking machine and over 500 different phonograph parts, also gives description of our efficient repair department.

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York
PATRIOTIC RECORDS IN GREAT DEMAND IN BALTIMORE

Talking Machine Jobbers and Dealers Well Satisfied With the General Trend of Trade—W. S. Parks Now in Charge of Columbia—The News of the Month Worth Recording

BALTIMORE, Md., November 6.—Good business is the report of the talking machine dealers and jobbers of the city and everywhere there is a tone of general satisfaction. Of course there are some dealers who are still bemoaning the fact that they have not been able to get sufficient machines to handle their business, while others report that they have been receiving more machines at this time than they did a year ago.

Mr. Parks says that he has a report of customers kicking about the increase in the price of machines which has just become effective. In fact, several of the dealers stated that since the increase has been added persons who have been hesitating for some time to purchase machines have done so recently.

Patrician records in line with the public mind are in greater demand at this time than for the record business.

W. S. Parks, the new manager for the Baltimore branch of the Columbia Graphophone Co., who succeeded A. J. Heath, who has gone to Philadelphia, is very much at home in his new position. Mr. Parks says he feels sure that he will find plenty of work in Baltimore and is delighted with the field, which he says is a very good one. Mr. Parks has been with the Columbia for twelve years, having been with the company at various times in Atlanta, Wilmington, Binghamton and Bostons. C. S. Keys, one of the territory men, has gone to Philadelphia with Mr. Heath, and William Kohrhammer, who was assistant manager of the Western Electric Co.'s branch in New York, will look after the territory formerly traveled by Mr. Keys. Owen M. Jester will continue to look after the territory he has been covering in the South for some time.

W. C. Roberts, manager for E. F. Droop & Sons Co., is well satisfied with business conditions and also with the way machines and records have been coming into Baltimore for the past few weeks. "Business is way ahead of last year," said Mr. Roberts, "and we are in a better position to handle business for the coming month than we were this time last year. Our retail business is very good and the increased price has not affected our sales in the least."

Henry Eisenbrandt, of H. R. Eisenbrandt & Son Co., finds that business since September 1 has been better than last year and made up the light trading of the summer months, which was behind that of last year. He has not as many machines as he would like to have and is hoping to be able to obtain some large shipments before the holiday seasons are here. There has not been the slightest instance of any kicking by customers due to the increase of price.

J. H. Chase, sales manager for Cohen & Hughes, finds business going well with Victors both wholesale and retail in Baltimore and Washington. Machines are not coming as fast as they would like to have them. Leslie Love, A. B. Wertheimer and Victor S. Taylor, the three road men for Cohen & Hughes, are all doing very good work.

J. C. Collins, of the Pathé Freres Co., while a visitor to Baltimore during the past week. He spent considerable time with the National Piano Co., the distributors for the Pathé line in this territory. Jesse Rosenstein, of the National Co., stated that machines were being held up very badly by the freight congestion, but they were arriving better now than they did for a time. He is well satisfied with the record situation which he said is better now than ever before.

H. M. Little, manager of Cohen & Hughes' retail store, said that the machine business of the past few weeks has been greater than the record business. The best selling records are McCormack's "Star-Spangled Banner" and "Send Me Away with a Smile."

T. J. Kennedy, manager for the Victrola department of Wm. Knabe & Co., reports a fine business last month. He is well pleased with the way things are going. Miss M. E. Burnham, formerly of Richmond, has been making an enviable name for herself in the Victrola department.

C. B. Noon, manager of the music department of The Hub, says that business has been fine throughout the month of October and is looking for great business during the coming months.

A good month of October business was reported by the Mann Piano Co. A big sale of records added to the month's business.

Music departments in furniture houses and in the department stores handling talking machines are all looking forward to big business.

The Missing Link

FOUND!

THE FISCHER CO. OF CLEVELAND
(Oldest Pathe Jobbers)

is the Link connecting you, Mr. Ohio Pathé Dealer, with the Pathe Freres Phonograph Company.

Our "Twenty-four Hour" Service means you can get The Paraphone at the time you want it.

Let Us Serve You—You Will Like It

SUGGESTION—Let us tell you by mail what Fischer thinks about our new art models

The Fischer Company
940 Chestnut Ave., Cleveland, O.
A smile of satisfaction creeps over every Columbia dealer's face when he sees the Monthly and Mid-Month Columbia Lists. He sees new and steady streams of dollars coming to his store.

Columbia Graphophone Co.
Woolworth Building, New York

REPAIRS
TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

(This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has watched the growth of the industry, has been a talking machine repairer and conducts an exclusive talking machine repair shop at 176 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.)

ORIGINAL MOTORS
(Continued)

The first machine using a disc record was patented about the year 1878 by Emile Berliner and was called the gramophone. From this machine has been derived through various stages of improvement the present-day Victor.

Fibre gear which meshed the pinion on the governor spindle. The governor was held in check by friction pads which were adjusted by a screw which extended outside of the cabinet.

It is apparent that there could not be very many troubles with a motor of this kind. A broken main spring or governor spring were the chief mishaps, and occasionally the governor frame would become loose and permit the large fibre gear to slip past the governor spindle pinion in such a way as to strip all the teeth on the fibre gear. This trouble could be remedied very quickly by putting in a new gear.

The sound box used with this machine, the one known as the concert, presented more trouble than the motor, for it was easily broken. The needle bar attached to the sound box frame by means of a spectacle spring was the center of trouble—for a push or knock on the needle set-screw would break this spring and the remedy necessitated the rebuilding of the sound box.

(To be continued)

CHRISTMAS LIST OF LYRIC RECORDS

Supplementary Record Catalog Just Issued by the Lyraphone Co. of America—Twelve-inch Lyric Records Ready for Trade in January

The Lyraphone Co. of America, manufacturers of Lyric records, has just issued a new supplementary catalog which especially features the "Christmas List." The supplement opens with an introduction over the signature of Thomas Quinlan, managing director of the company, under the caption "Musical Value." This latter is the slogan of the company and the statement is made that upon that foundation the business of the Lyraphone Co. of America is built.

Besides a very timely list of holiday records there also appears later in the supplement the full list of Lyric record releases to date. Announcement is also made that the catalog of twelve-inch Lyric records will be ready for the trade in January.

Tone Quality + Artistic Cabinets
The ANGELUS

"Our Dealers' Proposition"

We will send you this machine illustrated on receipt of $52.00. You may try it out for 10 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.

ANGELUS PHONOGRAPH CO.
1249 Lexington Avenue, New York
F. J. LEISER, Pres. and Genl. Mgr.
AN OLD TIMER IN THE BUSINESS

George Kelly, in Charge of the Record and Shipping Department of the New York Talking Machine Co., Has Unique Trade Record

One of the "veterans" of the talking machine industry and one of the most popular members of the trade is George Kelly, who is in charge of the record and shipping department of the New York Talking Machine Co., New York.

It is interesting to talk with Mr. Kelly, as his shipping department consisted of four people. The offices of the company were subsequently moved to 1 Broadway, and the shipping department to 66 Broad street, Mr. Kelly then taking charge of this department. The company stayed there for one year, when the offices were moved to 77 Chambers street.

At this time Mr. Kelly was concerned in a balloon ascension, which attracted wide attention. R. A. Thomas, who was assistant to general manager L. F. Geissler, of the Victor Talking Machine Co., wanted a balloon to go up in New York advertising the Victor trade mark. Details of the balloon ascension were left in Mr. Kelly's hands and he assisted Leo Stevens, well known aeronaut, who was to make the ascent. The balloon was filled with illuminating gas on the roof of 77 Chambers street, but a wind storm seriously interfered with the plans, and although a tragedy was narrowly averted and Mr. Stevens was overcome with gas, Mr. Kelly was still in the ring. Afterwards the balloon went up at Brighton Beach, Messrs. Stevens and Kelly taking the trip and floating the Victor trade mark for the first time in the U. S.

Since that time Mr. Kelly has been associated with the New York Talking Machine Co., which succeeded the Victor Distributing and Export Co. He has worked indefatigably to co-operate with the Victor dealers in the East and has a knowledge of the Victor record business that is unsurpassed. He has won the admiration and esteem of all his co-workers.

MORE VICTROLAS IN THE SCHOOLS

Educational Department of Victor Co. Reports Increased Demands This Fall—Some of the Dealers Who Are Doing Good Work

The educational department of the Victor Talking Machine Co. report a large increase in Victor record sales in this fall. Following a visit of Irving O. Wyckoff to Hazle ton, Pa., the schools of that city placed an order for five Victorolas through J. M. Cal loway, the enterprising Victor dealer of that city. Lyon & Healy, Chicago, are among many other Victor departments which report a steady weekly sale to the schools. In New York City a large number of the special school Victrolas and selected sets of fifty and one hundred records are going into the schools through the efforts of the educational department of Landay Bros. and of Owens & Beers. Bransonn M. DeCou, of Landay Bros, is giving a series of illustrated travelogues as a part of the special service. Wm. H. Nolan, of the New York Talking Machine Co., is also conducting a number of high-class musical concerts under the auspices of Owens & Beers, thus rendering a substantial assistance to the schools in their efforts to raise money for Victrolas and records.

Victor educational representatives have been active in the large State conventions. Miss Pulliver, Miss Rhette, and Mr. Ratcliff have been demonstrating at the sessions of the Indiana State Teachers' Meeting and Convention at Indianapolis. Mrs. Heaton, Miss Rice and Miss Rhette have done similar work at the Michigan State Convention at Grand Rapids, while Miss Streeter and Mr. Ratcliff have taken care of the situation in Topeka, Kan.

Get Ready for Christmas

Order today the Shelton Electric Talking Machine Motor. $15 Retail

Cranking of the phonograph is now passe. Users can give the clock spring driving mechanism a rest by letting the Shelton Electric Phonograph Motor "do it electrically." This motor is not attached to the cabinet—simply placed on it. No changes necessary except unwinding or taking off crank handle. Phonograph can then be played either electrically, or mechanically as before. Be the first in your locality to cash in on the sure demand for these motors.

Shelton Electric Co.
NEW YORK—30 East 42nd Street
CHICAGO—30 East Randolph Street
BOSTON—101 Tremont Street
SAN FRANCISCO—62 Post Street

JUST A POINTER

If you want to work for the kind of a firm like the kind of a firm you like. You needn't tilt your clothes in a grip. And start on a long, long hike. You'll only find what you left behind. For there's nothing that's really new. It's a knock at yourself when you knock your firm; it isn't your firm—it's you.

Good firms are not made by men afraid Lest somebody else gets ahead, When everyone works and nobody shirks, You can raise a firm from the dead; And if while you make your personal stake Your neighbor can make one too, Your firm will be what you want to see. It isn't your firm—it's you.
Mozart Dealers Are Mozart Boosters!

Every dealer handling the Mozart line not only sells it, but believes in Mozart product. We have gained their confidence by giving them machines that sell readily, prompt service and a fair profit.

Let Us Show You Why the Mozart Is a "Money-Maker"

![Mozart Talking Machine Styles]

Mozart 10 in. and 12 in. records are increasing dealers' sales fourfold. November supplement ready to be mailed.

Mozart Merits

Seven Models, Retailing from $15 to $100.

Unsurpassed factory facilities.

A Record line that will add to your profits.

An established product that has been on the market two years.

The Mozart Talking Machine Company

J. P. Fitzgerald, President

2608-2618 North 15th Street

St. Louis, Mo.
PREDICTS A VERY BUSY SEASON
Manager Whelen, of Columbia Store in Cincin-
нати, Looks for a Tremendous Holiday De-
mend—Freight Conditions Causing a Handi-
cap in Deliveries—Columbia Singing Contest
CINCINNATI, O., November 8.—Manager Whelen,
of the local Columbia Co. store, when asked
about conditions stated that "Business conditions
throughout the Cincinnati store territory, gener-
ally speaking, are good and the outlook is such
as to incline our dealers to believe that the pres-
cent fall and coming winter will be productive of
splendid results in a sales way. Last month's
business was good, and while locally retail busi-
ness was a little quiet it started out pretty brisk
the first of this month. We have been some-
what handicapped by freight conditions in get-
tting in our shipments, but the majority of our
dealers previously anticipated their wants, and
despite railroad conditions will be in a good
condition to take care of the holiday demand."
Mr. Whelen further stated: "We received our
first period design machine which was sold by
Mr. McHugh, of the Church-Beinkamp Co.,
exclusive Columbia dealers, and which was on
display in their show window.
S. H. Nichols, district manager of the Colum-
bia Graphophone Co. in this district, spent a
few days in the local store and was enthusiastic
about last month's figures in all the Columbia
stores in his district.
H. A. Herrick, special representative of the Colum-
bia Graphophone Co., is in the city in the
interests of the Columbia singing contest
which is running in the State of Ohio in con-
nection with the Scripps newspapers. This con-
test has created a widespread interest among
the music loving public, and the final tests to de-
termine the winner will be held some time this
month.
The Victrola business of W. I. Whitson,
Washington, D. C., has been purchased by the
Arthur Jordan Co., Inc., who already represent
the Sonora and Columbia lines in that city.

PROFIT BY TEACHERS' CONVENTION
Friedrich Music House and Victor Talking Ma-
achine Co. Both Maintain Exhibits During
Convention of Michigan Teachers
GRAND RAPIDS, Mich., November 6.—The an-
nual convention of the Teachers' Association of
the State of Michigan, which was held here last
week and attracted about 8,000 teachers, was
taken full advantage of by the Friedrich Music
House, by representatives of the Victor Talking
Machine Co., and other trade interests.
The Grand Rapids Teachers' Club maintain
headquarters in a building at Monroe and Ionia
avenues, where the Friedrich house maintains
an elaborate exhibit of Victrolas and Victor
tapes and player-pianos. The Victrolas and
records were used in connection with an exhi-
tion of folk dances held in the clubrooms,
and also in the convention hall at the Coli-
seum by Miss E. Reynolds, supervisor of physical
education in the local schools and they aroused
a great deal of interest.
The Victor Co. was represented at the con-
vention by Mrs. Heaton and Miss Rice, of the
educational department, who had a display of
Victrolas and educational records at the Coli-
seum.
The Friedrich Music House carried large ad-
vertisements in the local papers during the con-
vocation, inviting the teachers to visit the ex-
hibits.

HANDLE LYRIC RECORDS IN CANADA
The Lyraphone Co. of America announce that
they have made arrangements with the Geo.
McLagan Furniture Co., Ltd., Stratford, Ont.
to act as distributors for Lyric records in Can-
da. The campaign will be under the direction
of R. L. Teeple, manager of the phonograph
department at McLaghan's.

Don't jump to the conclusion that a man
knows a lot just because he never says anything.

The Trade Is Advised
That I have been granted United States Letters Patent
No. 1,244,944, dated October 30th, 1917, on a cabinet
for Talking Machines (the design of which is shown
herewith) and for which the following claims are made:

1. A cabinet for a talking machine having a top on which the casing
of the machine is adapted to be supported, an inclosure rising from said
top, and formed of cleats which are adapted to engage the sides of the
base, certain of the cleats being fixed to said top and another cleat forming
a gate for entrance into the space of the inclosure, and means for holding
the gate in closed position and permitting its opening.

2. A cabinet for a talking machine having a top on which the casing
of the machine is adapted to be supported, cleats rising from said top
forming an inclosure for the sides of the base of the cabinet and adapted
to interlock therewith, one of said cleats being separate from the other
cleats and movable forming a gate for the insertion of said base into the
inclosure, the inner sides of the cleats overhanging so as to form
interlocking joints with said base.

I am prepared to protect my interests under said patent
to the fullest extent and all infringers will be prosecuted
vigorously.

(Signed) CLEMENT BEECROFT

PLACE ORDERS NOW FOR
Record Delivery Envelopes Record Cabinets
Record Stock Envelopes Talking Machine Needles
Catalog Supplement Envelopes Peerless Locking Plates

CLEMENT BEECROFT, 309 West
HEINEMAN MOTOR IN FAVOR
No. 7 Has Been Adopted by a Large Number of Talking Machine Manufacturers for Their Floor Machines—Has an Immense Output during the past year is the Heineman Motor No. 7, shown in the accompanying illustration. This motor, which is one of the leaders in the line of popular motors manufactured by the Otto Heineman Phonograph Supply Co., New York, achieved success from the first day that it was placed on the market, and to-day is one of the best sellers in the extensive Heineman line.

The Heineman Motor No. 7 has been adopted by a large number of talking machine manufacturers as a standard motor for their floor machines, and the most thorough tests have demonstrated conclusively its constructional strength. The Heineman Motor No. 7 has milled gears exclusively, no stamped gears being used in its construction. It has a beveled gear winding, accurate intermediate gears, high polished bearings and a fibre lined escutcheon. This motor plays twelve or four and one half ten-inch records with one winding, and in every detail reflects the skill, the ability, and experience of the Heineman organization.

The Popular Heineman Motor No. 7 facturers as a standard motor for their floor machines, and the most thorough tests have demonstrated conclusively its constructional strength. The Heineman Motor No. 7 has milled gears exclusively, no stamped gears being used in its construction. It has a beveled gear winding, accurate intermediate gears, high polished bearings and a fibre lined escutcheon. This motor plays twelve or four and one half ten-inch records with one winding, and in every detail reflects the skill, the ability, and experience of the Heineman organization.

The experience of the Heineman organization.

EDISON BLUE AMBEROL RECORDS
(Fore December)

INSPRING CHRISTMAS RECORDS
3748 Birthday of a King (W. H. Ndclliimer), Car- set, arch, accomp. ......... Petri Capeliddu (John II. Demolillos). Mixed voices, arch. .............. Metropolitan Quartet
3732 Christmas, Christkind, German. ....... Glenn K. Zeller
3733 Christmas Day (Chevalier-Daly-Shedler). Tenor, arch. accomp. ............. Hughes MacMillan
3734 God Rest You, Merry Gentlemen (Old Christ- mas Carol). Mixed voices, arch. accomp. ...
3741 Jig to the World, Our Lord Is Born Today (E. H. Meredith). Mixed voices, arch. accomp. .......... Edward Allen
3743 Star of Bethlehem (Adams-Wheeler). Tenor, arch. accomp. ............. Henry Williamson
3731 Star of Bethlehem (Stephan Dell). Tenor, arch. accomp. .......... Henry Williamson
2343 Sweet Christmas Bells (Shattuck). Tenor, arch. accomp. .......... Henry Williamson
2344 We Three Kings of Orient Are (Old Christmas Carol). Mixed voices, arch. accomp. ......... Gauthier Singers
SPECIAL GRAND OPERA
29006 Bizetopera—Bells heard all around (Verdi), Mixed voices, arch. accomp. ................. Henry Scott
29015 On the Road to Mexico (Guy Spake). Bass, arch. accomp. .......... Henry Scott
29041 If I Had All the World and I St Gold (Prangdon). Tenor, arch. accomp. ......... Alexander Prince
29044 Metier, Biste and Two (Johnston-Sandy). Bass,

The Popular Heineman Motor No. 7 facturers as a standard motor for their floor machines, and the most thorough tests have demonstrated conclusively its constructional strength. The Heineman Motor No. 7 has milled gears exclusively, no stamped gears being used in its construction. It has a beveled gear winding, accurate intermediate gears, high polished bearings and a fibre lined escutcheon. This motor plays twelve or four and one half ten-inch records with one winding, and in every detail reflects the skill, the ability, and experience of the Heineman organization.

The experience of the Heineman organization.

SELCTED FEATURES
27116 Benno Scotland, Concertina—Alexander Prince
27124 Come Sing to Me (Thompson), Cornets, arch. accomp. .......... Sergeant C. Leggett
27128 Fagorium Melodist, Concertina—Alexander Prince
27050 Hark! Hark! My Soul (Camer-Fabris). Tenor and Cornet, Arch. accomp., Harry Williamson and T. F. Klnmfler
27137 Maclinna (Rive-Macmurray). Trumpet
27029 Medley of Irish Airs. Concertina—Alexander Prince
27080 Port and Paint Lover's (van Suppe). National Army Band
27083 Regional Marches, No. 9. National Guard Band
27180 Sully Atwood's No. 6 (Saint-Saens). Cornets, Arch. accomp. ......... Harry Williamson and T. F. Klnmfler
27023 When I Survey the Wondrous Cross (Miller). Tenor and banjo, Arch. accomp. ......... Harry Williamson and T. F. Klnmfler

NEW MELOPHONE LINE IS POPULAR
The Melophone Talking Machine Co., manufacturers of Melophone talking machines and motors, report the new line of high-grade cabinet machines recently introduced by the company are being well received by the trade. Henry Sobel, president of the company, states they are marketing the machines under a new plan which is appreciated by dealers.

PRESTO UNIVERSAL TONE-ARM
This tone-arm has been designed to play all makes and types of records, whether of vertical or lateral cut. To change or adjustment becomes necessary. By merely turning a swivel joint, the change from one system to the other is made quickly.

THE PRESTO 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 phonophone parts requirements

PRESTO PHONO. PARTS CORP.
119-121, PEARL STREET, BROOKLYN, N. Y.
Music was never known to breed a traitor. The mission of all good music is to provide comfort and inspiration. It naturally follows then that all good music is patriotic because in war times comfort and inspiration are to be regarded as national necessities in every American home.
WALL-KANE STEEL NEEDLES are the standard trade-marked needles of the phonograph industry. Like any article that is a proven success, WALL-KANE STEEL NEEDLES are being imitated.

The genuine WALL-KANE NEEDLES are manufactured by intricate, chemical processes, and possess the quality of playing ten records perfectly, the last one as well as the first. They also improve the wearing qualities of the record.

The greatest experts have tested WALL-KANE NEEDLES and endorsed them. A very simple test—take WALL-KANE NEEDLES and the ordinary needles, and place them in a vise—break them in two parts, and you, looking through a magnifying glass, will plainly see that the grain of the WALL-KANE NEEDLE is very much finer and closer than those of the ordinary steel needles, due to the scientific chemical treatment.

BEWARE OF IMITATIONS
This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium and 2 doz. loud; each package containing 50 WALL-KANE NEEDLES, retailing for 10c. Price of Stand to dealers, $4.00. Single packages, 65c.

Jobbing Territory Open

PROGRESSIVE PHONOGRAPHIC SUPPLY CO.,

145 WEST 45th STREET
NEW YORK

CHAS. R. LEE NOW SALES MANAGER
Former Territorial Supervisor for Thos. A. Edison, Inc., Takes Important Position With Phonograph Corporation of Manhattan
Charles R. Lee, who recently resigned as territorial supervisor of Thomas A. Edison, Inc., from Orange, N. J., a few days ago to begin his career with the Phonograph Corp. of Manhattan, Louis. Mr. Lee goes to his new job with the good wishes of his old business associates. He possesses energy, persistency, tact, and the personality that counts in commercial life.

COVERS A WIDE TRADE FIELD
Century Cabinet Co. Not Confined to the Production of Cabinets Alone

The Century Cabinet Co., New York, manufacturer of talking machine cabinets, and one of the most successful concerns in the industry, has called the attention of the trade to the fact that in addition to producing cabinets which are being used by some of the most prominent manufacturers, it also has originated, manufactures and markets several very important talking machine parts. These include two types of universal tone arm, a sound box and a tone modifier. All of these parts have been adopted for use by a number of well-known manufacturers, and have given excellent service.

COLLECTING RECORDS FOR SOLDIERS
National Association of Credit Men Asks Contributions of Records from Members

The National Association of Credit Men, with headquarters at 41 Park Row, New York, has included the following interesting paragraph in its latest bulletin:

"All work and no play makes Jack a dull boy. And just so 'All training and no relaxation makes Jack a dull soldier.' The national office has offered to assist in furnishing our boys in uniform a little of the needed relaxation by distributing to the various encampments all phonograph records sent to this office. There are probably many of our readers who have records in good condition that they would be willing to spare for this purpose, or who desire to purchase a few records for the boys preparing themselves to take their part in the defense of our country. If such records are sent to the national office they will be forwarded to responsible persons at the various encampments and will no doubt serve to lighten many a weary hour for the men far from home and family."

NEW ENGLAND TALKING MACHINE CO.

16 BEACH STREET
BOSTON, MASS.

Charles R. Lee, as sales manager. Mr. Lee has had a number of years' experience on the road. For the last two years he has represented the musical phonograph division of Thomas A. Edison, Inc., in Atlanta, Richmond, New Orleans and St.

Now Sales Manager for the last two years he has represented the musical phonograph division of Thomas A. Edison, Inc., in Atlanta, Richmond, New Orleans and St. Louis. Mr. Lee goes to his new job with the good wishes of his old business associates. He possesses energy, persistency, tact, and the personality that counts in commercial life.

COVERS A WIDE TRADE FIELD
Century Cabinet Co. Not Confined to the Production of Cabinets Alone

The Century Cabinet Co., New York, manufacturer of talking machine cabinets, and one of the most successful concerns in the industry, has called the attention of the trade to the fact that in addition to producing cabinets which are being used by some of the most prominent manufacturers, it also has originated, manufactures and markets several very important talking machine parts. These include two types of universal tone arm, a sound box and a tone modifier. All of these parts have been adopted for use by a number of well-known manufacturers, and have given excellent service.

COLLECTING RECORDS FOR SOLDIERS
National Association of Credit Men Asks Contributions of Records from Members

The National Association of Credit Men, with headquarters at 41 Park Row, New York, has included the following interesting paragraph in its latest bulletin:

"All work and no play makes Jack a dull boy. And just so 'All training and no relaxation makes Jack a dull soldier.' The national office has offered to assist in furnishing our boys in uniform a little of the needed relaxation by distributing to the various encampments all phonograph records sent to this office. There are probably many of our readers who have records in good condition that they would be willing to spare for this purpose, or who desire to purchase a few records for the boys preparing themselves to take their part in the defense of our country. If such records are sent to the national office they will be forwarded to responsible persons at the various encampments and will no doubt serve to lighten many a weary hour for the men far from home and family."

NEW ENGLAND TALKING MACHINE CO.

16 BEACH STREET
BOSTON, MASS.

Charles R. Lee,
Why Dealers Prize the Representation of the Starr

You will find dealers selling Starr Phonographs to be extremely enthusiastic and optimistic over their dealerships. For they believe in the Starr. They recommend it with that confidence which is born only of honest conviction.

- They like the variety of the line—eleven beautiful models in over a score of finishes—a range of prices covering the gamut of the greatest market.
- They like the graceful, refined designs. They like the splendid finishes which the half-century's experience of the Starr organization puts upon every case.
- They like it because every part of every Starr Phonograph is built in the Starr workshops, assuring uniformity of quality and definite responsibility.
- They like the quiet-running, powerful, steady Starr-built motor with its ready accessibility for oiling and inspection.
- They like to inform their customers concerning the musical ancestry of Starr Phonographs—how their creators have for five decades been experts on producing tone—how over 150,000 famously-toned instruments are world-wide heralds of the Starr reputation.

The Singing Throat of the Starr Phonograph

- The Starr "Singing Throat" of silver grain spruce, they find, is convincing proof to all ears that Starr genius has produced a phonograph which is a superior musical instrument.
- They appreciate the Starr national advertising which is reaching their most desirable prospects through the highest class magazines and leading newspapers.
- They appreciate the regular monthly assistance given to their local advertising efforts.
- And the sale of Starr Records, which is open to Starr Phonograph dealers, enables them to push records without advertising a competitive phonograph.

Those same factors would make you prize a Starr dealership. If you are interested we invite correspondence.

THE STARR PIANO CO.
Richmond, Indiana
THE TRADE IN NEW YORK CITY AND VICINITY

October business as a whole was very satisfactory in the local talking machine trade, and manufacturers, wholesalers and dealers closed the month with a satisfactory margin of increase over last year. Here and there some of the dealers told a representative of The World that their sales for the month had not quite come up to expectations, but as a rule this was ascribable to local conditions, which were only temporary and not a criterion for the general business outlook.

A Tremendous Record Shortage Predicted

Judging from all indications, and the reports of the manufacturers and jobbers, there will undoubtedly be a very acute record shortage during the next four weeks. This shortage will probably be more generally than in any previous year. This scarcity of product will be influenced not only by the fact that the factories are working to capacity and unable to supply the demand, but will be accentuated by the unsettled labor conditions, the shortage of raw materials and the abnormal freight shipments of all classes of merchandise. It will therefore be advisable for the dealers to anticipate their record requirements and place their Christmas orders at the earliest possible date. The machine shortage continues to be far more extensive than in any previous year, and those dealers who placed their orders early in the year are now congratulating themselves upon their wise judgment and foresight.

Attractive Set of Price Cards

The Blackman Talking Machine Co., Victor distributor, has prepared for its dealers a set of very attractive cards, featuring the style number and price of the different models of Victor. There are nine cards in a set, each one of which is different in color, and the set as a whole cannot fail to add to the attractiveness of the dealer's store displays. Some of these cards are shown on another page of this issue of The World, although the black and white reproduction hardly does them justice.

Thirteen Stars on Columbia Service Flag

A service flag with thirteen stars now flies from the building at 55 Warren street, New York, occupied by the local wholesale division of the Columbia Graphophone Co. This flag bears silent testimony to the fact that thirteen of the company's staff are now in the service of Uncle Sam, a splendid example of unselfish patriotism. Among those who are now on their way "over there" and who were formerly associated with the Columbia wholesale division are the following: J. A. Siever, J. A. Johnson, W. E. Guthrie, J. D. Macdonald, R. Wagner, Wm. Strohmeyer, J. A. Jones, Flanagan, Walter Gaffney, T. Mulligan, J. Turbidy, D. R. Rhodes and A. Vernon.

Successful Re-Creation Recital

Mlle. Caroline Lazarri, of the Chicago Opera Co., exclusive Edison Diamond Disc artist and famous operatic contralto, appeared recently in the auditorium of the Edison Shop, 473 Fifth avenue, and in addition to singing some of the songs that have made her famous, also sang in direct comparison with the Edison Diamond Disc records which she made some time ago. This comparison was a decided success and served to emphasize the musical qualities of the Edison Diamond Disc phonograph, and the wonderful fidelity of the Edison Diamond Disc records as compared with the human voice. Miss Grace Freeman, violinist, assisted Mlle. Lazarri and also played a violin solo.

Efficiency at Its Highest Degree

The New York Talking Machine Co., Victor distributor, has installed a remarkably efficient intercommunicating telephone system, which permits every department to work at top-notch speed, without losing time by walking from one room or floor to another. An unusual feature of the system is the fact that it is so con-
At Your Service in Philadelphia
and adjoining territory
This Strong Organization of Phonograph Sales-Experts

Here are the men who make up the staff of the Philadelphia Pathephone Company—and any dealer with any acquaintance in the trade knows the sort of service he can expect from them!

If experience, or organization, or preparedness, or full stocks, or first hand knowledge of the dealer's needs and problems count in the service a distributor can give, the Philadelphia Pathephone Company is in a position to extend co-operation far beyond the usual.

Any one of our staff can be of great aid in selecting and merchandising your stock, and all of them are ready to render that assistance and any other service in our power to give.

Prompt, understanding, co-operative service—that's what this organization means!

Send Your Christmas Orders NOW to the

Philadelphia Pathephone Company

1206 Chestnut Street

MEETING OF EXECUTIVE COMMITTEE

Governing Body of National Association of Talking Machine Jobbers Hold Sessions in Philadelphia to Discuss Trade Conditions

PHILADELPHIA, PA., NOVEMBER 12.—The executive committee of the National Association of Talking Machine Jobbers is now in session at the Ritz-Carlton Hotel here, for the purpose of discussing general trade matters that have developed since the convention at Atlantic City last July. The meeting opened this morning and will carry over until to-morrow.

While no set program has been announced for the meeting, it is understood that trade problems will be gone into very thoroughly, with special reference to conditions brought about by the war, including the effect of the war on excise tax. The hearings before the Federal Trade Commission in Washington on the question of fixed retail prices will also come up before the committee, and President Blackman states that he will leave for Washington immediately after the conference here to appear at the final hearing before the Commission.


Several of the committee were on the job early, and it is expected that a majority will be in attendance.

One of the features at the National Convention of Undertakers held at the Hotel Walton, Philadelphia, recently, was the demonstration of the suitability of a Victrola and sacred records for use at funerals in place of a choir. The machine and records were supplied by Gimbel Bros.

VICTOR TRAVELERS ORGANIZE

Post and Present Members of Victor Co. Traveling Staff Form Permanent Association

Following the broaching of an idea at the last convention of the National Association of Talking Machine Jobbers, there has recently been formed the Victor Travelers' Association, which includes present membership those travelers at present connected with the company and also those who were previously connected with the staff. The object of the organization is fraternal, to a certain degree, but the main idea is for the members to disseminate information of trade value and work along other lines for the betterment of the trade as a whole. The officers of the new association are: Thomas F. Green, Silas E. Pearssall Co., president; G. T. Williams, G. T. Williams Co., vice-president; W. T. Haddon, Victor Co. traveling department, treasurer, and C. H. North, Victor Co. service statistical department, secretary.

REMOVE PLANT TO NEW QUARTERS

The Sterling Phonograph Co., manufacturer of the Sterling phonograph, which for three years maintained its factory and offices at 1777 Broadway, New York, has moved its plant and offices to 285 North Sixth street, Brooklyn, N. Y. In its new home the company has more than quadrupled its floor space, and the facilities which are now placed at its disposal enable it to produce its machines with maximum efficiency and minimum overhead.

The company manufactures the "Sterling" phonograph in its entirety in its own plant, and has on hand a remarkably fine stock of lumber and veneers. The Sterling phonograph is handled by many dealers throughout the country, who report an active demand for the six models in the line. A. Sondheimer, well known in the trade, is president of the company, and actively directs every phase of this business, which is showing a steady expansion.

A Record Suggestion

From all indications there will be a tremendous shortage of Victor Records during the next few months. This shortage will include all types of Victor Records.

Now Is the Time

To place your Christmas Record orders, so that your customers will not be disappointed.

G. T. Williams Co., Inc.
Victor Wholesale Exclusively
217 Duffield Street
Brooklyn, N. Y.
American Phonograph Manufacturers, Everywhere, U. S. A.

Dear Mr. Manufacturer:

I would like to call upon every phonograph manufacturer in the United States. I would like to write each one of you a personal letter — but, there is only twenty-four hours in a day.

But if I could do this, the message to each one of you would be the same. And that message would be this:

That the idea behind the Stephenson Precision-Made Motor was to make a better motor — the designers dedicated it to the phonograph manufacturer who is earnestly striving to make his product, a truly art product.

If you are one of these manufacturers, you should know about the Stephenson Precision-Made Motor. Shall I send you our Bulletin?

Cordially yours,

[Signature]

Vice President.
There are two bright sides to the sale of every Columbia Grafonola and every Columbia record. The dollar-and-cents side for dealers and the downright happiness your customers get from the excellence of Columbia products.

-value of window display

Demonstrated by the gratifying results secured through the excellent work of the W. L. Hall Furniture Co. in Knoxville, Tenn.

KNOXVILLE, TENN., November 9.—The effective manner in which Columbia Grafonolas can be utilized in the preparation of attractive window displays is strikingly illustrated in the accompanying photographs. This picture shows a recent window display featured by the W. L. Hall Furniture Co. of this city, one of the leading furniture houses in this section.

This window display attracted considerable attention in the local trade, and the company, which handles the Columbia line exclusively, closed a number of Grafonola sales as a direct result of the display, in addition to securing a valuable list of prospects.

The W. L. Hall Furniture Co. has made a specialty of attractive window displays, and they have yielded excellent returns.

F. P. ALTSCHEL HAD GOOD TRIP

Established New Agencies for Stradivara in Pennsylvania and New York State—Found Dealers Busy and Enthusiastic

Frederick P. Altschul, of the Schilling Piano Co., 112 West Twenty-third street, New York, who is distributor for the Stradivara talking machines, recently returned from a trip through Pennsylvania and New York State. Mr. Altschul visited many important points in both these States, and, besides bringing back a large volume of business, established several new agencies. "I found," he said to a representative of The World this week, "that the talking machine business is very good throughout the States in which I traveled, and, most pleasing of all, the dealers are enthusiastic over the Stradivara, many of them expressing great satisfaction at the results they have obtained since handling them. These results went a great way towards enabling me to establish new agencies throughout that section of the country. Only to-day I received a letter from one of our dealers in New England telling of his success and asking for immediate shipments of several of our styles, stating that he could have sold several during the last week had he had them on his floor. Letters like these manifest the popularity of the Stradivara."
TO GIVE MIDNIGHT PERFORMANCE

"Oh Boy" Company to Raise Funds for Equipping Transports with Edison Army and Navy Phonographs—Mr. Maxwell Participates in Work—Anna Wheaton Star of Company

The members of the "Oh Boy" company will give a midnight performance at the Princess Theatre, New York City, on November 22, for the purpose of raising funds to place Edison Army and Navy phonographs aboard American transports. The midnight performance will be given through the courtesy of P. Ray Comstock, Morris Gest, and William Elliott, and will probably attract all the Broadway stars who are in town. The "Oh Boy" company has been giving entertainments at a number of the military encampments near New York, leaving Edi-

William Maxwell, vice-president of Thos. A. Edison, Inc., recently interested the Edison affiliated interests in the Army Transport Fund, which is being raised for the purpose of providing books, comfort-kits and music for the soldiers in camp and in the trenches and, of course, Christmas gift for the boys in camp and in the

Anna Wheaton, Prima Donna, "Oh Boy" Co.

son records of the "Oh Boy" hits with the soldiers as remembrances.

Mr. Maxwell has the unique distinction of being the first civilian to go aboard an army transport since the war broke out, permission to do so being granted him to show the unusual conditions surrounding the boys going over in the way of recreation. Mr. Maxwell presented the transport he was on with a war phonograph and a library of records. He arranged a splendid entertainment through the co-operation of the recruiting private, Arthur Fields, who sang a number of popular hits, including his latest success, "It's a Long Way to Berlin, but We Will Get There." Mr. Fields sang in direct comparison with the re-creations played on the new Edison.

IMPROVES STORE IN HARRISBURG, PA.

The Miller Kades Furniture Store, 7 North Market square, Harrisburg, Pa., has recently made a number of improvements in its talking machine department. Six new soundproof demonstrat-

Edward M. Baker, advertising manager of the Columbia Graphophone Co., New York, re-

signed from this position the first of the month. His successor has not yet been appointed.

Edward M. Baker Resigns

BIG DEMAND FOR STEWART LINE

Will Be Big Favorite in Christmas Purchasing—Military Model Much Admired

CHICAGO, ILL., November 10—The Stewart Phonograph Corp., of this city, is having a remark-

able demand for the products of the Pathe phonograph, which created such a sensation when it was first introduced and the distribution of which has reached almost unbelievable figures. The company, with its great manufacturing fac-

ilities and great financial backing, possesses, of course, unusual opportunity for purchasing materials to the best advantage and for reducing manufacturing costs by means of a large output, which, coupled with the fact that the corporation maintains an experimental labora-

tory, prided over by acoustic and mechanical experts, accounts for the remarkable develop-

ment made in the Stewart phonograph since its introduction and the exceptional value it repre-

sents for the money.

Although the company made large preparations for the fall trade, the demand has been so great that they are compelled to work the plant double shift. The importance, therefore, of placing orders at once in order to be pro-
tected for the holiday trade is very patent. The regular Stewart model at $7.75 (west of the Rocky Mountains $8.25) makes a most at-
ttractive moderate-priced Christmas gift and the size of the orders which dealers are placing shows that they thoroughly appreciate this fact. A special feature of the Stewart is that in spite of its low price it is equipped for playing any type of record.

The Stewart Military Special, which costs $3.75 extra for the case, has also met with great favor. It makes a most appropriate Christmas gift for the boys in camp and in the trenches and, of course, is adapted for many other uses where a complete portable outfit is desired. The Stewart concern has been doing a maximum business all year, and prospects for the future are unusually bright.

EXHIBIT AT STATE FAIR HELPS

St. Paul, Minn., November 6—G. Sommers & Co., distributors of the products of the Pathé Frères Phonograph Co., have received many letters from their dealers who visited the rec-

iment at the company's Pathé booth. There is no doubt but that this exhibit served to add materially to the popularity of the Pathé line in this terri-

tory.

Senator J. R. Carpenter, of Cheyenne, Wyo., recently purchased three large Victrolas from the Lewis Music Co., Manchester, Ia., for the entertainment of the cowboys and other em-

ployees at his three great ranches.
ANNOUNCEMENTS OF INTEREST

Recently Made by Pathé Frères Co. Tell a Story of Push and Progress

During the past few months the Pathé Frères Phonograph Co., Brooklyn, N. Y., have made a number of very important announcements to the trade which have indicated the remarkable strides and progress which this company has made in the past year. The establishment of distributing agencies with some of the most successful wholesale houses in this country is but one of the many noteworthy steps which the Pathé Frères Co. have taken during the past twelve months.

Pathé dealers have been particularly interested in the appointment of the Hansf-Metzger Advertising Agency, New York, as the Pathé Frères Co.'s advertising counsel, as George P. Metzger, vice-president of this agency, is one of the foremost authorities on talking machine publicity. Thoroughly conversant with the problems that confront the manufacturer, he is planning to render invaluable co-operation to Pathé dealers throughout the country.

When the Pathé Frères Phonograph Co. entered the talking machine field a few years ago they decided to merchandise their products in a way which would fully reflect the prestige and position of the company's success, and as Mr. Widmann mentioned in a recent address, "the Pathé Frères Phonograph Co. have always maintained the idea of non-competitive products has been one of the links in the Pathé merchandising policy which has contributed materially to the company's success, and as Mr. Widmann mentioned in a recent address, the Pathé Frères Co. has endeavored to blaze a trail, rather than follow in the footsteps of other talking machine manufacturers."

According to their present plans, the Pathé Frères Phonograph Co. will offer their dealers in 1918 an intensive co-operation which will be strengthened by every department of the Pathé organization. Pathé representatives will be given practical assistance, based on the combined knowledge of some of the best known manufacturers in the industry, who are now associated with the Pathé executive and sales divisions, and there is every reason to believe that the Pathé line will enjoy unprecedented popularity in the coming year.

ARRANGES FOR IMPROVED SERVICE

Lewis C. Frank States That Better Facilities at Mill Will Facilitate Deliveries

DELEON, Incorporated
ATLANTA, GA.

We have been appointed distributors for Delphon Phonographs for the states of

Georgia  Florida
North Carolina  South Carolina  Alabama

We are "at your service" and have a splendid proposition for progressive dealers.

TALKING MACHINE BUSINESS
FOR SALE

On account of being conscripted, will sell immediately established and profitable Talking Machine Business at 368 Livingston Street, Brooklyn, N. Y., in the heart of the shopping center. Business established over four years. Beautiful store, with five sound-proof demonstration booths. Low rental. Established clientele, mailing list of over 3,700 record buyers. Right terms to responsible party.

For further particulars call or write
CHARLES E. GORHAM, Inc.
368 LIVINGSTON STREET
BROOKLYN, N. Y.

TEL. MAIN 3232

Delpheon
the Incomparable

We have been appointed distributors for Delphon Phonographs for the states of

Georgia  Florida
North Carolina  South Carolina  Alabama

We are "at your service" and have a splendid proposition for progressive dealers.

TALKING MACHINE BUSINESS
FOR SALE

On account of being conscripted, will sell immediately established and profitable Talking Machine Business at 368 Livingston Street, Brooklyn, N. Y., in the heart of the shopping center. Business established over four years. Beautiful store, with five sound-proof demonstration booths. Low rental. Established clientele, mailing list of over 3,700 record buyers. Right terms to responsible party.

For further particulars call or write
CHARLES E. GORHAM, Inc.
368 LIVINGSTON STREET
BROOKLYN, N. Y.

TEL. MAIN 3232

H. T. LEEMING ON WESTERN TRIP

H. T. Leeming, of the executive staff of the Pathé Frères Phonograph Co., Brooklyn, N. Y., accompanied by A. T. Emerson, purchasing agent of the company, left Thursday for a ten days' Western trip. Mr. Leeming will visit the jobbers, and expects to present a vital plan, which will be announced in detail in next month's issue of The World.

D. M. Guthrie, who was recently appointed manager of the Columbia branch in Kansas City (not manager of the Columbia Co. as mentioned in these columns last month, which position is in the capable hands of E. A. McMurtry), is pleased with the business outlook.
A PATRIOTIC MUSIC SUPPLEMENT

A Feature of The World This Month That Should Appeal to Dealers.

Talking machine dealers who appreciate the wisdom and necessity for making a special drive for music, and particularly patriotic music, at this time will appreciate the special supplement included in The Talking Machine World this month to emphasize the slogan: “Patriotic Music in Every Home.”

WINS PRESIDENT WHITTEN’S CUP

W. C. Fuhr, district manager for Columbia Co. in Philadelphia, Captures September Prize.

W. C. Fuhr, district manager for the Columbia Graphophone Co. in Philadelphia territory, is the winner of the President Whitten district manager’s cup for the month of September. The branch in Mr. Fuhr’s district which was the prime factor in this victory will be announced next week.

Mr. Fuhr’s capture of this trophy in September is deserving of more than the usual congratulations, for September marked his first month as manager of the Philadelphia territory, and his first month on the “firing line” for several years past. He certainly has made an auspicious start, and every one of the branches in his territory is working “tooth and nail” for a repetition of his September victory.

The contest for the permanent possession of the President Whitten district manager’s cup is becoming keener with each succeeding month, and at the present time Frank A. Denison has won it twice, R. F. Bolton once and Mr. Fuhr once. The manager who first wins it three times retains it as his personal property.

A SUCCESSFUL PATHE DEALER

J. Smerling, of Perth Amboy, N. J., Built Up Excellent Trade With This Line.

One of the many active and successful Pathé dealers in the State of New Jersey is J. Smerling, a well-known dealer in jewelry and musical instruments.

Smerling’s Attractive Window displays, one of which is shown herewith.
PATENTS NEW RECORD CABINET
Clement Beecroft Is Awarded Patent on New and Improved Form of Record Cabinet Construction Designed to Meet Present Conditions

Clement Beecroft, the well-known wholesale representative for record cabinets, needle records, record envelopes and other talking machine accessories was granted United States Patent No. 1,244,944, under date of October 30, 1917, covering an improved type of cabinet for talking machines, the illustration of and details regarding which appear in Mr. Beecroft’s advertisement on another page of The World. The feature of the new cabinet design is a special molding around the top and the back section of which is removable to permit of the sliding in position on the cabinet top of special types of table machines, such as the Victrola IX-A. When the back molding is in position the molding all around the cabinet fits close around the machine case as though a part of it.

Record cabinet manufacturers generally are much interested in Mr. Beecroft’s patent and he has been congratulated upon having obtained it. The patent is broad in its scope, and Mr. Beecroft states that infringers will be prosecuted.

In working out his invention Mr. Beecroft relied upon his wide knowledge of trade demands growing out of the marketing of new machine styles and is of the opinion that his new type of cabinet construction should meet a persistent demand.

ISSUE THREE NEW STREET CAR CARDS

The excellent series of street-car cards prepared and issued by the Victor Co. has been augmented by the addition of three more cards of exceedingly attractive design and devoted to the Victrola and Victor records generally rather than to any particular record or group of records. Dealers may secure supplies of the new cards for use locally by applying to the advertising department of the Victor Co.

START OF VICTOR HOLIDAY DRIVE
Special and Attractive Folder in Colors Together With Selected List of Records for Christmas Just Issued by the Victor Co.

The Victor Talking Machine Co., under date of November 2 issued the first batch of advertising matter for the use of the dealer in developing holiday trade, and the material this year surpasses in every way the previous efforts of the company along this line. One of the features of the publicity matter for the holidays is a handsomely lithographed Christmas folder for which is provided a special envelope bearing the device attractively set in foil: "A Christmas Gift for Every Member of the Family—Every Day in the Year." The folder itself shows the home on Christmas morning with a tree trimmed and lighted, and the presents for the family, including a handsome Victrola, grouped beneath. In the background is shown Santa Claus leading a procession of noted Victor artists into the house, and so well is the work done that even in miniature the faces of the artists are easily recognizable.

The outside of the folder shows Santa Claus on his way across snowy wastes, the sleigh bearing a Victrola and a great group of Victor artists, to the home in the distance. A special folder of Victor records for Christmas, holly bordered, has also been provided for the Victor dealers.

For the dealer’s show window the Victor Co. offers three carefully worked out Christmas window trims, which are pictured on a special folder and regarding which complete details are given as to the cost of the various displays and where the materials of which they are composed may be obtained.

ENJOYED SOJOURN AT THE SPRINGS
D. A. Creed, vice-president of the Chicago Talking Machine Co., and Roy J. Keith, vice-president of the New York Talking Machine Co., Victor distributors, spent their vacation together at French Lick Springs, Ind., and from all indications thoroughly enjoyed their rest at the tail end of the season. While there they "ran across" Tom Towell, of the Eclipse Music Co., Cleveland, O., another Victor distributor, and the Victor triumvirate steered clear of any thing thatavored business during their fortnight’s stay at the Springs.

TO OPEN NEW VICTOR DEPARTMENT
G. Schirmer, Inc., 3 East Forty-third street, New York, the prominent music publishers and dealers, will shortly open a new talking machine department, where the Victor line will be handled exclusively. The new department will occupy the entire second floor of the Schirmer building, which is now being remodeled. R. O. Hunter, formerly manager of the Victor department of the local warerooms of Wm. Knabe & Co., will be in charge at Schirmer’s.

THE BLISS REPRODUCER

FITS ALL MACHINES
PLAYS
ALL MAKES OF RECORDS,
WITH GREATER VOLUME,
BETTER TONE QUALITY,
CLEARER ARTICULATION,
LESS SCRATCH AND
WITH LIGHTER NEEDLES

than any "sound box" using mica, metal, paper or cork.

GREAT OPPORTUNITY FOR THE DEALER
Bring your best sound box and favorite record and make your own comparison or write for further details.

WILSON-LAIRD PHONOGRAPH CO., Inc.
29 WEST 34TH STREET, NEW YORK CITY
VALUE OF MUSIC IN PRESERVING THE NATION’S MORALE

Necessity of Musical Recreation for Both Soldiers and Civilians Under Nerve-Racking Conditions of War, Generally Recognized—Situation That Should Receive Earnest Attention

One of the real problems of every military organization in active service is that of preserving the morale of the troops at the highest point. Modern war conditions are particularly nerve-racking to the soldier, for he is called upon to spend weeks, or even months, inactive in the trenches, but alert and ready at all times to enter into a death grapple with the enemy. In short, the herculean efforts that have gone with other wars are almost entirely lacking in this. There are few charges across the open, or the excitement of giving battle. The heroics that have gone with other wars are almost entirely lacking in this. In short, the heroics that have gone with other wars are almost entirely lacking in this.

The talking machine has established its place in the military life of the country, and has been accepted as an essential, yet many of those in Washington in charge of the responsibility of promulgating rules and regulations for the conduct of the war persist in classing the talking machine as a luxury in legislation and regulation. In Washington they place an excise tax on talking machines as a "luxury," and even talk of curtailing the production of machines and records through classifying them as non-essentials. At the same time, from the Army and Navy come appeals for talking machines and records in ever-increasing numbers. It would seem that the industry should put forth every effort to bring before the officials at Washington a full understanding of just what music, and particularly talking machine music, means to the nation in times of stress, just how it is essential in preserving the morale of the civilian as well as the military population, for if music is essential to the soldier at the front, it is just as essential in preserving the morale of the civilian as well as the military population, for if music is essential to the soldier at the front, it is just as necessary in keeping up the spirits of those he leaves behind.

Perhaps the best short definition of war, to escape Sherman's profanity, is "sacrifice." In the United States we have had as yet but little understanding of all that sacrifice can mean. Americans are essentially an easy-going people, but when the big casualty lists are cabled across every day, when the war across the sea begins to touch in a large way the heart of the American people, there is going to be a mighty awakening from the lethargy we have dropped into through daily reading of war's havoc before our country became involved. Our mental faculties have been case-hardened, so to speak, to the frightfulness of war, but our hearts are still tender and still comparatively ignorant of what war really means.

Linking Anna Case, the Artist, With the Flag

How are the American people being prepared to stand this great shock? What will enable them to endure the continued loss of those familiarly dear ones? Just patriotism—patriotism that has been dormant since the days of '98 and '01. We venture to say the American people, to keen in enthusiastic sympathy with the even as just a cause as that for which we are fighting, will need some relief from the great sacrifices that are ahead. We are by nature high-strung and of a peculiarly nervous temperament—and will need a psychological reaction to attain a maximum efficiency from the individual standpoint. The fact that our men in khaki are battling thousands of miles away will intensify this need.

We have now arrived at just the point where music can play a master role. There is no com-

WHY YOU SHOULD HANDLE THE STERLING

Because:

1. The STERLING phonograph is no experiment, but an established success. It has been on the market three years.
2. The STERLING is built by expert phonograph men who thoroughly understand tone quality.
3. Every part of the STERLING is guaranteed. It is manufactured in its entirety in our plant, and is not an assembled product.
4. Every STERLING phonograph is equipped with our specially designed durable spring worm gear motor, playing five ten-inch records with one winding, a motor that is used regularly in machines retailing at $100. All models are equipped with our Universal Tone Arm.

Sterling Phonograph Co.
285-287 No. 6th St., Brooklyn, N. Y.

The Hoffay Resurrectone

Our Cabinets, like all Cabinets used by phonograph manufacturers, are beautiful, but our "Resurrectones" stand alone in their field of performances. It emphasizes the effectiveness of our machine, it makes a record finer, more musical, more truly realistic.

Our Resurrectone on a talking machine means that the vibrant, stringy tone of the violin, the full clear tone of the flute or clarinet, is brought out with true realism, and this takes this talking machine out of the phonograph class, and makes it a real musical instrument. This is but one of the four important exclusive features which make for the supremacy of the Hoffay. Send for Special Proposition.

Hoffay Talking Machine Co., Inc.
3 West 29th Street
New York City
fort or inspiration of a more refined and dignified sort than that which good music affords. There is no form of entertainment so universal in its appeal as is music, no language so universally understood as music, nothing which surpasses talking machines in adaptability for use in the family home. These are facts of which our war leaders should take serious cognizance—the power of music in the home to keep up the morale of the great civilian masses.

Talking machine men should go forth to their work full of a new pride in their business. Today the talking machine man is helping his country as well as himself. He is doing a very creditable bit in maintaining a high national morale for his country. He should take especial pains to impress upon the citizens of the community in which he is conducting business the great part which good music in the home is destined to play as a real sedative for withstanding the great sacrifices we are called on to make.

Every day the talking machine man is helping his country. He is doing a very creditable bit in maintaining a high national morale for his country. He should take especial pains to impress upon the citizens of the community in which he is conducting business the great part which good music in the home is destined to play as a real sedative for withstanding the great sacrifices we are called on to make. Every

**A Patriotic Poster Suggestion**

Sale of a talking machine made from now on is doubly important, doubly vital, in that it is going to help win the war by strengthening the national resolve to fight through to the bitter end. It is a fallacy to suppose the moral influence of music is confined to purely patriotic airs, even though every military man recognizes the value of national anthems being played at all public gatherings, etc. The truth is patriotic airs, even a national anthem, can be played so often as to become rather monotonous. We do not wish in any way to deter a decided concentration on patriotic airs proper, but we do wish to suggest that all "good music is full of comfort and inspiration" and that both comfort and inspiration are a national necessity in war times. Anything with the ability to comfort and inspire deserves in war times a vigorous indulgence. Simply because all good music is not as highly productive of inspiration as are the national anthem and other strictly patriotic selections is no good reason why the other thousands of good selections should not be cultivated for the very fair amount of comfort they afford. The possibilities of good music as a factor in maintaining the nation's morale are so enormous that all good music and all musical instruments of the worthy sort should be furnished to the American public as fast and in as large quantities as possible.

Various manufacturers of machines and records are already carrying on definite campaigns with a view to supplying wartime music. They are issuing special advertising matter, including elaborate posters, and are also featuring special recordings of popular songs by famous artists. It is now up to the general trade to support the movement.

**TO HANDLE DELPHEON CO. PRODUCTS**

Delpheon, Inc., Organized in Atlanta, Ga., to Cover South Atlantic Territory

ATLANTA, Ga., November 12—Arrangements were consummated this week whereby a new concern to be known as Delpheon, Incorporated, with headquarters in this city, will handle the products of the Delpheon Co., Bay City, Mich., as distributors. The company will have for its territory the following States: Georgia, North Carolina, South Carolina, Florida and Alabama, and plans are now being perfected whereby the dealers in this territory will receive maximum service at all times. The company will also open a chain of retail stores at Atlanta, Birmingham, Jacksonville, Savannah and Columbia, and D. G. Sunderland, the head of the new concern, is enthusiastic regarding the future prospects for the Delpheon phonograph. This instrument is now being handled by many well-known dealers throughout the country. It embodies many distinctive qualities, which have been the subject of considerable praise from musicians and dealers.

**NOW IN THE CENTER OF THE CITY**

The Wilson-Laird Phonograph Co., manufacturer of the "Bliss" reproducer, has moved its offices from 136 Liberty street to 29 West Thirty-fourth street, New York. The company's factory and warerooms were located at the former address, but this building was almost totally destroyed by fire a fortnight ago. This disaster has, of course, temporarily handicapped the production of Bliss reproducers, but C. L. Stephen son, president of the company, expects to have everything straightened out within the next few weeks.

The company's new offices are located in the heart of the shopping district, and Mr. Stephens on has extended an invitation to the trade and the public to visit the Wilson-Laird showrooms and hear their favorite records played with the Bliss reproducer, which has scored a big success.

**STEEL NEEDLES**

- I have a large quantity of steel needles for sale for delivery during December and January.
- These needles are made in Japan especially for me and every lot is carefully inspected in my own offices in Japan before being packed for shipment.
- The needles come in Loud Tones, Medium Tones and the long slender ones. Packed in paper envelopes of 100 of a kind. Prices and samples upon request.

G. M. O'BRIEN
329 Broadway
New York
Miss Frieda Hempel's records for her guests, and giving an advantage of Miss Hempel's visits to make the public acquainted with her records. A splendid idea which could be utilized in connection with other eminent artists who will tour the country this season.

WORLD BRIEFLETS

The K. C. Photo Supply Co., of 1010 Grand avenue, Kansas City, Mo., has opened a talking machine department where the Columbia Grafo- nola line will be featured exclusively.

The talking machine store of Adolf Goldberg, at 954 North Eighth street, Philadelphia, was recently damaged by fire to the extent of $400.

The Chamberlain Co., of New Haven, Conn., has secured the agency in New Haven for the Aeolian-Vocalion line.

L. H. Doremus, of 154 Broadway, Paterson, N. J., recently secured the exclusive agency for the Pathe Pathophone in his district.

The Columbia Cabinet Co., Chicago, Ill., has increased its capital stock from $2,500 to $100,- 000, and the name of the concern has been changed to the Columbia Phonograph Cabinet Co.

The Morehouse Marts Co., Columbus, O., has bought the stock of Victrolas and records formerly handled by the Green Joyce Co., dry-goods merchants, who closed out their business recently.

The Parson Talking Machine Co., Inc. Brook- lyn, was incorporated this week with a capital stock of $8,000; R. Burkhard, H. Parson, J. M. Liebchitz, incorporators.

The Ideal Music Co., Victor dealers at 150 East Front street, Plainfield, N. J., have recently made several improvements in their store.

MEN ARE MEN

Business is business, but men are men.

Working, loving and dreaming;

Tailing with hammer, brush, or pen,

Rustierling, pluming, scheming.

Business is business, but it's a fool

Whose business has grown to smother

His faith in men and the golden rule,

His love for friend and brother.

Business is business, but life is life, as

Though we've all in the game to win it.

Let's rest sometimes from the heat and strife

And try to be friends a minute.

Let's seek to be comrades now and then

And slip from our golden tether;

Though we're all in the game to win it.

Business is business, but he's a fool

Working, loving and dreaming;

Tailing with hammer, brush, or pen,

Rustierling, pluming, scheming.

Business is business, but life is life, as

Though we've all in the game to win it.

Let's rest sometimes from the heat and strife

And try to be friends a minute.

Let's seek to be comrades now and then

And slip from our golden tether;

Though we're all in the game to win it.

Business is business, but he's a fool

Working, loving and dreaming;

Tailing with hammer, brush, or pen,

Rustierling, pluming, scheming.

Business is business, but life is life, as

Though we've all in the game to win it.

Let's rest sometimes from the heat and strife

And try to be friends a minute.
How "Ragtime Rastus" Attracts

How W. H. Nolan Helped Roemmele Bros. to Do Their Part in This Fine Work

MUSIC A FACTOR IN THE COMMUNITY

ORDERS SHIPMENTS FOR AUSTRALIA

THE TALKING MACHINE WORLD 129

Notice of Sale

By Order of the
Hon. George R. Beach, Referee in Bankruptcy

The assets of the Flemish Phonograph Company will be offered for sale on November 23rd, 1917, at 2 o'clock in the afternoon in the United States District Court Room, Post Office Building, Jersey City. The assets consist of machinery, parts, completed phonographs, fixtures and outstanding accounts. For particulars as to the property to be offered for sale and for terms and conditions of sale, inquiry may be made of their attorney or at the factory, Bush Terminal, Brooklyn, N. Y. Offers will be received for the entire assets or any part of the assets and should be made in writing and submitted to the receiver or their attorney at or before the time of the sale.

WENDELL J. WRIGHT,
50 Church Street, New York City

HENRY SILLCOCKS
165 Broadway, New York City

JAMES N. ROSENBERG
74 Broadway, New York City

Receivers
SALESMEN—We want a high-class salesman for Texas and other Southern territories. Also one man for New York, Philadelphia, Washington and Baltimore. Can use only men who have bad "Talking Machine" experience and who can furnish highest references. Very liberal straight commission proposition that will net the right men splendid salaries. Address R. H. Zinke, 425 Grand Ave., Milwaukee, Wis.

FOR SALE—Victor and Edison talking machine agency and Edison phonograph agency with nice clean stock of each in fine territory. Nice store for rent with the agency, which is in Eastern New York. Not a large capital required. Pay McFadden, Granville, N. Y.


VICTROLA MANAGER desires change. New York or any large city in Rhode Island city—can provide proofs of ability. Will consider first-class store or department paying $30 and commission on all business, or $40 straight with contract. Know all lines, Victor, Columbia, Vocation and Edison, also advertising writer. Strictly temperate. Age 27 years—a live wire and fine on detail and demands "service" snap and intelligence from sales force—results guaranteed. Address "Snap," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Man who is working or has worked for a Record or Button company mixing jobs. Must have experience and knowledge to mix all kinds of colors and black. Position is steady job with old-established company at good wages. Address "Mixer," care The Talking Machine World, 373 Fourth Ave., New York.

GOOD SITUATIONS can be secured for the winter months by graphophone salesmen with dealers in Southern territory. An opportunity to spend the winter in the South and at the same time make it a profitable trip. Address "Southern," care The Talking Machine World, 373 Fourth Ave., New York.

VICTOR RECORD WANTED—Will pay good price for discontinued Victor Record No. 10173-B, entitled "I Love You Ma Cherie" (Rubens), sung by Henri Leoni. Will deal with dealers and jobbers look up their old stock for this record and let me hear from them? Address "J. S. B." care The Talking Machine World, 373 Fourth Ave., New York.


FOR SALE—250 new tone arms and sound boxes, complete, $1 each. C. M. Machader, 848 Engineers' Building, Cleveland, O.

WANTED—One good demonstrator booth, mahogany finish. Address R. M. Hoar, Lemmon, S. S.

NEW YORK—First-class finishing room foremen for high-grade cabinet work; also several cabinetmakers. Address "Cabinetmaker," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Experienced talking machine manager, buyer, secretary, and general sales manager. Address "General Manager," care The Talking Machine World, 209 South St., Chicago, Ill.

BY an established New York manufacturer, an experienced salesman to visit the dealers. Excellent proposition for the right man and a definite gratuity will also be in evidence. For full particulars, care Fulton Talking Machine World, 373 Fourth Ave., New York.


WANTED—A superintendent for a talking machine manufacture, who is experienced in charge of a large and important department, and can take charge of an executive, efficient and fine quality machine. Address "Superintendent," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—An experienced talking machine salesman who can control the wholesale trade, and who can handle a first-class range of machines and records. There is an excellent opportunity for the right man, with a good position and a good salary. Address "Box 474," care Fulton Talking Machine World, 373 Fourth Ave., New York.

WANTED—An experienced talking machine assembler who is thoroughly familiar with all parts of the trade. This is a proposition to place the right man. Address "Assembler," care Fulton Talking Machine World, 373 Fourth Ave., New York.


SITUATION WANTED—If it were possible to secure a sales manager who has sold over $15,000 worth of phonographs, personally, in one year, and has, in addition, managed department would you consider him? Have a good position and an excellent record as a salesman. Address, strictly confidential. Address "Box 472," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION—Mechanical engineer thoroughly understands the entire mechanism, coupling, etc. outgoing for position as superintendent or production manager. Has had charge of important phonograph manufacturing plant and shop. Address "Engineer," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By all around repairman, experienced phonograph man, who is thoroughly qualified and has had charge of motor and assembling department. Address "Box 475," care Fulton Talking Machine World, 373 Fourth Ave., New York.

STEEL NEEDLES

They are scarce as sugar, but we have them in stock and sell them at a low price by the thousand or million. Sample face records, $25 per 100; 12-inch, $40.

REPAIRS for all talking machines, including MAIN Springs, governor springs, rubber bands, needle arms, screws, etc. Cabinets, motors, Tone Arms, Sound Boxes and complete machines.

Fulton Talking Machine Co.

610 Broadway, New York

POSITION WANTED—As traveler. Have had several years' experience with Victor lines. Highest references. Address "Box 474," care Talking Machine World, 373 Fourth Ave., New York.

WANTED RECORDS—325—Salome'—Sousa's Band, and 321—Salome'—Von der Heiden. If records are in good condition, price, and address communication to Sigmond K. Ganger, 509 E. 54th St., New York.

SALISBURY AND SALES MANAGER for the New Mutuals in Kansas City area. Applications strictly confidential. The Phonograph Co., 100 Walnut St., Kansas City, Mo.

POSITION WANTED—By all around repairman, experienced phonograph man, who has had charge of motor and assembling department. Address "Box 475," care Fulton Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position as manager of talking machine department. Have had best of connections with New York City dealers for the past ten years and am thoroughly competent. Am married; thirty-four years of age. Address "Box 467," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION—Mechanical engineer thoroughly understands the entire mechanism, coupling, etc., and has charge of motor and assembling department. Has had many years' connection with phonograph industry and is open for a position as superintendent, or production manager. Address "Engineer," care The Talking Machine World, 373 Fourth Ave., New York.

OPEN GRAFTONULA DEPARTMENT


WANTED—By all around repairman, experienced phonograph man, who has had charge of motor and assembling department. Address "Box 475," care Fulton Talking Machine World, 373 Fourth Ave., New York.

SITUATION—Mechanical engineer thoroughly understands phonograph manufacturing and is open for a position as superintendent or production manager. Address "Engineer," care The Talking Machine World, 373 Fourth Ave., New York.

OPEN GRAFONULA DEPARTMENT


WANTED—By all around repairman, experienced phonograph man, who has had charge of motor and assembling department. Address "Box 475," care Fulton Talking Machine World, 373 Fourth Ave., New York.

SITUATION—Mechanical engineer thoroughly understands phonograph manufacturing and is open for a position as superintendent or production manager. Address "Engineer," care The Talking Machine World, 373 Fourth Ave., New York.

OPEN GRAFONULA DEPARTMENT


WANTED—By all around repairman, experienced phonograph man, who has had charge of motor and assembling department. Address "Box 475," care Fulton Talking Machine World, 373 Fourth Ave., New York.

SITUATION—Mechanical engineer thoroughly understands phonograph manufacturing and is open for a position as superintendent or production manager. Address "Engineer," care The Talking Machine World, 373 Fourth Ave., New York.

OPEN GRAFONULA DEPARTMENT


WANTED—By all around repairman, experienced phonograph man, who has had charge of motor and assembling department. Address "Box 475," care Fulton Talking Machine World, 373 Fourth Ave., New York.

SITUATION—Mechanical engineer thoroughly understands phonograph manufacturing and is open for a position as superintendent or production manager. Address "Engineer," care The Talking Machine World, 373 Fourth Ave., New York.

OPEN GRAFONULA DEPARTMENT


WANTED—By all around repairman, experienced phonograph man, who has had charge of motor and assembling department. Address "Box 475," care Fulton Talking Machine World, 373 Fourth Ave., New York.

SITUATION—Mechanical engineer thoroughly understands phonograph manufacturing and is open for a position as superintendent or production manager. Address "Engineer," care The Talking Machine World, 373 Fourth Ave., New York.

OPEN GRAFONULA DEPARTMENT


WANTED—By all around repairman, experienced phonograph man, who has had charge of motor and assembling department. Address "Box 475," care Fulton Talking Machine World, 373 Fourth Ave., New York.

SITUATION—Mechanical engineer thoroughly understands phonograph manufacturing and is open for a position as superintendent or production manager. Address "Engineer," care The Talking Machine World, 373 Fourth Ave., New York.

OPEN GRAFONULA DEPARTMENT

DELPHENE CO.'S NEW CATALOG

Phonograph Line Made by This Concern Ad-
mirably Presented in New Publication Which
Has Many Merits, Both in a Literary and
Typographical Way—New Styles Described

The Delphene Co., Bay City, Mich., manufac-
turer of the Delphene phonograph, has just sent
out to its dealers a new catalog, featuring its
new line, which is one of the most artistic pub-
lifications of its kind that has made its appear-
ance in recent years. From cover to cover, the
catalog is distinctive in layout and make-up,
and as a whole reflects in every detail the qual-
ity that characterizes Delphene products.

W. V. Gresser, sales manager of the Del-
phene Co., is responsible for this new book,
and well deserves the many letters of approval
which he has already received from leading
dealers throughout the country. The book is be-
ing used to excellent advantage, and gives the
company's representative concise and valuable
selling arguments.

The first few pages are devoted to a brief
with the one idea of offering the dealers a line
of phonographs which they can offer...to their
trade on a quality basis. The company's tech-

every talking machine dealer handling the line.
In a recent chat with The World Mr. Gresser
stated that the company is planning to add a
period model to its line, which will be an exact
reproduction of a Hepplewhite table or side-
board, with a convex section, where the grill is
placed, and with concave sections sloping back-
ward on each side of the grill. It will have an
unusually large amplifying chamber, two indi-
vidual compartment record files, gold-plated
hardware, and an extra large motor. This in-
strument, which will probably retail at approxi-
mately $500, will be constructed of the very
finest figured mahogany that can be secured.

RECORD ACTIVITY IN NEW ORLEANS

Philip Werlein, Ltd., Report Seventy-five Per
Cent. Increase in This Department for Month
—Business Outlook Excellent

NEW ORLEANS, LA., November 6.—Howard
Weber, manager wholesale Victrola department,
Philip Werlein, Ltd., reports a 75 per cent, in-
crease in record business for the present month.
The machine situation has not improved, but
they are supplying their regular dealers with ma-
chines as they are received from the factory.
Several months ago this concern predicted
these conditions and attempted to make dealers
realize the necessity of making a greater effort
for record business. They attribute their un-
usual results to this effort.

Conditions for holiday business are unusually
promising, and they expect, even though they do
not have all of the machines they require,
that the volume will be made up in the addi-
tional amount of record business they will be
able to secure.

Mr. Weber, who is in close touch with all the
dealers of this city and surrounding territory,
is informed of unusual results in the record end,
and has in a measure been instrumental in hav-
ing them devote their efforts in this direction,
and give up worrying about machine shipments.
BROWN DISC RECORD CABINET

New Style of This Attractive Product Being Placed on the Market by the Manufacturers, the Globe-Wernicke Co., of Cincinnati, O.

The Globe-Wernicke Co., Cincinnati, O., has recently designed and marketed a new style of the Brown disc record cabinet which is designated as Style 6. This attractive cabinet, which is shown in the accompanying illustration, contains six drawers which are constructed on different lines than those of the average cabinet. When not in use the records lie flat, and when a drawer is open it tilts forward, placing the records on end ready for quick and easy selection. This important feature is also incorporated in other styles of cabinets in the Globe-Wernicke line.

The Globe-Wernicke Co., which is one of the best-known merchandising institutions in the country, has been very successful in the introduction of the Brown disc record cabinet. When the company decided to introduce a disc record cabinet it determined that this product should be in complete accord with the quality of the other Globe-Wernicke products, which have achieved world-wide success. Quality is the paramount consideration in the production of these cabinets, and many dealers throughout the country have referred in terms of praise to the Brown disc record cabinets. This new style is designed to fit all types of standard table machines.

SIGN MANY IMPORTANT CONTRACTS

Manager Neumeister, of Cincinnati Branch of Otto Heineman Phonograph Supply Co., Tells of Gratifying Business Prospects

"Business conditions in this section of the country are very gratifying," said C. W. Neumeister, manager of the Cincinnati branch of the Otto Heineman Phonograph Supply Co., whose headquarters are located in the Commercial Tribune Building in that city. "The talking machine manufacturers in this territory are making plans for an active holiday trade, and from all indications their expectations for this year's business will be more than realized. "I am glad to state that the popularity of the Heineman products is increasing steadily in this section of the country, and during the past few months we have signed a number of important contracts with manufacturers who will use the Heineman motor exclusively. The Meisselbach motor continues to maintain its prestige in talking machine circles, and all of the manufacturers who are using this motor refer to it in the highest terms of praise. This territory as a whole is progressing very satisfactorily, and the optimism of the manufacturers is indicated in the fact that they are asking for the immediate shipment of merchandise which was scheduled for delivery after the first of the year."

GRACE HOFFMAN SCORES A SUCCESS

Grace Hoffman, well known American coloratura soprano, and one of the exclusive Pathé artists, "did her bit" for the Italian Red Cross, when she volunteered her services, and sang the role of "Gilda" in the opera "Rigoletto," which was given recently at the Brooklyn Academy of Music. Miss Hoffman scored a signal success at this concert, and her performance was praised by the critics of the leading Brooklyn newspapers.

The Pathé Freres Phonograph Co. is erecting an extension to its seven-story factory at Flushing and Grand avenues, Brooklyn, N. Y.
COLUMBIA CHANGE IN LOUISVILLE
Retail Branch Taken Over by Grafonola Co.—Wholesale Division Goes to Indianapolis

The Columbia Graphophone Co., New York, has disposed of its branch in Louisville, Ky., the retail division being purchased by a new concern, the Grafonola Co., and the wholesale division being transferred to the Indianapolis branch. F. F. Dawson, formerly manager of the Louisville branch, returned to New York this week and will be associated with the general sales department, in charge of special

Ben L. Loventhal work for the company which will be announced in detail later.

The Grafonola Co., which purchased the retail division of the Columbia business, is owned by Ben L. Loventhal, a popular business man of Louisville, whose brother-in-law, Gus Boldt, Jr., his brother-in-law, who will be in charge of the Dictaphone end of the business. Miss Carrie Althouse, formerly assistant manager of the branch and connected with Columbia for the past fourteen years, remains with the Grafonola Co. and will occupy an important post.

Columbia dealers in the Louisville territory are assure of hearty co-operation from Indianapolis, as Ben L. Brown, manager of this branch, was formerly manager at Louisville and is therefore thoroughly conversant with the requirements of Columbia dealers in this section of the country.

PATHE ADVERTISING CAMPAIGN
Plans Prepared for an Extensive Publicity Campaign for the Paté Pathophone During the Coming Season—New Catalog Coming

Extensive plans have been prepared by the Pathé Phonograph Co. for a very successful advertising campaign for the present fall and winter. Arrangements for national advertising have been made and such magazines as Saturday Evening Post, Smart Set, Everyman, Saturday Review of Literature, and the leading papers will run big ads at different times. Some of the best art and copy men in the trade are preparing this advertising and extraordinary results are anticipated.

For each dealer’s convenience the Pathé concern has prepared a special advertising catalogue, and the combined efforts of well-known artists and phonograph advertising men have been used to make the booklet forceful enough to fairly make the sale for the dealer. It is artistically made up in a convenient form, nine inches by twenty-one inches.

The new edition of the Pathé machine catalog, in full color, has been reduced to pocket size. The makeup has been changed, and instead of having the illustrations inserted in an envelope inside the back cover, they now are part of the book proper. A well arranged list of Pathé Hawaiian selections is included and a banger containing a list of Pathé Hawaiian records will be used in conjunction with the catalog. Dealers are requested to order as much advertising material as they possibly can use so as to make a formidable showing when the campaign is in full swing.

NEW VICTROLA FOLDER ISSUED
Various Types of Victrolas Illustrated With the Increased Prices Plainly Marked

The Victor Talking Machine Co., following their announcement of increased prices for the various types of Victrolas, effective October 20, have issued an attractive folder showing various types of Victrolas from the Victrola IV-A to Victrola XVII with the new prices. Special arrangements were made to get the supplement into the hands of the dealer before the new prices went into effect in order to facilitate the work of selling. The folder is of convenient size, both for wareroom use and mailing purposes and should prove of much service to dealers.

NEW COLUMBIA CATALOG

Columbia Graphophone Co. Issues Descriptive Booklet Concerning New Line of Period Design Grafonolas Recently Performed

The Columbia Graphophone Co., New York, has just issued a handsome and expensive publication, devoted exclusively to a presentation of the new Columbia period design Grafonolas, details of which were announced in The World some time ago. This new book is one of the finest publications that has ever been introduced in the talking machine industry, and from cover to cover is in complete accord with the distinctive beauty and artfulness of every model in the new series of Columbia period design Grafonolas.

The booklet measures thirteen inches by ten and one-half inches, and its size permits of the use of large illustrations, which bring out clearly the characteristics of the different art models. Each model is featured on two pages, the first page of which shows the instrument open, accompanied by a brief description, the facing page being devoted exclusively to a large photograph of the same model when closed.

The Columbia period design Grafonolas presented in the new catalog, with their distinctive characteristics, etc., are as follows: William and Mary (P-1-0), retail price, $475; Early English (P-2-0), $625; Adam (P-3-0), $600; Italian Renaissance (P-4-0), $700; Early Italian (P-5-0), $1,250; Gothic (P-6-0), $750; Charles II or Jacobean (P-7-0), $800; Queen Anne (P-8-0), $750; Chinese Chippendale (P-9-0), $750; Gothic (P-10-5), $1,200; Fiftteenth Century Gothic (P-11-5), $1,600; William and Mary (P-12-S), $850; Adam (P-13-S), $1,600; Louis XVI (P-14-S), $1,250; Elizabethan (P-15-5), $1,400; Japanese (P-16-5), $1,750; Elizabethan (P-12-C), $900; French Gothic (P-18-C), $1,200; Gothic (P-19-7), $2,100; Queen Anne (P-20-0), $250; Adam (P-21-0), $600.

Mrs. Cora Smith has opened warerooms at Red Bluff, Cal., at 515 Walnut street, where she will handle Kimball pianos and Paté phonographs.
Better than tons of printer's ink and miles of advertisements is word-of-mouth Columbia praise and endorsement. It issues from the lips of every man who owns a Columbia. It reaches the ears of every man who doesn't.

Columbia Graphophone Co.
Woolworth Building, New York

TALKING MACHINE MEN, INC., MEET
Regular Monthly Meeting Well Attended—May Insert Interest Clause in Uniform Contracts—Liberty Loan Subscriptions Made

The Talking Machine Men, Inc., held their regular monthly meeting on the afternoon of October 23 in the directors' room of the Merchants' Association in the Woolworth Building. A very large attendance responded to the notices which had been sent out and more than the usual amount of work was accomplished.

Irwin Kurtz, who headed the committee to draw up a uniform contract to be used by all members of the association, was the first to report. The contracts are all in form, but the idea of placing them on cards to be used in conjunction with a card index system may have to be cast aside, as the contract at present occupies too much space. Another reason the contract was held up was on account of the action of some prominent members of the talking machine trade in New York who announced that they intend to charge interest after November 1. It is now proposed to insert the 6 per cent. clause in the contracts. Max Landay, of Landay Bros., Inc., spoke on the charging of interest where goods are sold on instalments and made the announcement that his firm had decided to make such a charge.

Thomas Miller, who was formerly connected with Thomas A. Edison, but who was recently commissioned by the Secretary of the Treasury as a member of the Liberty Loan Committee, addressed the dealers. Mr. Miller proved a very forceful speaker and got immediate action as the proceedings of the afternoon showed. Most of the dealers and jobbers have already subscribed to both the first and second loans, but at the close of Mr. Miller's address Max Landay proposed that subscriptions be taken up immediately and announced the firm of Landay Bros., Inc., would lead with a subscription of $5,000. This was followed by the Silas E. Pearall Co., $5,000; J. T. Coughlin, president of the association, next was placed down for $2,000; Sol Lazarus, secretary, $500; L. Kaiser, of the S. R. Dvega Co., $500; A. Galuchin, treasurer, $300; Carpenter & Co., $1,000; Harry Levy, $50; A. H. Mayers, $300; Johann Schiek, $200; Jos. Newstead, $100, and L. Brody, $100.

Copies of the new by-laws and constitution in book form were then given to all those present and will be mailed to absent members.

Resolutions disapproving of the idea of sending out records on approval, and of the sealed record idea as impracticable, and that the association go again on record as encouraging the charging of 6 per cent. interest on all time sales, were passed.

Irwin Kurtz, one of the most indefatigable workers of the organization, then reported as head of the committee authorized to get the support of local papers for starting a fund to supply machines and records to the soldiers and also to gather up used records for the purpose. He said it was impossible to get any of the daily papers to take up the idea, but he thought that every dealer could place a sign in his windows announcing that used records could be contributed for the use of soldiers and sailors and that the Talking Machine Men, Inc., would see that they were placed in the proper hands.

VICTOR FAVORITES ARE POPULAR

The songs Miss Frieda Hempel has sung for the Victor are the ones that are calling forth the most enthusiastic applause on her Southwestern concert tour. It was the "Intoxicating 'Blue Danube Waltz,'" as the Oklahoma City Times expresses it, that brought the keenest satisfaction to the audience that filled the Overholser Theatre in the Oklahoma capital when Miss Hempel opened her concert tour on October 10.

"The Bird Song" was another marked favorite, as was one of the singer's latest records—"When I Was Seventeen"—an old Swedish song, sung by Jenny Lind. Among the encore were several favorite old English songs, including "The Last Rose of Summer," and the interpolated love song in "Martia."

SAPPHIRE NEEDLES
WHILE PRICES ARE LOW

Supertone supplies are made right and are the ideal needles for securing good music.

Supertone Talking Machine Co.
18 West 20th Street
NEW YORK
LOCAL COLUMBIA DEALERS VISIT BRIDGEPORT FACTORIES

Lambert Friedl Acts as Host to Dealers in His Territory on Occasion of Trip to the Columbia Plant—Geo. W. Hopkins and Others Speak at Luncheon at the Hotel Stratfield

The local branch of the Columbia Graphophone Co., New York, was the host on October 24 to a large group of Columbia dealers in this territory, on a tour through the immense Columbia factories at Bridgeport, Conn. Lambert Friedl, manager of the Columbia Graphophone Co.'s New York branch, was responsible for this unique event and handed all of the many details incidental to the day's outing. The trip was an emphatic success, and Mr. Friedl has received the congratulations of the dealers and his associates upon the admirable manner in which every phase of the program was carried out.

Mr. Friedl introduced H. L. Willson, general manager of the Columbia Graphophone Co., and one of the most popular members of the talking machine industry. Mr. Willson extended his thanks to the Columbia Co. for the splendid entertainment it had provided for its dealers and for the spirit of good fellowship and sincerity that characterized the day's trip. Mr. Coughlin was followed by R. F. Bolton, Columbia district manager in New York and Northeast, who was given a rousing welcome by the dealers. Mr. Bolton paid a well-deserved tribute to Mr. Friedl's ability and the way in which he was taking care of the day's events.

The next speaker was Frank K. Pennington, assistant general sales manager of the Columbia Co., who, although he has only been associated with the company since last February, has already won the warm esteem and admiration of every one of his co-workers. Mr. Pennington emphasized the point that the Columbia enterprise is the dealers' enterprise and that the dealers constitute the only link between the Columbia Co. and the general public. He congratulated the New York dealers upon their progressiveness and merchandising ability and made a plea for team work, which, he stated, is based on co-operation and enthusiasm and which makes for the success of every member of the organization.

The last speaker at the luncheon and one who thanked the Columbia Co. for the splendid entertainment it had provided for its dealers and for the spirit of good fellowship and sincerity that characterized the day's trip, was George W. Hopkins, general sales manager of the Columbia Graphophone Co. Mr. Hopkins, who joined the Columbia organization a few months ago, is recognized throughout the country as one of the premier sales managers in the industrial world. He has been associated in the past with several internationally prominent companies and his broad knowledge of merchandising is proving invaluable in his new post.

In his address, which lasted more than an hour, Mr. Hopkins gave the Columbia dealers a remarkable discourse on merchandising which enabled his auditors to visualize the ideas and facts which he expressed. His talk was based on logic and sound sense and he illustrated the various points he made by reference to actual instances, where he had personally worked.

(Tornadoed on page 136)
LOCAL COLUMBIA DEALERS VISIT BRIDGEPORT FACTORIES

(Continued from page 127)

out the theory before he had adopted it in practice. Mr. Hopkins applied his knowledge of general principles of merchandising to the talking machine industry, showing the dealers how the merchandising of talking machines does not differ from the selling of automobiles, chewing gum or groceries.

During the course of his address, Mr. Hopkins referred to the tremendous importance of the retail clerk and told the dealers that the clerks must be "sold" on their proposition before they can be enthusiastic and successful. He gave many instances to support his contention regarding the clerk's value and suggested that the dealers allow their clerks to use their own judgment and broaden themselves in every possible way.

Mr. Hopkins was much sought after speaker in the advertising and sales fields, but his address on Wednesday was considered by many as the finest that he has ever made at any public gathering. Enthusiastic and sincere, he impressed his auditors with the fact that the Columbia organization in every department is working for the dealer, and with the dealer, and that all the problems and troubles which confront Columbia dealers are considered as the troubles and problems of the Columbia executive and sales organization. He gave the dealers an outline of the general plan which the Columbia Co. has in view for the coming year, and at the end of his address was heartily applauded and congratulated.

The afternoon was devoted to an inspection of the new East plant of the Columbia Co., which was recently completed. This factory is devoted exclusively to the production of Columbia records and is equipped throughout with the most improved types of machinery. It is ideally located and affords the employees maximum convenience and comfort.

The dealers left for New York on the 5.30 train, in two special cars, and every member of the party was most enthusiastic in praise of the Columbia Co.'s hospitality and the company's splendid manufacturing organization.

NEW S OSS CATALOG MOST COMPLETE

Contains Many Full-Size Illustrations of Soss Invisible Hinges Suitable for Talking Machines

The Soss Mfg. Co., 433-443 Atlantic avenue, Brooklyn, N. Y., has just issued one of the most complete and elaborate catalogs which has ever been published to exploit Soss invisible hinges. The cover of the book is mortized green, and the lettering is in gold, the word "Soss" being embossed. The different sections of the book take up the use of the Soss invisible hinges on automobiles, furniture, pianos, cabinetwork and in building construction. There is also a section devoted to Soss die castings.

In the introduction a page is devoted to the construction and installation of the hinges, a diagram being shown which illustrates the method of installing the hinges. The first section is devoted to cabinet styles of hinges which also include the hinges which are used on pianos and player-pianos. The hinges are illustrated, full size, by woodcuts, which were specially made for this book.

Soss Invisible Hinge

No. 103 Soss Invisible Hinge - Black oxidized hinges are assembled, buffed and plated, and contain a drop-in gimlet. They are displayed fourteen different types of hinges, all three of these types are furnished in brass, plated, and not buffed or polished. These hinges are black oxidized, and contain a drop-in gimlet. They are displayed fourteen different types of hinges, all three of these types are furnished in brass, plated, and not buffed or polished.

The different articles on which the hinges shown in this section of the catalog may be used, include pianos, player-pianos, music cabinets, desks, tables, bookcases, china closets, dressing tables, folding chairs, lockers, caskets, wall cases, filing and record cabinets, folding screens, sideboards, buffets and many others. The hinges are made in three types, rufkast, blunt and polished. Rufkast is the assembled hinge plated, and is not buffed or polished. Blunt finished hinges are assembled, buffed and plated. Polished hinges have the arm sections highly ground and are then buffed and plated. All three of these types are furnished in brass, nickel, bronze and antique copper.

In the automobile section of the book there are displayed fourteen different types of hinges which are used on automobile doors; there is also shown an automobile door bumper. These hinges are black oxidized, and contain a drop forged steel hook, steel reinforced, die-cast construction, being interchangeable and non-corrosive. The different types which are shown can be adapted to practically any automobile manufactured.

London, E. C., England, October 27.—From the many hopeful signs which are at present apparent, it would seem that this season's musical instrument trade prospects bid fair to materialize into an unexampled volume, economic and war conditions, of course, considered. The recent increase of record prices has settled down to general acceptance, there appears to have been little or no opposition, and manufacturers tell me that rather than decrease sales are considered on the upward trend all the time. In that respect, therefore, all is well. It would be even better were the record factories able to produce anything like the quantity of records that will be required for this season's trade. As it is, capacity is governed by labor conditions, but there is still room for improvement.

On the machine side the shortage of supplies will not permit of the fulfilment of orders because there is still room for improvement.

I am not out for sensationalism in any shape or form. But with a full knowledge of the position I consider it necessary to write strongly with a view to an immediate conservation of our present needle stocks, especially having regard to the apparently comfortable attitude adopted by certain sections of the trade. Except in a few quarters, there exists a pretty general belief that there is no cause for alarm about future needle supplies. I say there is, and I know it. Such blind optimism is not justified even by the present position, let alone the possibilities of the future.

It is plainly necessary to adopt immediate measures for the call-in and utilization of the comparatively large quantity of steel in the shape of used needles, which at the present time is treated as so much waste.

This subject I have been ventilating in the trade press for some time, and I am pleased to say it has aroused a goodly amount of interest, though not to the extent one would expect having regard to the importance of the matter from the trade's standpoint. The prevalent attitude may be divided into four classes: (a) Those who believe the resharping of needles not practical, (b) Pure indifference, apart from regard for the future, or sitting back and waiting for the行业 to make up its mind, (c) Those who believe the plan is practical and are working to that end, and (d) Those who know by actual experience that used needles can be resharpened satisfactorily. Fortunately for the trade welfare, c and d are in the majority. That being so there is good ground upon which to base a strong hope that some co-ordinated action by a representative section of the trade will shortly result. Meanwhile, I am able to present the opinions of one or two prominent manufacturers as hereunder. It will be noted that the Johnson Talking Machine Co., Ltd., of Birmingham and Liverpool, have already exercised a wise foresight in putting the plan for resharpening needles into practical operation with good results. And in congratulating Mr. Johnson (Continued on page 138)

"His Master's Voice"—the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

Great Britain

The Gramophone Company, Ltd.

HAYES - MIDDLESEX 3453 ENGLAND

DENMARK: Skandinavisk Grammophon-Aktiebolag, Nyhavn, Copenhagen.
SPAIN: Compania del Gramofono, 56-56 Balmes, Barcelona.
RUSIA: The Gramophone Co., Ltd., 45 Nevsky Prospect, Petrograd (Petersburg); No. 1 Bolshaya, Sovetskaya, Moscow; 6 Gabelinskii Prospect, Tiflis; Nova-Swist 20, Warsaw; 33, Aleksandrovskaya Ulltza, Riga; 11 Michailovskaya Ulltza, Bak.
INDIA: The Gramophone Co., Ltd., 139, Ball-haghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

NEW ZEALAND: Gramaphonolum, Ltd., 118-120 Victoria Street, Wellington.
SOUTH AFRICA: Dartcr & Bass, Post Box 174, Capetown; Mackay Bros, Post Box 251, Johannesburg; Shadley Bros. & Sons, Post Box 101, Pretoria; Durban; Ivan H. Heerberger, Post Box 106, Bloemfontein; Francis Minnaar, Post Box 188, East London; B. J. Ewins & Co., Post Box 59, Queens-town; Handel House, Kimberley; Laurence & Co., Post Box 132, Bulawayo; The Argus Co., Salisbury.
ITALY: A. Bossi & Co., Via Oredeti 1, Milan.
EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.
FROM OUR LONDON HEADQUARTERS—(Continued from page 137)

upon his enterprise in this respect I feel it is due to him to give the utmost prominence to his invention for repointing needles at home—an invention that can be readily used with any make of gramophone. Let the correspondence speak for itself:

Percy Willis, sales manager for J. E. Hough, Ltd., writes: "With regard to the proposition that needles should be returned for resharpensing, personally I think it very questionable whether you would get the public to keep their old needles. You are quite correct in your assumption that old needles are thrown away as used (Mr. Willis appears to have misunderstood my remarks), and if the proposition were submitted to the public they would have to start collecting needles now, and it would be some time before large quantities would reach the manufacturer for resharpensing.

"I discussed the practicability of resharpensing used needles with one of our large manufacturers in Ridditch some three months ago, and he was exactly of Mr. Stead's opinion, that there was no machine in existence for repointing used needles, but that such a machine could be made, although it would be practically impossible under present conditions. As a matter of fact there is one small man (whose address I have lost), who is making a specialty of resharpensing needles. He is doing it by hand, and from the samples submitted—while they were from a practical point satisfactory—were very crudely done."

From the Johnson Talking Machine Co., Ltd., of Birmingham and Liverpool, an interesting letter is to hand: "... we have been buying a lot of old and wornout needles for some considerable time from dealers who have bought them from the public, and we have notices in our warehouse asking dealers to bring all the old worn needles they can get and we will pay them 9s. per thousand, and these we sell back to the dealers, who in their turn resell them to the public. I find that these needles will stand sharpening from twenty to thirty times before they are too short. It will no doubt be of interest for you to know that we are putting an attachment on the market as soon as we can make it for sharpening needles. This attachment can be fitted to any gramophone, and when the carbonodum disc engages with the turntable it causes it to revolve and sharpens wornout needles equal to new."

Among others to whom the proposed scheme for resharpensing needles appeals is Louis Sterling, managing director of the Columbia Graphophone Co., Ltd., who "thinks the idea of repointing used needles an excellent one and cordially approves of it. If it can be proved practicable there can be no doubt that it would be an inestimable boon."

From the foregoing interesting opinions I think it may be reasonably deduced that the odds are well in favor of the needle repointing scheme as outlined in my last report. In a small way the correspondence discloses the important fact that there are firms already alive to the necessity for the work in question, and more important still is the offer already made in our columns by J. Stead & Co., of Sheffield, of their willingness to try out a sample million used needles for repointing and thus demonstrate that such is a practical method of meeting an urgent necessity. As to the collection of used needles from the public I think it has been fully demonstrated that this would not present great difficulties if a properly co-ordinated plan of campaign was organized. This view is amply endorsed by Mr. Johnson's remarks, and it goes to show that "where there's a will there's a way." Let the trade get down to it seriously at once!"

"H. M. V." Accompaniment Records a Success

The recent introduction by "His Master's Voice" Co. of a series of pianoforte accompaniment records has met with such a pleasing success that a further similar issue is announced. If, as is suggested, thousands of persons have given up singing, owing to indifferent accompanists or because of inability to preside themselves at the keys, there is obviously a big field of commerce for the development of this side of the record business. This view is endorsed by a number of eminent vocalists, whose varied testimony as published in "The Voice" makes particularly interesting, not to say instructive, reading. Most of these records bear the pianoforte scores of standard ballads, recorded by the highest exponents of the art. Their appeal is therefore a wide one, and the Gramophone Co. deserve all the praise and support which has been accorded in generous measure to their enterprise from all sections of the trade, and the great music loving public. It is such things as this that elevate the gramophone to that plane of art which is its rightful sphere, and in that respect accomplishes more for the permanent welfare of the industry than can be measured in cold print.

How to Find "The Better 'Ole."

Ask the Winner Record Co.—it has just been issued disc No. 3168 bearing the pick of the selection from Bainsrfather's wonderful success, running nightly at the Oxford Music Hall. A Winner exclusive—the Royal Court Orchestra responsible for this record, and an excellent one it is, too!

A Roll of Honor for the Gramophone Trade

It has long been a reproach in our trade that no public record exists of the many gallant lads connected with the talking machine industry who have made the great sacrifices in defense of their king and country. I am very glad to learn that the leading British trade organ, "The Talking Machine News," proposes to set this right by publishing a monthly list. The plan will undoubtedly receive from all sections of our industry the sympathy and co-operation it deserves, and to that end our contemporary

Established in the Talking Machine Business 1886

DON'T MISS THIS TALK

We can save you about 50% on exports of Gramophones in either Horn, Hornless or Trench Types. Also in Motors, Tone Arms, Sound Boxes, Needles, etc. Our factory's capacity (with full supply of metal) is 500 motors per day.

We have had years of experience in the invention and manufacture of Talking Machine goods and can guarantee satisfaction.

Write right now for catalogue and terms, and to save time mention your requirements.

MARKS:

"Ajax"
"Magnophone"
"Fibrolase," etc., etc.

LOUIS YOUNG & CO. (Reg'd)
54, City Road,
London, E. C., England
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, listed with the best quality mics. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear 850 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Write "Knutalopa, London".

W. H. Reynolds (1915) Ltd.
45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

Keeping" and "When God Gave You to Me," both on double discs, No. 3165.

The Rolophone

This is the name given to a remarkably ingenious instrument of the interior-form type marketed here by W. H. Reynolds, (1915), Ltd., this city. It is a self-contained compact gramophone embodying most if not all the advantages of a full size machine, plus a record cabinet, needle box, etc. The cover of the Rolophone is similar to that of a roll-top desk. It automatically rolls back upon opening the drawer. There is fitted a sliding shutter for tone control. Its overall size is 10 1/2 inches by 13 1/2 inches. The equipment includes an oak or mahogany case, Swiss double spring motor, reliable sound box, etc. In tonal quality, the Rolophone is exceptionally pleasing, being of a sweet and full volume. Dealers interested should write the company at 45 City road, London.

Control of timber—Trade protest

A recent official order prohibits the sale or purchase in the United Kingdom of any timber of the following description: (a) Teak logs, planks, boards and decking; (b) lignum-vitae, except under license by the Board of Trade. No license or permit is required for the sale or purchase of teak logs, planks or boards, where the aggregate value does not exceed £50 per month.

Holders of stocks of mahogany and walnut affected by the requisitioning order of August 24 may supply woods out of stock provided that the average weekly sales during the six months ended June 30 shall not be exceeded, and that they shall only be for direct consumption for Government requirements. Cuban, Sapeli, Cape

(Continued on page 140)

THE TALKING MACHINE WORLD

FROM OUR LONDON HEADQUARTERS—(Continued from page 138)

has invited all firms to forward the necessary information. It would, of course, be too difficult a matter to publish the names of all members of the trade who have joined one or other branch of the service, but I would offer a suggestion to the Talking Machine News, that its Roll of Honour should include all show cards those only who have unfortunately "gone West." A brief biographical notice of every man killed, wounded, returned as missing or as a prisoner, would, I venture to think, entail the personal interest of the whole trade, and render it a great service, by placing on permanent record the great share which a comparatively small industry has taken in this terrible conflict of the Nations. Perhaps our esteemed contemporary will kindly consider this suggested enlargement of its intentions.

Gramophone Manufacturer Secures Exemption

Francis Nottingham, proprietor of the Rex Gramophone Co., was recently before the Shoreham Tribunal on appeal for exemption from military service. He had previously been rejected, and on re-examination was passed C2. He appealed on business, domestic, and medical grounds.

A searching inquiry he succeeded in convincing the Tribunal of his claims, complete and satisfactory justification being shown under each head of the appeal. Result: four months' exemption.

Stock Every Record!

The "His Master's Voice" Co. has produced two strikingly attractive show cards in colors, wherein is the announcement for all who will to read that "we stock every record in His Master's Voice catalog." It is intended for their dealers, and supplies will be sent to all who actually have in stock the full list of this company's records. Any dealer able to fulfill this requirement should be, and undoubtedly is, a very proud man, as well he might be. Of such, presumably, there is a fair number, or the company would not have gone to the expense of producing these exceptional show cards. It, nevertheless, seems a large order for war time, taking into consideration the enormous extent of His Master's Voice catalog. To make known what percentage of dealers is able to take advantage of this offer would be extremely interesting from an advertising viewpoint, if nothing else.

Murdock's New Season's Publicity

It seems strange, if not unnatural, in this, the twentieth century, that we find our aims hedged around by so many comparatively small restrictions, accustomed as we have been for so long to freedom of thought and development. But such is the case—in the kingdom of warring nations! Not the least of the many restrictions imposed by a government as "necessary," is economy in the use of paper. This, in conjunction with labor shortage in the printing trade, the high cost of paper, and other publishing difficulties, has exercised a big effect upon the issue of ordinary advertising matter.

All firms are in the same boat, and all are right loyally conforming to the needs of the times. An instance is The House of Murdoch, Harrington road, this city. Instead of their usual substantial accessory and parts catalog, the plan has been formulated, and put into effect of issuing a few separate leaflets wherein is numerated a representative selection of the hundred-and-one gramophone accessory lines in stock. And it is really wonderful, in the present circumstances, really what few parts there are that Murdoch's cannot offer. As is said—"If not at Murdoch's, where?" The answer—there is none! This enterprising firm of factors, I suppose, have now in issue a very nicely illustrated catalog of their range of "Beltone" horn and hornless instruments, including gramophone motors. Also mentioned is a line or two of phonographs, which carries us back a few years, and gives us to ponder. It is significantly interesting, to be sure!

New Cries of Old London

Under the above cryptic description a number of new records of the "Popular" series have been issued by the Sound Recording Co., Ltd., London. Their topicality is at once apparent from the titles: "Lloyd George's R. e.'s." "Eat Less Bread," "My Meatless Day," "Card Sugar," "Tasty Soup," and with the latter is coupled "Eat Less Bread." Here we have three double sided records of a particularly enjoyable kind, each of which is in itself a mine of pure, good comical philo-sophy. The list also includes among its favored subjects such as the U. S. A. Tipperary—"We Don't Know Where We're Going, But We're On the Way," with which is coupled "Oh! I Wish I Had My Old Girl."

Less Bankruptcies

According to an official report the commercial community are experiencing profitable times. For the nine months ending September 30 this year there were only 887 receiving and administration orders made under the Bankruptcy Act, as compared with 1,243 for the same period in 1916 and 1,917 in 1915.

Ernold L- Yearly Report

For the year ended August 31 the profit balance is £20,950, which includes £1,032 brought in. Dividend 7 1/2d. per share (bringings that fund up to £12,900), carry forward £2,737.

An Excellent "Winner" Program

Oversea dealer's open to carry a splendid selling line of British records should approach the Winner Record Co., Ltd., Willowbrook Grove, Cambridge, Massachusetts. The range of trading are very attractive to large buyers, and the quality of the goods may be said to be better of all. Better of the latter, a typical example is the latest Wigram catalogue, where the several Revue selections by the Royal Court Orchestra, special recordings by Ivor Foster, Rita Squire, the Two Bobs, the Elliotts, Stanley Kirkley, and many others. The cornet player, Miss Catherine Aulsebrook, gives two magnificent renderings of popular numbers—"In God's Own

EDISON BELL

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

CABLE "PHONEKIND, LONDON"

NEEDLE CUT
Lopez and Okoume or Gaboon mahogany may be mentioned.

FROM OUR LONDON HEADQUARTERS—(Continued from page 139)

orders doubled for October Zonophones!

In proof of the large success of their October issues, the British Zonophone Co., Ltd., have received colossal orders from their factors, which call for more than double the quantity of records asked for from any previous list. And Zonophone value is the reason! Fresh from her triumphant American tour, the great Australian prima donna, Miss Elizabeth Newbold, has recorded for the first time on Zonophone. Her beautiful voice and perfect artistry is said to have created a furor in the record world, so lifelike are the records.

The list simply teems with talent, there being contributions by Harry Lauder, Peter Dawson, Sydney Calhoun, Miss Mary Law (violin), the Black Diamond Band, Hafod Hall, White, Ernest Pike and Dawson, Herbert Payne, etc. Such names are typical examples of Zonophone quality, and the recording, class of title, are well kept therewith. It is a magnificent program.

Ben Davies Makes Records—for Columbia

While laudatory opinions are frequently heard that the art of musicians of bygone ages could not have been emulated in other quarters with great success, it is a great compliment to your trade-mark. "His voice is a monument to the art of the musicians of this day, and Adela Verne, the famous English lady pianist, now on tour with Madame Clara Butt.

Some Effective Advertising

Columbia advertising is very prominently before the public just now, both in the London dailies and illustrated weeklies (with some particularly striking effects here) and in the prominent provincial papers. Dealers who realize how readily the public respond to advertising are making a valuable use of these advertisements by clipping them and pasting them on their shop windows. The illustrated advertisements in the "Tatler" and the "Bystander" are specially effective used in this way. By this means dealers link up their shops with this important advertising, and say that they find it leads to many direct sales.

The G. F. Knight Music House, Mt. Pleasant, Mich., has found it necessary to add a large room to its present store to take care of the rapidly increasing business in Victrolas and records.

GUARDSTAN RECORDS

TRADE MARK

REGISTERED

10 inch and 12 inch Lateral Cut

We can ship you immediately, any quantity of Records:

BANDS ORCHESTRAS INSTRUMENTAL SOLOS VOCAL

SELECTION OF AMERICAN AIRS

including "Marching Through Georgia," "Dixie," "Arkansas Traveller," "Red, White and Blue," "Star Spangled Banner," etc., etc. Recorded by Full Regimental Band of H. M. SCOTS GUARDS. Get Ready Now for the Big Trade coming and have

THE FINEST RECORDS OF THE FINEST TITLES AT THE FINEST PRICES

Apply for Lists and Prices to INVICTA RECORD COMPANY, Ltd.

Cables: Duarrhub, London


THE TALKING MACHINE WORLD

REX GRAMOPHONE CO.
are making a Spectacular

EXPORT

in

Horn, Hornless & Portable Disc Machines

REX GRAMOPHONE CO, 2 Elizabeth Place
Rivington Street, LONDON, E.C.

Cable Address "Lamoono, London"
A LIVE TALKING MACHINE FACTOR

T. Edens Osborne, of Belfast, Reports Encouraging Increase in Business Despite the War and the Cutting Off of Imports

Belfast, Ireland, October 26.—It is very probable that by this time the readers of The Talking Machine World are quite familiar with the progressive business exploits of T. Edens Osborne, the well-known factor of this city, who, despite the untoward conditions brought occasioned him considerable loss in that direction.

Mr. Osborne displays a real Yankee keenness in his business methods and particularly in his advertising, and takes an active interest in any scheme, public or private, that could be turned to business advantage. He has been particularly active in supplying machines and records to the troops in camps and at the front, and has received much credit therefrom. The accompanying portrait will give Mr. Osborne's friends in America an idea of what this progressive Belfast factor looks like.

UDELL WORKS OFFER NEW RIM TABLE

Number 110, Designed to Fit the New Victrola IX-A, Is Reduced to Meet Instant Demand—Report Excellent Volume of Business

Tbe Udell Works, Indianapolis, has just placed on the market a handsome new rim table for talking machines known as No. 1140, and which has been produced to meet a strong and steadily growing demand for something of that sort. The table is designed to accommodate the new Victrola IX-A, together with five Victor record albums. A special feature of the cabinet is the rim arrangement at the top, which is so constructed that the moulding at the back is hinged and drops down so that the Victrola can be shoed. When the moulding is again in place, the table and cabinet make one complete unit.

The Udell Works have been making a cabinet with a rim for some time, and it was in response to the demand for a straight front table, with flat shelves and front openings, that they placed this new pattern in their line. The table is made in mahogany- and oak, and is offered at an attractive price.

New Udell Model No. 1140

The Udell Works report an exceptionally lively cabinet business this fall, despite the effect of the Liberty Loan and other possible drawbacks, and report that the volume of business now in hand or in sight will keep the plant working at high pressure right up to the first of the year.

C. G. Want, Victor dealer of Marion, O., has just ordered some more Unico booths for his department. When the new installation is complete, Mr. Want will have at his service five booths in all—this means an attractive and well-equipped store.

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 vivid, 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

Possessing all thegood points of mica diaphragms, it overcomes all mica's bad features. Guaranteed uniform in quality, free from bubbles, blisters and wave, the Vibratone Patented Diaphragm is non-porous, non-absorbent.

It has a definite function and it performs it. It improves tone; in fact it creates new tone possibilities for every reproducer of other types.

PARR MANUFACTURING CORPORATION
1 UNION SQUARE
At Fourteenth St.
NEW YORK
part of the construction broken away; Fig. 2 a section on the line 3-3 of Fig. 1, and Fig. 3 a view looking in the direction of the arrow 3 of Fig. 1.


This invention relates to improvements in talking machines and has been devised with the object of improving and controlling the reproduction of the sound waves.

The said invention consists in the combination with a flexible throat or tube (for example of rubber) situated at the junction of the tone arm and horn, of a valve or plug to control the sound waves passing through said throat or tube and prior to reaching the horn, and means for operating said plug or valve from the exterior of the machine so that the operator during the rendition of a piece by the instrument may have complete control over the sound waves and be thus enabled to impart to the volume of the tone or the sound produced will be increased or decreased as may be desired, and the volume of the tone or the sound produced will be increased or decreased as may be desired, and that the operation thereof or the positioning of the plug in the position desired is made. Another mode of raising and lowering the plug or valve is by means of a Bowden wire mechanism.

In the accompanying drawings: Figure 1 is a general perspective view; Fig. 2 an enlarged detailed perspective view, and Fig. 3 a sectional elevation illustrating the invention. Figs. 4 and 5 are respectively a perspective and a sectional elevation illustrating a slight modification, and Fig. 6 illustrates a modified method of raising and lowering the plug or valve.


This invention relates to the general art of talking machines, and has reference more particularly to provide an improved mechanism by means for countercountering horns of that type wherein the horn or sound convoyer, including what is commonly known as the tone mouth, is provided to oscillate radially of the record disc and is supported on a single horizontal pivot or bearing below the usual table which divides the machine cabinet into upper and lower compartments, accommodating the tone arm, reproducer, turntable and record disc on the one hand, and the motor mechanism and amplifier on the other. A talking machine of this type employing a sound convexy or horn of the character to which the present improvements are applied is illustrated in former Patent No. 1,196,036, dated September 19, 1918.

The general object of the present invention is to provide a counterbalance mechanism of greater sensitivity and accuracy than those heretofore used; more specific objects being to provide a mechanism wherein the weight proper shall be capable of adjustment not only vertically with relation to the pivot but also laterally so as to correct any slight error and render the balancing of the horn in all positions as perfect as possible, to provide a mechanism wherein the horn shall be so delicately balanced that the lateral thrust of the record groove on the stylus shall be practically limited to only such as is necessary to overcome the slight friction of the pivot bearing, and to provide a counterbalance mechanism of simple and cheap construction and readily capable of adjustment without the necessity of disassembling the parts.

Figure 1 is a vertical section through the lower compartment of a talking machine cabinet and in one direction causes the wheel or sectional part of the construction to be turned away, illustrating the other position of the section of the tone arm, the sound box, and the coupling means, showing the sound box in position for playing a laterally cut record. Fig. 2 is a side elevation partly in section of Fig. 1. Fig. 3 is a fragmentary top view, broken away, illustrating the other position of the sound box. Fig. 4 is an enlarged sectional detail on the line 4-4 of Fig. 2.


This invention relates to a sound producing apparatus and has for its primary object to generate a plurality of sound waves of different characteristics such as would be necessary in the moving picture art.

An object of the invention is to provide suitable means by which sound waves of different characteristics may be taken from a sound record.

Another object of the invention is the novel manner of moving singularly or collectively a plurality of stylus arms into engagement with sound lines of a record.

Besides the above invention is distinguished in the novel manner of associating the parts so that the apparatus may be used as an ordinary talking machine or to create sound waves under manual control.

Figure 1 is a front elevation of the apparatus.
transverse sectional view of the cabinet on plane of line 7-7 of Fig. 4. Fig. 8 is an enlarged view showing the operating mechanism for curving the stylus arms. Fig. 9 is a detail view of a part to be hereinafter described. Fig. 10 is a vertical sectional view of the cabinet showing the ends of the plain ordinary record, and Fig. 11 is a plan view of the improved form of sound records.


Among the different kinds of phonographs and talking machines now on the market are two or more different types, one adapted to use a needle tracing point or stylus to track over a flat disc record and the other adapted to use a jewel for the purpose, and this difference in construction is due to the different character of records used on the two types of machines. The records for use on a machine using a needle point or stylus are provided with a sound wave impression of one character while the records for use on the other type of machine are provided with sound wave impressions of another character. The one acts to set up the sound vibrations through the reproducer by causing a transverse movement of the reproducing point and the other by a substantially vertical or longitudinal movement. In each instance the oscillation of the tracing point is transmitted to a diaphragm whereby the sound is reproduced in accordance with the sound wave impressions upon the record.

It is an object, therefore, of this invention to construct a reproducer which is capable of universal use on either of the types of records mentioned by simple shifting movement of the tracing point, the tracing point in one position being capable of movement to reproduce sounds from one kind of record and in another extreme position of adjustment capable of movement to reproduce sounds from another type of record.

It is also an object of this invention to construct a reproducer for use on talking machines wherein the tracing stylus is pivoted in offset relation with respect to the diaphragm so as to be capable of vibrating or oscillating either transversely or longitudinally dependent upon its angle of adjustment with respect to the diaphragm to permit the same to be used with different types of records to reproduce sounds through the use of the reproducer to the particular sound wave impression on the record.

This invention further contemplates the provision of a simple and improved cleaning device which may be made as an attachment; and the provision of an improved brush which forms a part of the cleaning device and which may also be made as an attachment capable of being readily applied to and removed from the rest of the cleaning device whereby, when the cleaning material of the brush becomes worn, it may be quickly replaced. Figure 1 is an end elevation, partly in sec-

plan view of the sounding arm showing the ad-
justable connection for supporting the sound box adjustably thereon. Fig. 4 is a detail sec-
tion taken on line 4-4 of Fig. 3. Fig. 5 is a de-
tail section taken on line 5-5 of Fig. 2. Fig. 6 is a detail section taken on line 6-6 of Fig. 5. Fig.


This invention relates to phonographs and more particularly to an improved cleaning de-
vice which, while it is adapted to be applied to numerous types of phonographs, is especially designed for application to Edison phonographs employed for commercial purposes.

The principal object of the invention is to provide an improved construction whereby it will be insured that the cleaning material of the cleaning device will be maintained in contact with the record or blank when the reproducer or recorder of the phonograph is in operative position and when the reproducer or recorder is moved from operative position.

This invention also contemplates the provision of a simple and improved cleaning device which may be made as an attachment; and the provision of an improved brush which forms a part of the cleaning device and which may also be made as an attachment capable of being readily applied to and removed from the rest of the cleaning device, whereby, when the cleaning material of the brush becomes worn, it may be quickly replaced.

RECORD CLEANSING ATTACHMENT FOR PHONO-

GRAPHS.—James Worthington and William Wor-
thington, Pleasant City, O. Patent No. 1,242,751.

This invention relates to an improved record cleaning attachment for phonographs and has as its primary object to provide a device of this character which may be connected with the tone arm of a phonograph and when the record as it revolves and free of the record of dust or other foreign matter before coming in contact with the phonograph needle.

The invention further contemplates the provision of a device of this character which may be connected to a phonograph having a goose-neck or crook in the tone arm or may be connected to a machine having a straight tone arm.

And the invention has as still a further object to provide an attachment of the above described character wherein the brush will be adjustable so that it may be properly positioned with respect to the needle.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR
AND S. P. CORPORATION
ANDREW H. DODD, President
176 Sixth Avenue
New York
TELEPHONE, CHELSEA 4267
RECITATION RECORDS FOR DECEMBER

NEW HAWAIIAN RECORDS

NEW WHISTLING SOLOs

NEW BAND AND ORCHESTRA RECORDS

POPULAR PATRIOTIC SONGS

DANCE AND INSTRUMENTAL SELECTIONS

STANDARD SELECTIONS

STANDARD VOCAL SELECTIONS

IMPERIAL BAND RECORD CO.

IMPERIAL BAND MANUFACTURING CO.

EMERSON PHONOGRAPH CO.

PARQUEETTE RECORD MFG. CO.

THE TALKING MACHINE WORLD 145
The Little Butterfly!

A “Small Edition” of the Famous Big BUTTERFLY MOTOR That Is Now Leading the Motor World

Created to meet the demand for a smaller, less powerful motor with the quiet-running, watch-like efficiency of its “Big Brother,” but suitable for less expensive machines (the $50 to $75 class). Jewel-bearing of course, like the Big Butterfly. Plays three 10-inch or two 12-inch records at one winding. Guaranteed in every part and detail—a supremely dependable piece of mechanism backed by the craftsmanship and good name of the House of Markels.

Our Regular Motor No. M-2

The most inexpensive and efficient Phonograph Motor in the market today—Standard with a large number of users—Ask for our Bulletin M-2, giving large cut and specifications.

Are you acquainted with the wonder-worker, the BIG BUTTERFLY MOTOR? Have you read our announcements in previous numbers of the Talking Machine World? If not, send for our descriptive folders at once and give us an idea of your requirements. Our quotations will interest you.

Write, Phone, Wire—for Prices and Information

LEONARD MARKELS, 165 William St., New York
This Refers To You, Mr. Jobber

Every talking machine jobber in this country should be represented in this department, no matter what line he handles or where he is located. The cost is slight and the advantage is great. Be sure to have your card in this department of The Talking Machine World each month. It will pay you a big profit on the investment.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to: The Columbia Graphophone Co., Wholesale Department, 210 Chambers St., New York City.
IMMEDIATELY the hallmark of Thomas A. Edison is stamped upon a product, that product is half sold.

The NEW EDISON bears the Edison hallmark.

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS.

CALIFORNIA
Los Angeles—Diamond Disc Distributing Co.
San Francisco—Edison Phonographs, Ltd.
COLORADO
Denver—Denver Dry Goods Co.
CONNECTICUT
New Haven—Pardee-Ellenberger Co., Inc.

GEORGIA
Atlanta—Photographs, Inc.

ILLINOIS
Chicago—Photograph Co. Jean J. Lowy. (Amberola only.)

INDIANA
Indianapolis—Stereo Photograph Co.

IOWA
Des Moines—Hargrave & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MICHIGAN
Detroit—Photograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucas, Sr. Paul—W. J. Dyer & Bros. (Amberola only.)

MISSOURI
Kansas City—The Photograph Co. of Kansas City.

MISSISSIPPI
Keesler City—The Photograph Co. of Cleveland.

MONTANA
Helena—Montana Photograph Co.

NEBRASKA
Omaha—Sibley Bros.

NEW YORK
Albany—American Photograph Co.

New York—The Photograph Corp. of Manhattan.

SYRACUSE—J. E. Bowers & Son, Inc.

W. A. Myers. (Amberola only.)

BUFFALO—W. D. & C. N. Andrews Co. (Amberola only.)

CINCINNATI—The Photograph Co.

Cleveland—The Photograph Co.

PORTLAND—Edison Photographs, Ltd.

PENNSYLVANIA
Philadelphia—The Photograph Co. of Philadelphia.

Pittsburgh—The Photograph Co. of Pittsburgh.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only.)

TEXAS
El Paso—El Paso Phonograph Co., Ltd.

VIRGINIA
Richmond—E. B. Reynolds Co.

WASHINGTON
Seattle—The Photograph Co. of Seattle.

WISCONSIN
Milwaukee—The Photograph Co. of Milwaukee.

ST. LOUIS—The Photograph Co.

EL PASO—El Paso Phonograph Co., Ltd.

VIRGINIA
Richmond—E. B. Reynolds Co.

WISCONSIN
Milwaukee—The Photograph Co. of Milwaukee.

ST. LOUIS—The Photograph Co.

EL PASO—El Paso Phonograph Co., Ltd.

VIRGINIA
Richmond—E. B. Reynolds Co.

WISCONSIN
Milwaukee—The Photograph Co. of Milwaukee.

ST. LOUIS—The Photograph Co.

EL PASO—El Paso Phonograph Co., Ltd.

VIRGINIA
Richmond—E. B. Reynolds Co.

WISCONSIN
Milwaukee—The Photograph Co. of Milwaukee.

ST. LOUIS—The Photograph Co.

EL PASO—El Paso Phonograph Co., Ltd.

VIRGINIA
Richmond—E. B. Reynolds Co.

WISCONSIN
Milwaukee—The Photograph Co. of Milwaukee.

ST. LOUIS—The Photograph Co.

EL PASO—El Paso Phonograph Co., Ltd.

VIRGINIA
Richmond—E. B. Reynolds Co.

WISCONSIN
Milwaukee—The Photograph Co. of Milwaukee.

ST. LOUIS—The Photograph Co.

EL PASO—El Paso Phonograph Co., Ltd.

VIRGINIA
Richmond—E. B. Reynolds Co.

WISCONSIN
Milwaukee—The Photograph Co. of Milwaukee.

ST. LOUIS—The Photograph Co.

EL PASO—El Paso Phonograph Co., Ltd.

VIRGINIA
Richmond—E. B. Reynolds Co.

WISCONSIN
Milwaukee—The Photograph Co. of Milwaukee.

ST. LOUIS—The Photograph Co.

EL PASO—El Paso Phonograph Co., Ltd.

VIRGINIA
Richmond—E. B. Reynolds Co.

WISCONSIN
Milwaukee—The Photograph Co. of Milwaukee.

ST. LOUIS—The Photograph Co.

EL PASO—El Paso Phonograph Co., Ltd.

VIRGINIA
Richmond—E. B. Reynolds Co.

WISCONSIN
Milwaukee—The Photograph Co. of Milwaukee.

ST. LOUIS—The Photograph Co.

EL PASO—El Paso Phonograph Co., Ltd.

VIRGINIA
Richmond—E. B. Reynolds Co.

WISCONSIN
Milwaukee—The Photograph Co. of Milwaukee.

ST. LOUIS—The Photograph Co.

EL PASO—El Paso Phonograph Co., Ltd.

VIRGINIA
Richmond—E. B. Reynolds Co.

WISCONSIN
Milwaukee—The Photograph Co. of Milwaukee.