

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, July 15, 1918



Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak

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





THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



Highest Class Talking Machine in the World

THE important reason why Sonora found favor so rapidly is because it is the finest phonograph that it is possible to make. Those with cultivated musical taste are content only with the best. *Quality* is studied in Sonora's production rather than a low price.

The reason why so many dealers select Sonora is because of its high reputation; it sells quickly and on a better cash basis, therefore with the Sonora line your bank balances grow. The Sonora is guaranteed to give satisfaction.

The buyer of a Sonora owns the instrument which won highest award for tone at the Panama Pacific Exposition.

If you are interested in selling the Sonora write us today.

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|-------|-------|-------|-------|-------|-------|---------|
| \$50 | \$55 | \$60 | \$75 | \$120 | \$135 | \$175 |
| \$190 | \$215 | \$230 | \$300 | \$375 | \$500 | \$1,000 |



THE GRAND

Art models made to special order to suit any taste

Sonora Phonograph Sales Company

INCORPORATED

GEORGE E. BRIGHTSON, President

Executive Offices: 279 Broadway, NEW YORK

Sonora is licensed under BASIC PATENTS of the phonograph industry



The Talking Machine World

Vol. 14. No. 7

New York, July 15, 1918

Price Twenty-five Cents

TALKER MUSIC TO LURE SEALS

State Fish Commissioner of Washington Declared to Be Working on Such a Plan—Will Be Possible to Take a Machine, Records and a Gun and Get a Sealskin for Better Half

SEATTLE, WASH., July 2.—If experiments now being conducted by the State Fish Commissioner's office here work out satisfactorily, it will soon be possible for the average citizen, handicapped by war expense, to simply grab his trusty rifle under one arm, talking machine under the other, climb into a skiff, paddle to the sealing grounds and grab off the makings of a sealskin coat for friend wife.

The State Fish Commissioner is a believer in the power of music, and is experimenting to see if the melody from a talking machine floating across the waters will not lure the seals within his reach. The plan is for the seal hunter to anchor near a rookery or salmon trap, put on a record and when the audience of seals gather, pick up his trusty rifle and kill off the audience.

One local talking machine dealer suggests that instead of using a rifle the hunter take with him a series of comic records, such as "Cohen at the Telephone," and permit the seals

to laugh themselves to death. By this means the skins will be preserved perfectly and will be in no danger of being marked by the bullets. It is declared, but not officially, that the State Commissioner got his original idea from seeing sealskin coats on women attracted into tango parlors by the ravings of jazz bands.

BOOKS SHOULD BE KEPT

Every Concern Paying Taxes Should Keep a Record of the Business Transacted—Is Part of Revenue Act—Power of the Commissioner

One fact about the revenue act that has pretty well escaped notice is that it gives the Treasury Department power to enforce the keeping of records in every concern that pays any of the taxes the act provides for, and to say what kind of records they shall be. Here is the law: "Section 1001. That . . . every person, corporation, partnership, or association, liable to any tax imposed by this act, or for the collection thereof, shall keep such records as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, may from time to time prescribe." The Commissioner has made no plan as yet for exercising this authority.

ATTITUDE OF SALESMAN TO BUYER

Simplicity, Sincerity and Directness Are Qualities That Will Win Respect

It has been said that the salesman should seek to place himself upon the level of the customer in his conversation with the latter. Such advice, we believe, is likely to be misunderstood. To carry on a conversation, to make a sale of goods, deliver a lecture or preach a sermon, it is not necessary to be either a high-brow or a tough. In attempting to take another person's level one is likely to fall below it. It is much better in all relations of life to cultivate simplicity, sincerity and directness, and to be one's self.

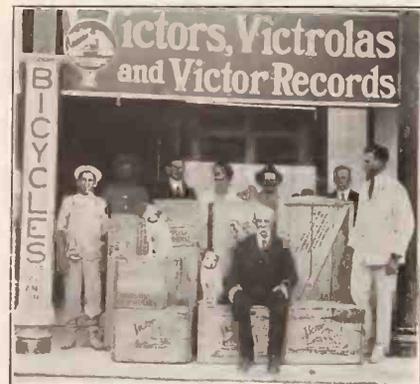
These qualities inspire respect whether one's customer be a college president or a laborer. The salesman is aided in this by the fact that he is likely to be more successful if he is a good listener. Good listening frequently implies more than good speaking, for it means appreciative understanding of what another is saying and an attitude of interest which is always complimentary to a speaker.

While the salesman should be a good listener, he need not be altogether a silent listener, says Office Appliances. He should talk enough to consummate the sale after his listening qualities have commended him to the customer, but not so much as to kill a sale which judicious economy in conversation would have made possible.

PROGRESSIVE BERMUDA DEALERS

Thos. J. Wadson & Son, of Hamilton, Have Built Up a Large Victor Business

Victor talking machines and records are immensely popular in Bermuda, and one of the most enterprising dealers of that popular resort



T. J. Wadson, Son and Staff, Hamilton for Americans is Thomas J. Wadson & Son, of Hamilton, both members of the firm appearing in the photograph herewith, which was taken with the entire staff after a shipment of Victor goods had been received. Thomas J. Wadson & Son have built up an excellent business in Hamilton, and report an increasing appreciation of the Victor among the very best element in the community.

OPEN NEW EDISON DEPARTMENT

The Erie Camera & Phonograph Co. have opened an elaborate Edison phonograph department in their store at State and Seventh streets, Erie, Pa., and are advertising the department in a big way in the local newspapers.

The Putnam, Page Co., Victor wholesalers, of Peoria, Ill., have found more space necessary to carry on their business despite wartimes and, therefore, have taken over the entire third floor of their present building to be utilized for offices and storage space.

Music and Patriotism Combined Prove a Profitable Investment

ALBANY, N. Y., July 8.—When Governor Whitman signed the Chaplains' Outfit bill last year little did he realize how far-reaching would be the effect of his kindly act, even though he foresaw the need of clean, wholesome enjoyment for our boys in camp.

Upon his shoulders rests the pleasant responsibility for the many hours of pleasure which the New York State troops, now in Federal service, enjoy at their various posts, both at home and abroad.

The Chaplains' Outfit, one of which was given to each of the New York State troops, consisted of one Ford truck, forty-eight camp stools, one folding organ, one folding table, one folding typewriter, moving picture outfit, and last, but by no means least, one Victrola and twenty records (forty selections) in carrying case, the latter being popularly known as the Gately Army and Navy Outfit.

John L. Gately, president of the Gately-Haire Co., Inc., Albany, N. Y., lent his commercial knowledge and experience in the buying of some of the outfit articles, and from the letters he has received from the various chaplains, who are loud in their praise of the outfits, it is safe to say that, in the thoughts of our soldier laddies, Governor Whitman's stock has gone up 100 per cent. for his foresight, humanity and evident love of music.

A letter from one of the chaplains read as follows: "The machine has done splendidly and is very satisfactory. I would be very glad indeed to have some new records but I have no money to pay for them. If, as I interpreted from your letter, you hope to get authority to send more records, I shall be delighted to receive them."

An officer in one of the companies writes: "The evenings are very lonesome, as most of the men stay in their tents at night. A Victrola shortens the distance from home and makes them very happy."

The good example of Governor Whitman—pioneer in his thought for the welfare and social enjoyment of the boys—has been followed by Governors of some of the other States. Governor Brumbaugh, of Pennsylvania, is enthusiastic

over the merits of music in connection with military affairs. In fact, he has just issued a proclamation urging the organization of marching and singing clubs to arouse the nation.

Some of the States have equipped all of their armories with an outfit similar to the Gately Army and Navy Outfit, and it is reasonable to believe that, in the near future, others will see the importance of this form of entertaining for the boys, and the Victrola will be made a unit in the list of Quartermaster supplies just as surely as the most important necessity. As the company possesses a library, so will it have its Victrola and records in the future.

How can the long tedious hours that are part of the life of a soldier be lightened more effectively than by the aid of clean, wholesome books and music that stirs the soul? Those of us who are here, in the safety and comfort of home, little realize what our boys "over there" are going through, on the road of "the great adventure." As Francis Rogers, the singer, well known of Albanians, who has just returned from a singing tour of the European camps, says: "A phonograph is the chief treasure of a Y. M. C. A. hut, and is usually working all day long—I might say that it is never silent. They even revel in gloomy songs, so great is their longing for music. I have sometimes seen a boy standing with his arms thrown lovingly about the machine and his ear to its mouth, drinking in the strains of 'My Laddie,' or 'Over There.' Sometimes the boys comfort themselves with what most of us would consider pretty depressing music, and are satisfied to play the same records over and over again. If this satisfies them, how much keener would be their enjoyment of new records from time to time.

"Without any sentimentalizing, music will do a great deal to win the war." This is the opinion of Mr. Rogers and his co-workers in the foreign Y. M. C. A. service, who know what they are talking about; and the official opinion of officers who agree that the men cannot be converted into fighting men without inner sustenance: a high degree of confidence, cheerfulness, courage and other morale-building elements.

The American Man Is Gaining An Artistic Self-Respect By Means of The Talking Machine

It is not easy to measure the tremendous influence exercised by the talking machine in stimulating musical knowledge and appreciation in America. For years past The World has pointed out that no other factor has been so resultful in bringing music to the masses—the best in music—as the talking machine, and as a result there exists to-day a more widespread comprehension of what constitutes good music than ever before.

This is not only true as far as the women of America are concerned—who through their clubs are a most influential factor in developing American musical interests—but also among the men, who apparently in the past have been too busy to give music serious consideration.

As pointed out so very interestingly in The Monitor, of Boston, recently, talking machines have proved to be an especial opportunity for the American man. Authorities agree upon what talking machines have done toward popularizing the better class of music, but they overlook the fact that through them the American man is gaining an artistic self-respect. Though potentially quite as musical as the American woman, he has refused to develop along the lines which have succeeded with her, and has been half convinced that he is the more unmusical of the two. He has not had time to attain enough technical training to achieve musical self-expression, has been too busy to explore the mysteries of opera and symphony, and has refused pointblank to learn about music through books or clubs.

Consider a ranch far removed from the railroad. There stands a talking machine. At the dinner hour the men sit and listen, while record after record is played. A new record by a new artist must meet the approval of critical cowboys before it is listed with favorites, while a new record by a favorite artist is an event. One of these men would not understand your motives if you asked him about an author, Brownie or Conrad or Mark Twain; but merely mention one of the great musical artists of the day, and instant friendship is established. His pronunciation of the performer's name may be crude, and the title of the composition may induce a smile, but he knows the music.

Neither the ideals of education nor the rigors of practical experience have completely blighted the American man's inherent musical possibili-

ties; and the degree of his knowledge may be observed in the training camps for United States soldiers. A technical investigation of the musical capacity of the soldiers is not necessary. One may quickly find out what they know or do not know by noticing how they take the work of a great performer who visits them.

Recently, Mme. Maud Powell, the violinist, played in several camps in the course of her

It May Be Safely Assumed That Some New Influence is Reaching the Male Sex of America

tour in the Western part of the United States and Canada. No artist knows better than she the country included in the concert circuit of North America. For she has had to convince the people before whom she went, and in the process she has learned of what stuff they are made. She, of course, approached her task of playing at the camps with a sincere desire to please the boys, but knew that pleasing them did not mean lowering her standards. She was genuinely surprised when the boys would ask for favorites—favorites of hers. A soldier from Oregon would call for one thing, a soldier from Montana for another; they knew Mme. Powell, and they knew the music also.

Mme. Powell found that wherever she played men knew her and her violin pieces whether they came from city or country. The manager of one theatre was quite convinced the soldiers would not listen to a woman "fiddling classical stuff," and did his utmost to persuade her to play the lightest program her conscience would permit, almost insisting that a disagreeable failure would ensure if she had her way. She told him she knew what the boys wanted and she

won them, much as she wins her regular audiences. Extra numbers were called for without a moment's hesitation as to the name of the number desired.

American men have lacked confidence; they are music shy. The talking machine gives them an opportunity to listen casually. They listen and learn without wasting time at a concert. A man may sit alone and listen, if he no longer fears detection and ridicule from the family. One day he upsets all precedent by offering an opinion regarding a singer. Slowly the sifting process goes on until he has acquired high standards.

This process is country-wide in its operation. What Mme. Powell discovered on her tour is being called to the attention of all observers. An elderly man was following two small lads in a Western city. The boys were having a heated argument, and the kindly gentleman became interested enough to approach closer, so as to overhear the cause of the contention. One boy, about ten years of age, said that anybody who did not think Melba's "Caro Nome" was the best singing, had a lot to learn; and the other lad declared flatly that it did not hold a candle to "Why Do the Nations?" by Witherspoon. The elderly man retreated, lest he should be called upon to settle a dispute about which he knew nothing. When American boys argue on the streets over the merits of Melba and Witherspoon, it may safely be assumed that some new influence is reaching American men.

THOR NORBERG NOW AN ENSIGN

Talking Machine Dealer of Moline, Ill., in Charge of Physical Training at Great Lakes Naval Station—Doing Most Successful Work

Thor Norberg, successful Victor talking machine dealer in Moline, Ill., and who also conducts a store in Rock Island, has entered the U. S. Naval Service with the rank of ensign, and is now in charge of physical training at the Great Lakes Naval Station. Mr. Norberg is a native of Sweden, but a citizen of the United States, and his work in building up the physique of Uncle Sam's new sailor lads has been commended by his superiors. Meanwhile, the business has been left in competent hands and is prospering.

SINCERITY

That's the slogan back of every factor in

Ditson Service

It means much just now

Oliver Ditson Co.
BOSTON

VICTOR
Exclusively

Chas. H. Ditson & Co.
NEW YORK

Victrola VI-A, \$32.50
Oak



Victrola IX-A, \$60
Mahogany or oak



Victrola XI-A, \$115
Mahogany or oak



Victor Supremacy

Victor supremacy points the way to success for every music retailer.

It marks the "path of least resistance."

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

"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.

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

Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak



Victor Wholesalers

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

- Des Moines, Ia....Mickel Bros. Co.
- Detroit, Mich.....Grinnell Bros.
- Eimlra, N. Y.....Elmira Arms Co.
- El Paso, Tex.....W. G. Walz Co.
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- Houston, Tex.....Thos. Goggan & Bro.
- Indianapolis, Ind..Stewart Talking Machine Co.
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- Kansas City, Mo...J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
- Lincoln, Nebr....Ross P. Curtice Co.
- Little Rock, Ark..O. K. Houck Piano Co.
- Los Angeles, Cal..Sherman, Clay & Co.
- Memphis, Tenn...O. K. Houck Piano Co.
- Milwaukee, Wis...Badger Talking Machine Co.
- Minneapolis, Minn.Beckwith, O'Neill Co.
- Mobile, Ala.....Wm. H. Reynolds.
- Montreal, Can....Berliner Gramophone Co.,
Ltd.
- Nashville, Tenn...O. K. Houck Piano Co.
- Newark, N. J.....Price Talking Machine Co.
- New Haven, Conn.Henry Horton.
- New Orleans, La...Philip Werlein, Ltd.
- New York, N. Y....Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega, Co.
Charles H. Ditson & Co.
Landy Bros., Inc.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.

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

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

A Place for Every Record and Every Record in its Place

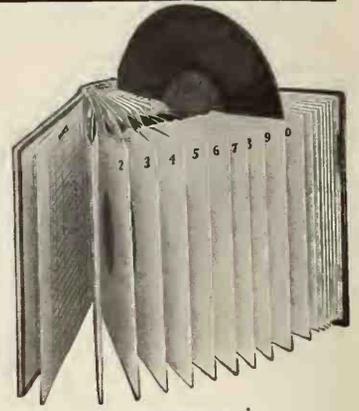
Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. Practical and handy. Save time and records. A **profitable adjunct** to the business.

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

We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

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

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



THE PERFECT PLAN

CONDITIONS IN TALKING MACHINE TRADE IN AUSTRALIA

Machines and Records Not So Numerous in That Country as in the United States, and Most of Them Are Imported From England and This Country—Unusual Conditions That Preval

WASHINGTON, D. C., July 6.—The following interesting report regarding the situation in Australia in the matter of talking machines and records has been made by Howard A. Treat, secretary to the commercial attaché in Melbourne:

Although there are a good many "talkers" in use in Australia, they are by no means so common as in the United States; and while there are some cheaper grades assembled in Australia from imported parts, the majority of the machines on sale here now are shipped from England and America. Before the war some French and German makes were sold.

Customs receipts for the fiscal year ended June 30, 1917, show that talking machines to the value of £55,000 (\$267,600) were imported from the United States. During the continuance of the war other countries are practically out of the market. The duty on talking machines of other than British manufacture is 10 per cent. ad valorem. It is understood that the small manufacturers who assemble parts into cheap machines desire to have this duty increased for the protection of home industry.

No energetic effort has been made to push the sale of talking machines until within the past year. Hitherto phonographs have been carried as a side line by dealers in pianos and other musical instruments, and until recently no one has undertaken to handle them exclusively. A Melbourne firm which carries nothing but talking machines states that within the past year it has imported 300 machines of the make it handles, and it further states that the more expensive styles sell more readily than the cheaper grades. The attempt to sell the more expensive cabinet machines is a comparatively recent venture, as formerly the horn machine was the favored type. As yet the talking machine trade is in its infancy in Australia, and there is a good opportunity for the introduction of such instruments, for the people are very musical; but owing to the lack of development of this trade, piano players, which are much more expensive, have gained the preference.

The present is seemingly an opportune time for establishing a plant for the manufacture of

records in Australia. The situation here is peculiar. Australia is so remote from other countries that it comprises almost a world of its own in musical matters. Artists from Europe and America usually remain here many months, returning again and again to the same places if they become popular. Operettas, pantomimes, and musical comedies generally run from eight to ten weeks in each city. The rights to produce American and European musical successes in Australia are usually obtained soon after they become established at home, and local favorites present them in Australian theatres. Local musicians of ability are very popular, and visiting artists who meet with success are made much of, socially and otherwise, with the result that records made by such people would have a large sale if they could be made here and put out while the artists are at the height of their popularity.

Imported records sell at prices greatly in advance of those obtained in America, and records could be made here that would bring a lower price and still yield a good profit to the manufacturers. The sale of such records would do more toward increasing the use of talking machines than any other instrumentality. It is important, however, that the material of which the records are made be such as to insure a perfectly smooth surface and the best possible reproduction. Information as to the existence in Australia of raw materials for the manufacture of records is something that would have to be obtained by the manufacturers themselves, inasmuch as the composition of records is a trade secret.

RECREATION CENTER IN NEW YORK

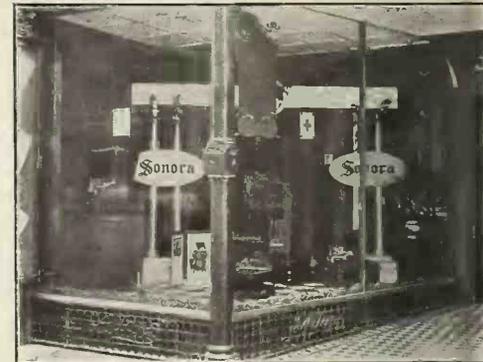
The Y. M. C. A. Eagle Hut, which adds to the attractiveness of Bryant Park, New York, has been equipped with a talking machine by Reed Miller, the well-known singer. With a number of other artists Mr. and Mrs. Miller have been giving concerts at this recreation house, which have been attended by large numbers of soldiers and sailors.

THE SONORA IN AUSTRALIA

Allan & Co., of Melbourne, Are Handling and Featuring This Product in an Effective Way—A Leading Institution in the Antipodes

The Sonora Phonograph Sales Co. recently closed arrangements whereby Allan & Co., of Melbourne, Australia, will handle the complete Sonora line in this far distant point. The accompanying photograph will give some idea of the prominence accorded the Sonora line in Allan & Co.'s windows, and it is said that one of their beautiful windows will always be devoted to the exclusive display of the Sonora phonograph.

Allan & Co. is recognized as one of the foremost musical houses in the Antipodes and is



Allan & Co.'s Display Window, Melbourne frequently termed the "aristocrat" of the Melbourne musical houses. It is the oldest music house in that city, and caters to an exceptionally high-class clientele which will doubtless appreciate the merits of the Sonora phonograph.

The securing of a representation so desirable as that given by Allan & Co. enables the Sonora Co. to forego the necessity of introducing its product in this new field. The fact that the Sonora is being sold by the house of Allan & Co. is, for the Australians, sufficient guarantee of the unqualified merit of the product. Allan & Co. are planning to institute an aggressive campaign in behalf of the Sonora phonograph, and the outcome of this campaign will assuredly establish the position of the Sonora in Melbourne musical circles.

A LITTLE RECORD "POINTER"

A concern in the East which makes many collections for accounts of \$1 obtains prompt remittances, it finds, by the use of an envelope one inch by two inches in size, tipped with glue to the bill. On it is printed: "We have made it easy for you to remit. Just enclose \$1 in this envelope." The small size of the envelope seems to get more attention than the usual letter size, in spite of the fact that it cannot be mailed without a larger wrapping.

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



METAL BACK ALBUMS

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

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NEW YORK ALBUM & CARD CO., 23-25 Lispenard St., NEW YORK



Victrola IV-A, \$22.50
Oak;



Victrola VI-A, \$32.50
Oak



Victrola VIII-A, \$50
Oak



Victrola IX-A, \$60
Mahogany or oak



Victrola X-A, \$90
Mahogany or oak



Victrola XI-A, \$115
Mahogany or oak

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Victor supremacy means retailer success.

Victor Talking Machine Co.

Camden, N. J., U. S. A.

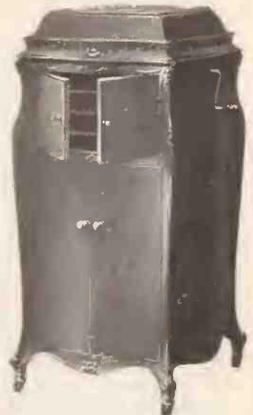
Berliner Gramophone Co., Montreal, Canadian Wholesalers



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Mahogany or oak

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For the makers & sellers of talking machines

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NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, JULY 15, 1918

DESPITE the tremendous sums of money required to meet the nation's expenses the coming year, there is a magnificent feeling of confidence evident everywhere that we are coming out ahead, not only in victory over the enemies of the United States, but in the development of a greater and finer civilization which will follow our present days of travail. Nature is aiding and abetting in this feeling of confidence for latest reports from the Department of Agriculture convey the cheering assurance of a bumper wheat crop this year that promises to develop before harvest is finished into a production of a million bushels.

This is great news, not only for members of this industry, but for everyone interested in American trade and progress. It means more bushels of wheat than in any year except one, and better still, it indicates more bushels of oats, more bushels of rye, more bushels of barley than ever before—items that will bring cheering news to all the Western nations linked with us in the fight for world freedom, as well as to ourselves.

No less encouraging is the state of the cotton crop, the acreage and condition of which for the season are largely above the average. With three hundred million more bushels of wheat this year than last, and the ships to carry it, no worry need be felt over the food supply for our soldiers and sailors, as well as for our allies. Consider also that the vast wealth coming from the ground and which goes into the hands of our farming community will mean increased buying power. There can be no question but that the talking machine industry will get its share of this surplus wealth, inasmuch as talking machines and records are recognized as an absolute need in these days of stress.

It is in very truth a time for confidence, courage, and optimism rather than gloom and grouch. Americans young and old are all prepared, or are preparing, to meet every emergency that is necessary to supply the nation's needs. The great essential to-day is confidence. We must have confidence in the stupendous enterprise which is being conducted by this country in helping to bring freedom to the world. We must have confidence in the nation's ability to adjust business affairs to the end that industry is maintained unhampered only with such restrictions or changes as are inevitable in face of war necessities.

We must arouse public sentiment to a full appreciation of our power not only to do things, but to do them right. Instead

of talking depression and disaster and going around with bowed heads and sorrowful mien, is it not the time to exult and to take pride in the nation's manhood, in the nation's resources, and in its ability to triumph over all difficulties? Let us inspire confidence not only among our own people, but let us inspire confidence in those nations who are leaning on us for support.

READERS who are interested in the problems of price stabilization will find the views of Joseph E. Davies, former Commissioner of Corporations, and first chairman of the Federal Trade Commission, which appear elsewhere in *The World*, worthy of close consideration.

Mr. Davies places himself absolutely on record as being impressed with the necessity of doing justice and giving proper governmental protection to the manufacturer who produces standard goods of fine quality, behind which he places his name and reputation, and for which he has created a valuable goodwill by great and conscientious effort, believing by so doing that public interest is conserved. He points out that under existing law, as laid down by recent decisions of the courts, practices have become prevalent which constitute a menace to legitimate business interests, and are likewise a serious injury to the consuming public.

He emphasizes the need for legislation such as that which is covered in the Stephens Bill, now before the House of Representatives for consideration, after being amended, which will repose in a governmental agency, such as the Federal Trade Commission, the power, upon its own initiative or upon complaint, to review and adjust equitably the terms of the resale contract. In this connection he says: "With such a provision included the Stephens Bill would, in my judgment, secure to producers, distributors and the public all the benefits and economies of price stabilization on standard merchandise, and at the same time afford every possible protection of the public interests."

The views of Mr. Davies on the subject of price maintenance are of national importance. While chairman of the Federal Trade Commission he made a deep study of trade conditions, and a statement of his views regarding the Stephens Standard Price Bill, and the modifications that may seem necessary and desirable for an equitable solution of the whole question of resale regulation on identified products, is most timely.

TALKING machine dealers are facing big problems these days. Everything is topsy turvy; the greatest war in history is upsetting and demoralizing established practices in almost every field of effort, and it is difficult, if not impossible, to plan ahead with any degree of certainty. It is, however, a time for concentration, and this means well directed effort. The man who wins is he who devotes himself directly to mastering the difficulties that confront him.

This brings up the subject of summer trade, and it must not be overlooked that the talking machine, with its wonderful entertaining possibilities, is a potent trade stimulator during the vacation period. Why not concentrated action along this line? Get right down to brass tacks. Analyze your stock, which, despite its limitations, has undoubtedly possibilities for exploitation. Of course we are in war times, and there are many obstacles in the way of business expansion, but success is inevitable if one works earnestly for it. Keep in mind that the men who have reached the top of the ladder in every line of effort are the ones who have concentrated, and who have fought difficulties intelligently and persistently.

The more one studies the entertaining and musical features of the talking machine, the more admiration it excites. This is a subject on which dealers could dwell to advantage in summer as well as in winter. It means increased income earning power if a little more enthusiasm, ginger if you will, is placed in their work. There are still abundant opportunities in the matter of summer trade, although it may mean development along new lines and new channels.

This is the time of the year when all the world is out of doors and the great big national entertainer is the talking machine. This is not only true where soldiers and sailors congregate in the camps and "huts" in this country and in the trenches on the battle front, but it is also true of the summer hotels, camping out parties, country homes and clubs—in fact, talking ma-

chines and records are an absolute necessity wherever the best form of entertainment is desired. The talking machine to-day is truly a marvelous creation, and the more you analyze it, the more you go into the subject, the more it impresses.

Develop new trade in war time—in hot weather? Of course you can, and plenty of it—provided a fair amount of stock is carried. That's the rub!

Despite restrictions, curtailment, labor conditions and the increased demand for talking machines and records, manufacturers are making the greatest possible efforts to meet the requirements of the trade. For this is a time that calls for the highest form of ability in the production end. Manufacturers, it must be remembered, are facing problems that are not easy of solution. We must all conceive of the extraordinary conditions prevailing and be sufficiently elastic and considerate in our views to realize that every manufacturer is doing his best to look after the needs of his customers.

AN excellent suggestion comes from the Talking Machine Dealers' Association of Buffalo to the effect that secretaries of the various trade organizations exchange reports at their meetings in order to bring about a closer co-operation between the many local associations that have sprung up and are now existing in the trade and provide for a greater unity of action on matters of general import. Of course, the reports of the meetings of the various associations appear regularly in The Talking Machine World, and those interested can thereby keep in touch with what the different organizations are doing. By building up a chain of secretaries, however, all working together, various questions and problems may be discussed more or less at length before any definite action is taken. Those with vision can see in such a co-operation between the associations, through the secretaries, the basis for an organization of the National Association of Talking Machine Dealers—something that has been suggested on numerous occasions, and which should prove of genuine benefit to the industry as a whole.

Local associations have shown what can be accomplished in a small way for the betterment of business practices in the trade, and the elimination of various so-called "evils." How much more effective would be the work of a national association along those lines, and the establishment of uniform standards of practice in the retail talking machine trade?

ALL branches of industry have followed the hearings on the new War Revenue Bill before the Ways and Means Committee of the House of Representatives with considerable interest, and the results, which will be formulated in the bill that will be introduced in Congress after a short recess, will have a very vital bearing upon business plans the coming fall and winter.

TO OUR SUBSCRIBERS

If your copy of The Talking Machine World does not reach you on publication date, or a few days thereafter, do not assume that it has gone astray. The existing railway congestion has had a serious effect on the handling of mail, particularly second class matter, and brought about unusual delays. Kindly wait a few days longer than usual before writing to us, as the paper will probably arrive safely.

A strong plea for the talking machine industry was made before the committee by Marion Dorian, of the Columbia Co., in which he emphasized the important part that the talking machine is playing in supplying music and entertainment not only for the fighting men in the army and navy, but as a powerful medium for maintaining the courage and optimism of the people at home. He stated that instead of an increase in taxes there really should be a repeal of the present tax on talking machines, because of the essentiality of these instruments in civil and military life.

Judging from the remarks of the committee there is a likelihood of an increase in taxation on talking machines and on musical instruments as a whole, and it behooves every member of the trade to get in touch with his Congressman and present in as strong and as forceful a manner as possible the claims which music has for full consideration, and the necessity for its wider diffusion in these trying days.

The Washington correspondents of the daily papers are evidently unaware of music's important part in the war, for in the reports which they are sending out to the daily papers throughout the country they seem to take pleasure in emphasizing that musical instruments are luxuries, and some of them have the temerity to offer suggestions as to the exact increase of taxation which they consider should be applied in the case of talking machines.

It is really amazing what a fund of misinformation some of our daily papers can supply when it comes to discussing the products of certain industries, notably musical instruments. They seem possessed of the idea that every talking machine and piano man is a millionaire, and that their profits are extraordinary.

It is quite evident that some of our Congressmen have never gone through the school of business experience. Their views are often those of theorists, rather than practical men, when it comes to discussing and analyzing the costs of doing business—at least in certain industries. As a matter of fact profits are far from abnormal to-day, either for the manufacturer or the dealer, and it doesn't require a genius or even a politician, to discover this. No one who has given real serious study to the conditions to-day in America can fail to properly realize the part music is playing in our civilization, and particularly what a tremendous and inspiring factor it is in these days that are trying men's souls.



**10 East 39th Street
Pearsall Service**

All mail, except bills, should be sent to our new address, 10 East 39th Street, the new home of Pearsall Service. Enlarged quarters and improved efficiency in handling Victor machines and records will give you a Pearsall Service plus. Remember our new number plate 10-E-39.

Silas E. Pearsall Co.

Wholesale Distributors of Victrolas and Records

10 EAST 39th STREET

NEW YORK, N. Y.

A Word to the Wise Is Sufficient!



A day, a week, a month—we simply don't know.

If you can guess how long we will be in a position to accept orders for Brilliantone Steel Needles *AT ANY PRICE* you know more about conditions than we do.

However, *we can and do* promise to fill all orders, *as received*, to the limit of our ability.

You will get a square deal, but whether you get a supply of Brilliantone Needles depends entirely upon how quickly you act upon this well intended suggestion.

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

Suite 655-657-659 Marbridge Building, Broadway at 34th Street

B. R. FORSTER, President



NEW YORK CITY

Securing Help, Lost Through the Draft, by Means of Motion Picture Advertising :: By E. A. Dench

The live retailer and manufacturer of musical instruments has now learned to adjust his business to wartime standards. It is folly to be guided by pre-war conditions, for new times demand new methods. The latest bombshell which has fallen in the talking machine man's midst is that he will lose all of his men of draft age. He will, of course, have to replace them with young women and older men, but the help wanted ads are so many that women can pick and choose their jobs. With competition from better paid and shorter hour industries, they are not going to experience an easy time in securing the right kind of help to replace their younger men. The talking machine maker or retailer can take a leaf out of the Government's book. In its urgent need of stenographers and shipyard workers, the Government has advertised for them by slides at the motion picture theatres. The Government's problem is national; the manufacturer and dealer's problem is purely local. So it is essentially a matter of circulation rather than methods. While the Government shows its slides in several thousand motion picture theatres extending across the continent, all you need for your purpose are the local motion picture theatres. Young women and girls are well known for their liberal patronage of the movies, so you will not be able to blame the medium if your slides are ineffective. The right medium is there—100 per cent. efficient—but your slides must reach the same high percentage if you want results. You can sow seeds on a plot of ground and they will come up. You can sow the same seeds on a properly fertilized plot of ground and not only will they come up, but the yield will be several times greater than that of the seeds sown on unfertilized ground. It is the same way with slides at the motion picture theatre, only your fertilizer is more gray matter in the slides.

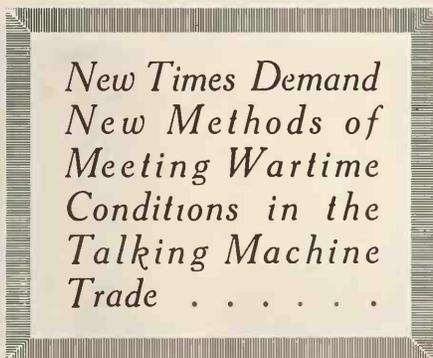
How many slides the merchant uses, how elaborate the slides are and the number of local theatres in which they are shown depends entirely upon the number of employes he needs. If you are doing a small, yet satisfactory business, in a neighborhood section and can continue with one additional employe, this slide should suit your purpose:

"One of our men has left to join the army. What young woman will fill his place at the same salary?"

Have this announcement placed on a typewritten slide. If the operator employs the stencil process this will do. If neither of these two methods are at his disposal the neat, hand-written slide will serve the same purpose.

However, for an outlay of about a dollar the local photographer will prepare you such a slide in colors, with a soldier in the top left-hand corner beckoning to a young woman in the top right-hand corner.

The jobber, retailer or manufacturer with a



force of from five to twenty men may have to put out a series of slides and screen them in the most desirable local theatres before he obtains his full quota of the right kind of help. However, the same slides can be used from time to time when new people are needed to replace those who are leaving, so the expense is not so great. Here is one such slide which you should show during the first week of your drive:

"Human nature is the basis of the photoplay. Human nature plus merchandising knowledge are the qualifications for a salesman. The war has stripped us clean of young men. We will pay young women the same salaries as the men and teach them the talking machine business."

The foregoing slide may prove perfectly satisfactory so far as applicants are concerned except that there are not enough of them. Assuming that the talking machine dealer, for instance, has tried the slide out in the theatre nearest to his store, I would suggest that he make arrange-

ments with another show in his section to screen the slide. He can repeat the same process with the local theatres until he is fully supplied with competent help.

This plan will save the retailer the expense and trouble of having a number of slides circulating in the local theatres. It will be a simple matter for him to withdraw the slide at a moment's notice without any trouble.

If you have followed my movie advertising articles in the trade papers you will have observed that I do not recommend the talking machine dealer advertising in any theatre but the most suitable one nearest to his store. The only exception to this rule is when the dealer is located in a downtown section and his customers come from all parts of the town. Advertising for clerk help and advertising for more business are two different things. The salesman will not mind a car ride if the job is a good one, but it takes extraordinary inducements to persuade people living in one section to trade in another section. It is for this reason that the retailer in a neighborhood section is perfectly justified in showing his help wanted slides in as many of the local theatres as he sees fit.

If you find that a single copy of a slide will suit your purpose, any local photographer will make you an artistic announcement for about a dollar. If you can use several copies of the same slide, they will cost you about 25 cents apiece. To this you must add the cost of screening the slide, the cost of which will fluctuate according to the seating capacity and location of theatre adopted. If you are already under contract with the theatre it will be a simple matter to temporarily remove your regular advertising slide. The average cost of showing your help wanted slide for a single week will be in the neighborhood of a dollar.

The newspapers are full of want ads, but slide want ads are the exception rather than the rule. If you want your want ad to appear without being sandwiched in between other want ads, use the movies. Even though want ad slides may become as popular as newspaper want ads, the former will continue to be shown separately.

It has well been said that the man or the nation that is slow starting to fight is often slower quitting. Will the Kaiser please take notice.



THE BROOKS Automatic Repeating Phonograph

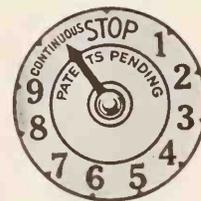
Plays Any Kind of Record—Any Desired Number of Times and Then Stops Automatically—The Phonograph Sensation of the Age

DEALERS:

You cannot duplicate the value we offer for twice the price. In size and appearance the "Brooks" compares favorably with Instruments retailing for \$300.00 and up.

In tone qualities it is unexcelled by any talking machine on earth! In mechanical equipment and automatic features it is years in advance of its nearest competitor. We have been building talking machines for three years—last year our sales doubled every four months. The BROOKS DEALER has no competition. The machine creates interest and discussion—it is self-advertising. Send for particulars, terms, prices.

BROOKS MANUFACTURING COMPANY
Talking Machine Dept. - SAGINAW, MICH., U. S. A.



View of Controlling Dial

This dial sets, starts and stops the machine. Will play any desired number up to nine or continuous.

Simplest Machine to Operate

Instructions

Set the needle at the inner edge of record cutting and then move pointer to the figure designating the number of times you wish record played.

That is all. You can now forget the machine. When the record has been played as many times as set for, the machine will stop automatically with the tone arm suspended in the air above record.

HEIGHT OF CABINET 50 INCHES
FURNISHED IN OAK OR MAHOGANY
SPRING OR ELECTRIC MOTOR

BORN of a musical family of distinction, the Cecila-
phone has speedily won its way into the stores of
many dealers who appreciate its high merits and
distinctive features and the prestige arising
from the honored name it bears.

The profound knowledge of acous-
tics which has made Bush & Lane
pianos tonally what they are,
and the novel adaptation
of the piano sound
board principle to
the different
form of the
phono-



Style 1
Oak, \$115.00
Walnut,
\$130.00
Mahogany, \$115.00
Height, 46½ inches. Depth,
21½ inches. Width,
19½ inches



Style 2
Mahogany,
\$140.00
Walnut, \$155.00
Height, 46¾ inches. Depth, 24
inches. Width, 21¾ inches



Style 3
Mahogany,
\$200.00
Walnut, \$215.00
Height, 51 inches. Depth,
25¾ inches. Width,
24 inches



Style 4
Mahogany, \$235.00
Walnut, \$250.00
Height, 51 inches.
Depth, 25¾ inches.
Width, 24 inches

graph
has made
the Cecila-
phone a marvel
in the faithful re-
production of the tones
of the recording artist.

The skill in designing and in
cabinet work which has made Bush
& Lane pianos recognized throughout
the trade for their striking originality and
beauty has produced phonograph cabinets that
are artistically satisfying to the very highest degree.

All Cecilaphones are equipped for playing both lateral and
vertical cut records and have an excellent tone modifier, powerful
double cylinder worm gear motor and balanced spring cover support.

In every respect the Cecilaphone represents the highest
ideals in musical instrument making.

BUSH & LANE PIANO CO.
HOLLAND, MICHIGAN

Kindly send me new illustrated catalog and full particulars
regarding The Cecilaphone.
Name.....
Address.....
City.....
State.....
BUSH & LANE PIANO CO., HOLLAND, MICH.

**Plenty of time yet to Sell Vacation Models
—Keep right along with the good work.
—Make July beat January.**



**Columbia Graphophone Co.
NEW YORK**

FEATURED McCORMACK RECORDS

Wm. Berdy's Artistic Window Display of "Keep the Home Fires Burning"

Wm. Berdy, well-known Victor dealer at 1198 Fulton street, Brooklyn, N. Y., has been devoting a considerable portion of his time the past few months to the preparation of artistic and effective window displays. These displays have



Mr. Berdy's Attractive Victor Window featured Victrolas and Victor records to excellent advantage, and Mr. Berdy attributes a goodly proportion of his sales totals to the impression created by these attractive windows.

The accompanying photograph presents a recent display installed by Mr. Berdy to feature the John McCormack Victor record "Keep the Home Fires Burning." This display attracted considerable attention, and during the time that it was in the window the sales of this popular record increased steadily.

A WINDOW-DRESSING IDEA

Repetition With Variation Claimed to Be a Good Rule to Observe by Merchants

Repetition with variation, in the opinion of a merchant noted for his excellent window arrangements, is a good rule for window displays that get results.

A musical comedy gave him the idea, according to C. C. Le Vade in a little article in System. "You know how they work the members of the company in groups," he says. "Two or three come on the stage in one arrangement, they go off, another group appears, they exit, and a new combination of both groups appears.

"I apply the same principle in my window dressing. After any setting that has been on display for a time is changed, I select a few of the articles to use again in the next display. Thus the articles repeated gain emphasis from being shown in a variety of combinations."

The chief troubles in this country this year are going to be troubles of transportation. And right here is where the auto truck steps in and fills the bill.

ENJOY ANNUAL OUTING IN TORONTO

Employees of R. S. Williams & Sons Co. Participate in Very Pleasant Affair

TORONTO, ONT., July 2.—The employees of the R. S. Williams & Sons Co., Ltd., this city, held their tenth annual outing at Queenston Heights recently, which proved one of the most successful affairs in the history of the company. Williams & Sons Co. are Edison jobbers in this section, and a number of their dealers took advantage of the invitation to join with their employees in the enjoyment of the outing.

The party journeyed from Toronto to the grove on a chartered steamer, and during the trip there were a number of games and contests to keep all hands interested. Upon arrival at the grounds there were more games of all sorts, including bowling contests, racing and a football game. Members of the staff provided an excellent musical program during the boat ride, and there was dancing at the grove. A pleasing patriotic touch was given to the outing by the fact that invitations had been extended to a number of convalescent soldiers to join the party, and quite a number accepted. As was apparent in the photograph, so kindly sent The World, the soldiers were given the position of honor in the front.

Every dealer can tell you the exact amount of his gross sales for the month, but can he tell you the exact cost of getting his business?

PATHE PUBLICITY CAMPAIGN

Interesting Series of Advertisements Inaugurated in the Saturday Evening Post—Specific Records Being Featured by the Company

The Pathé Frères Phonograph Co., Brooklyn, N. Y., used in the June 15 issue of the Saturday Evening Post a striking quarter-page advertisement which inaugurated a new idea in Pathé national advertising. According to the plans of the company similar advertisements will appear every week in the Saturday Evening Post for some time to come, and this publicity is well calculated to impress the millions of readers of this publication with the distinctive merits of Pathé products and the musical value of Pathé records.

In the June 15 advertisement two records were mentioned by name and number, and it is the intention of the Pathé advertising department to continue featuring specific records so that the dealers may receive the benefits of this direct advertising. Emphasis was placed upon the fact that "You can play Pathé records on any make of machine," and this phrase will also be used in the entire series of advertisements. A portrait of Muratore, the world-famous tenor who sings exclusively for the Pathé library, gave a personal touch to this advertisement which enhanced its value considerably.

Hope, when not harnessed to hustle, is really a handicap.

THIS ALBUM MADE US FAMOUS
by selling it. Why don't you try?

Buy Your Albums Direct From the Manufacturer

43-51 W. Fourth St. THE BOSTON BOOK CO., Inc. Chicago Office:
New York, N. Y. **The only exclusive Record Album Factory in the world.** 1470 So. Michigan Ave.



Patented



“B & H” Fibre Needles

The only Fibre Needles licensed for sale in the

United States

The B & H Fibre needle was *born of necessity*
and has made *good*.

It is the needle of *Tone—of Quality*.

The needle that *cannot* injure the record and—
**The ONLY needle that has brought about the
sale of thousands of Talking Machines and
of hundreds of thousands of Records.**

This means money to you—

Think it over

B & H FIBRE MFG. CO.

33-35 W. Kinzie Street - - - - - Chicago

Standard Price Legislation Necessary to Protect Buying Public, Says Joseph E. Davies

Edmond A. Whittier, secretary-treasurer of the American Fair Trade League, recently gave out for publication a letter of approval of the Stephens Honest Advertising bill from Joseph E. Davies, of Wisconsin, former Commissioner of Corporations and first chairman of the Federal Trade Commission, of which body he has been a member until he recently resigned to become candidate for United States Senator. The communication, which was addressed to Mr. Whittier, is of interest to members of the talking machine industry, and follows:

"During my association with the Government—as Commissioner of Corporations and as a member of the Federal Trade Commission—I have been deeply interested in the problems of price stabilization and of predatory price cutting. In the course of investigations of these subjects which I have directed I endeavored to keep an unprejudiced mind, and could not, pending official action, with propriety indicate my personal attitude regarding these problems, the solution of which must be based on a careful consideration of the rights of producer, distributor and consuming public. Now that my responsibilities in that regard have ceased, however, I am very glad indeed, in response to your request of May 25, to state to you frankly my views.

"Since the Miles decision by the Supreme Court it has always been my judgment that the courts would hold all attempts at resale price control as a violation of existing law. My opinion in that respect has been verified by the recent decisions. They were inevitable so long as our legislative policy was predicated on unrestricted competition for the reason that any schedule of standard resale prices, established by the individual producer of an article, must necessarily confine competition between jobbers and between retailers of the article to service, quality and other factors than price.

"But my experience has shown me that under existing law, as thus laid down by the courts, practices have become prevalent which constitute a menace to legitimate business interests and are likewise a serious injury to the consuming public.

"I am impressed with the necessity of doing justice and giving proper governmental protection to the manufacturer of branded goods who produces standard goods of fine quality, behind which he places his name and reputation, and for which he has created a valuable good will by great and conscientious effort. I believe the public interest will be served by so doing.

The practice of some dealers who use such goods as sensational cut-price bait for the sale of anonymous goods is, in my opinion, unfair and reprehensible in the last degree. Likewise the practice of some dealers in advertising such goods for continued periods of time at prices below their costs is, in my opinion, not justified. Such competition is not fair, and is not the competition which it should be the policy of the law to encourage, but is, in fact, an indefensible misuse of the reputation of another. It is a wrongful misappropriation of the value created by the producer to further the dealer's personal and unrelated interest.

"As the American Fair Trade League has so many times pointed out, the country storekeeper, the city specialty merchant and the neighborhood store often find it difficult to exist if staple products are used by the powerful concerns cutting prices in such a way as to create the impression that these smaller competitors are overcharging the consumer on everything else in their stocks. These small units of distribution lose not only the sale on these products, but the confidence of the public. Realizing these conditions there can be no doubt in

the mind of any fair-minded man but that these evils ought to be corrected, and these abuses prevented by law, but in the application of the remedy it is of paramount importance that the public interest should be safeguarded in every possible way.

"I well understand that advocates of the one-price-to-all principle honestly contend that, in the absence of monopoly or combination, which are specifically forbidden any privileges under the Stephens bill, competition between producers

cause of doubt I believe it would be the disposition of many people who are disinterested to oppose legislation that permitted a producer to determine the resale price of his article with no other restriction than that which competition imposes.

"For the reasons stated, I believe the Stephens bill should be amended so as to repose in a governmental agency, such as the Federal Trade Commission, the power, upon its own initiative or upon complaint, to review and adjust equitably the terms of the resale contract. With such a provision included the Stephens bill would, in my judgment, secure to producers, distributors and the public all the benefits and economies of price stabilization on standard merchandise and at the same time afford every possible protection of the public interests."

*The Stephens Bill,
When Amended,
Will Ensure Price
Stabilization on
Standard
Merchandise*

of similar articles will assure constant improvement in quality and constant lowering of price to consumer. It is argued that all trade history proves this, and the automobile and other articles are cited as evidence. Yet we must, I think, recognize and satisfy the doubt which has remained in many minds on this point. I feel sure that the members of your league would favor any restriction or amendment to the Stephens bill which may meet every sincere, unselfish objection and facilitate its passage. Be-

A CHANGE IN WASHINGTON

Van Wickle Piano Co. Succeeds F. G. Smith Piano Co.—Handles Columbia and Victor

WASHINGTON, D. C., July 3.—After forty years spent with the F. G. Smith Piano Co., of this city, as manager, and later as vice-president, W. P. Van Wickle recently organized the W. P. Van Wickle Piano Co., Inc., of which he is president, and took over the F. G. Smith Piano Co. business. The new company will continue at the old address and will handle the same lines of pianos as formerly, as well as the Victor and Columbia lines of talking machines and records. The machine department of the company is under the management of John F. Abendschein, assisted by C. W. Carter and William J. Wright. A very large and constantly expanding business has been developed.

Delpheon
The Incomparable

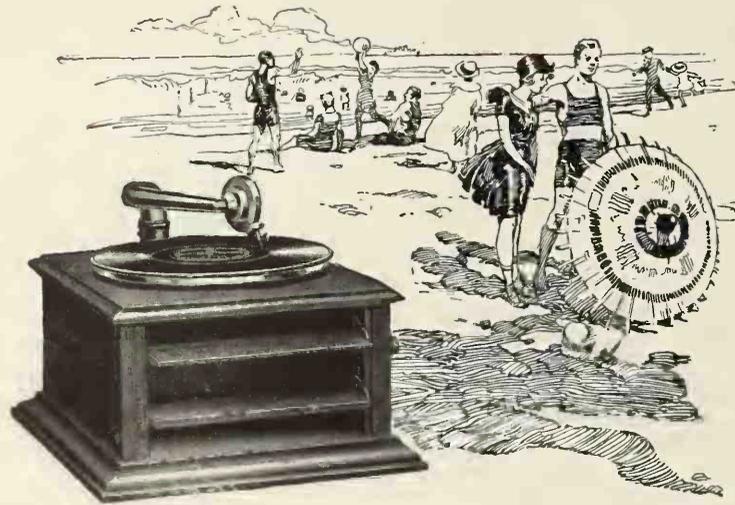
A tone that is ineffably exquisite—not phonographic



Delpheon \$75 Model

THE DELPHEON COMPANY
BAY CITY :: :: MICHIGAN
OR WRITE TO DISTRIBUTORS

Columbia



Portable Grafonolas for Vacationists—

Why should folks go without their Grafonolas while they're away from home? Vacation-time is play-time—and what jollier companion could there be, for amusement and recreation, than one of these traveling-model Grafonolas?

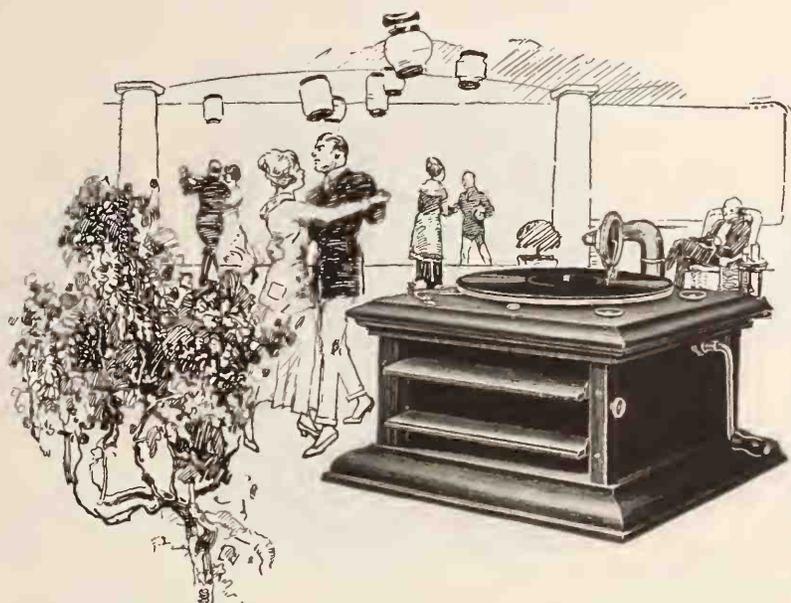
For dancing, for afternoon parties, for evenings about the camp-fire, for chasing away the blues on rainy days—vacation days simply *multiply* the need of cheerful music.

They're light and sturdy and easy to get about, these compact Portable Models. People take to them the instant they see them.

You should plan to see every vacationist in your town.

Columbia Graphophone Company
New York

Grafonolas



A Big New Field for Dealers

Every now and then someone comes along with a new selling idea for moving goods—and how those goods *do move!*

That's the net of this "Vacations with Music" idea. It is a big thing for the live, aggressive Columbia Dealer who will push sales on the Portable Models this summer.

It is such a sound selling idea!

Of course, people want music on vacations—that's the time of all times for all the fun it is possible to crowd into 24 hours.

But you've got to tell them about it—and keep on telling them. Better let us help you—with some of the snappy, catchy display material along these lines. It's ready for you.

Columbia Graphophone Company, New York



Sell Foreign Language Records

Small investment needed—quick turnover—good profit. Widely advertised. Write for details.

International Record Department
102 West 38th Street, New York

HOW TO TREAT YOUR CUSTOMERS

Some Timely Pointers for Those Members of the Sales Force Who Are Sorely Perplexed at Times When Handling Their Customers

It costs your store money every time someone walks out without making a purchase. If the goods are right then this tragedy is due to the fact that the prospective customer's were not handled correctly. One of the big department stores in New York tries to solve this problem by giving to every employe a chart on which are listed various kinds of customers. These customers are separated into five groups, each requiring different treatment by the salespeople. The following is the chart:

| <i>The Customers</i> | <i>How to Treat Them</i> |
|----------------------|-----------------------------|
| GROUP 1 | |
| Tired and cross | Patience |
| Unreasonable | Good temper |
| Fussy and nervous | Quiet manner |
| Interrupting | Assurance |
| Ignorant | Assurance |
| Excitable | Assurance |
| Foreigners | Assurance |
| GROUP 2 | |
| Patronizing | Dignity |
| Aggressive | Confidence in your ability |
| Inquisitive | Knowledge |
| Skeptical | Common sense |
| Talkative | Common sense |
| Insulting | Common sense |
| GROUP 3 | |
| Cautious | Belief in your goods |
| Critical | Knowledge of value of goods |
| Indifferent | Care in presenting goods |
| Bargain Hunter | Convincing manner |
| Silent | Convincing manner |
| Penurious | Convincing manner |
| GROUP 4 | |
| Timid | Sympathy |
| Sensitive | Gentleness |
| Dependent | Helpfulness |
| Absent-minded | Suggestion |
| Deaf | An effort to think for them |
| Old ladies | An effort to think for them |
| Undecided | An effort to think for them |
| Children | Kindness always |
| GROUP 5 | |
| Decided | Gratitude |
| Pleasant | Gratitude |
| Intelligent | Gratitude |
| Common Sense | Gratitude |

When a sale is lost, or when a customer does not seem thoroughly pleased, refer to this chart and put the customer under one of the five classifications. Then ask yourself whether you handled that customer as one of the salespeople in that New York store would have done, were he or she in your place. If you read over this chart several times you will soon familiarize yourself with it, says the Emerson Spotlight. Then it will be a simple matter to know how to treat a customer in the right way.

Why not patriotic concerts in your warerooms these days, Mr. Dealer? Why not try them?

H. B. RAY WITH PATHE FRERES CO.

Appointed Advertising Manager of This Prominent Institution—Well Known in the Trade

The Pathé Frères Phonograph Co., Brooklyn, N. Y., announced recently the appointment of H. B. Ray as advertising manager of the company, who assumed his new duties on July 1, succeeding J. H. McShane, who has resigned.

H. B. Ray is one of the best-known members of the talking machine industry, and has been associated with the trade for many years. He was previously advertising manager of the Columbia Graphophone Co., and is recognized as an authority on all matters pertaining to the publicity end of the talking machine industry.

It is interesting to note that Mr. Ray's acquisition to the Pathé forces completes a trium-



Herbert B. Ray

virate of well-known talking machine men who formerly held important executive posts in this field and who are now associated with the Pathé Frères Co., these three men being George W. Lyle, assistant to President Widmann, of the Pathé Frères Phonograph Co.; George P. Metzger, of the Hanff-Metzger Advertising Agency, who is in charge of the company's publicity, and H. B. Ray, the new advertising manager. All of these veterans of the industry were formerly working together, and the fact that they have again joined forces insures maximum co-operation and service for Pathé jobbers and dealers.

ELIMINATE LIST PRICE ON RECORDS

Victor Co. Announces New Plan to Avoid Confusion in the Event That Record List Prices Are Raised in Future—An Important Move

The Victor Talking Machine Co. announces that in view of the increase in the price of certain records, and the uncertainty of the future as it will govern record prices, the company has decided to discontinue printing the list price on record labels, and thus avoid any possible chance of embarrassment on the part of dealers in collecting any future increases from customers. The company's announcement reads in part: "With the cost of material, the cost of labor and the cost of everything else going sky-high, it must long ago have been evident to anyone that some time there would surely be an increase in the prices of Victor products, and we presume the announcement to that effect made during the month of May was no great surprise to anyone concerned.

"A difficulty which must always occur in such cases was that it was impossible to clean the slate overnight. In the case of record catalogs, for instance, there was nothing to do but 'tip in' printed slips announcing the increase of our catalog list prices from 75 cents to 85 cents and from \$1.25 to \$1.35, on ten and twelve-inch double-face records respectively. Quantities of advertising literature and quantities of records already distributed bore and still bear the old prices, but since the whole world has been educated to raised prices ever since August, 1914, no serious embarrassment is occasioned when it becomes necessary to charge more for an article than the price formerly known.

"Because no one can foresee exactly what conditions may have to be met while the country is at war, we shall discontinue printing our list price on the record labels. This will avoid all future embarrassments and facilitate the changing of prices under any circumstances without haranguing with the customer on account of lists printed upon records."

RECORDS BY AMPARITO FARRAR

Columbia Co. Releases First Recordings of This Artist and Metropolitan Opera Orchestra

The Columbia Graphophone Co. has announced the addition to its recording library of the Metropolitan Opera Orchestra and Miss Amparito Farrar, a well-known concert soprano. Records by this orchestra and by Miss Farrar are announced in the new July list which went on sale June 20.

The Metropolitan Opera Orchestra is one of the best-known musical organizations in the country, and the Columbia record of Faust's famous Ballet Music will undoubtedly meet with a ready Miss Amparito Farrar sale to music lovers in all parts of the country.

Miss Farrar is a native of Oregon, and studied in Paris, London and Berlin. She has been very successful on the concert stage, and made her debut in the Columbia library with a record, featuring "Sweet and Low" and "Mighty Lak a Rose." Both of these additions to the Columbia library are exclusive Columbia artists.



WORTH REMEMBERING

"Whatever your wages may be in dollars per week, per day, per hour, remember you are working for two—your employer and yourself. Be as fair to him as you expect him to be to you, think, anticipate, plan, suggest, and the salary question will be solved."

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

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

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

- Grade "D", medium size, \$6.00
- Grade "D", large size, \$6.50
- Grade "K", medium size, \$8.00
- Grade "K", large size, \$9.00

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

ORDER SAMPLE COVER ON APPROVAL

With Name of Machine silk embroidered on any Cover; extra, 30c.
With Dealer's Name and Address, first Cover; extra, \$1.15
Same on additional Covers, each extra, 60c.

Write for booklet

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom



DEALERS



Have **you** written us
asking about the

OKEH RECORDS

If not, send us your name and address and we will put you on our monthly mailing list. Get familiar with the latest product backed by the House of

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street
New York City

**Heineman
Meisselbach**

Motors

Tone Arms

Sound Boxes

Dean

Steel Needles

**Quality
Counts**

Sign this and mail it to us today

Otto Heineman Phonograph Supply Co., Inc.
25 West 45th Street
New York City

Gentlemen:

Place us on your monthly mailing list

Name _____

Street _____

City _____

State _____



"THE GRAFONOLA IN THE SCHOOL"

Interesting Volume, Copiously Illustrated, Issued Under Above Title, Which Should Make a Wide Appeal When Properly Distributed

The educational department of the Columbia Graphophone Co., New York, has just issued an impressive and profusely illustrated publication entitled "The Grafonola in the School," which contains valuable information regarding the use of the Columbia Grafonola from an educational standpoint.

The first page is entitled "Music Is a Necessity," and presents the following phrase by Wm. E. Gladstone: "Those who think music ranks among the trifles of existence are in gross error, because from the beginning of the world down to the present time it has been one of the most forcible instruments of training both for arousing and governing the mind of man." The illustration on the page shows a song leader at one of the cantonments rehearsing the U. S. Army boys during their regular song period.

Two pages are devoted to the use of the Grafonola by children in the home and in the kindergarten, these pages being appropriately illustrated. "The Grafonola in Story-Telling" features the Thornton Burgess Bed-Time story records, which have attained wide success. Columbia patriotic records are presented under the heading of "The First Step in Preparedness for a Singing Army," showing the pledge of allegiance by the school children to the flag and to the republic for which it stands; the Grafonola furnishing the music for the brisk march that is played after the salute.

Other interesting pages in this publication feature the "Grafonola in the Grades"; "The Columbia Penmanship Course"; "Co-ordinating Music With Other Subjects"; "The Columbia in the Flag Drill"; "The Columbia in Folk Dances"; "The Grafonola in the High School"; "The Grafonola in Music Appreciation"; "The Columbia Grafonola in Modern Languages"; "The Columbia in Commercial Studies"; "The Grafonola in Social Dancing"; "The Grafonola in Interpretative Dancing"; "The Columbia in Rural School Music"; "Folk Dancing in the Rural School"; "The Columbia in Model Training Classes"; "The Grafonola in Community Singing"; "The Columbia Operatic Records" and "The Columbia in Music History."

Each one of these important subjects is accompanied by a brief description of the particular use of the Grafonola in the respective field featured. Appropriate illustrations together with a short list of records at the bottom of each page make this volume valuable to dealers interested in the possibilities afforded for the development of Columbia business in the educational world.

ANOTHER DOEHLER ADDITION

Ground Broken for Erection of Ten-Story Building in Brooklyn—Made Necessary by Growth of Trade With This Progressive Concern

Ground has just been broken for the new addition to the Doehler Die-Casting Co.'s Brooklyn factory on Court and Huntington streets. This addition will cover 150 feet on Court street and 200 feet on Huntington street, and will be ten stories high; actually doubling the present capacity of the plant.

Construction will be of steel and concrete throughout, to conform to the general character of their present massive structures, the last addition to which was completed and has only been occupied since September 1.

Newly perfected types of automatic die-casting machinery are now in process of construction, ready to be installed in the new building, which is to be ready for occupancy before the summer is over.

While the greater portion of the company's activities are devoted to Government and war work the requirements of the regular trade which in the main is now also for Government war consumption, are receiving the usual attention.

REVOLVING WINDOW DISPLAY

Has Been Prepared by Pathé Frères Phonograph Co. for Utilization by Dealers

The advertising department of the Pathé Frères Phonograph Co. has just advised dealers that it has prepared a revolving window display



Featuring the Pathé Trade-Mark

which features the world-famous Pathé trademark, the red rooster. This display works by electricity, and as indicated by the accompanying illustration, combines attractiveness with practicability, as it not only attracts the attention of passers-by, but also impresses upon them the pleasing appearance of the Pathéphone model 25.

Don't neglect getting in touch with the public through advertising this summer.

Get the Benefit

of the big business doing right now on both talking machines and records by handling

SALTER Felt Lined Cabinets

These two styles are not only remarkable outfit sellers but are equally attractive to people who have cabinet machines but need more record storage capacity.

SEND FOR CATALOGS

Showing many other attractive styles.

We also make a beautiful line of sheet music and music roll cabinets.

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



No. 19. Cabinet (DOUBLE DOOR FRONT)

Made especially to hold the Victor-Victrola, No. IXA



No. 111. Cabinet (Opened) For Columbia \$50.00 Machine 33 1/2 inches high. Top, 23 x 19 1/2 inches

We Offer An Unusual Proposition To Dealers

It doesn't matter what make of phonograph you are now handling, you owe it to yourself to investigate what we have to offer you.

We have developed a great talking machine co-operative plan—one that enables the aggressive dealer to make big money on quality talking machines.

We are staking our money and our reputation on this proposition to establish successful talking machine dealers in every community.

In this advertisement we illustrate Model No. 3—our big seller. It is stately in design, wonderful in tone, and is sold under our guaranteed service. It sells for \$125.00, and unquestionably represents greater value than was ever offered at this price.

This machine is one of the big factors in our co-operative selling plan.

Two additional models—Model No. 6 at \$90.00, and Model No. 5 at \$65.00, give the MANDEL dealer three popular priced machines, all of which embody high quality coupled with big value to the consumer.

What we offer you, Mr. Dealer, is liberal terms, liberal discounts, big profits, and our guarantee of absolute satisfaction to every ultimate purchaser of a MANDEL Phonograph.

Act quickly. Write for our complete proposition. We are closing up territory at record speed.

Mandel Manufacturing Company

General Offices:
501-511 So. Laflin Street
CHICAGO, ILLINOIS

New York Display Rooms:
41 Union Square
NEW YORK CITY, N. Y.



Model 3
\$125.00

Artistic Window Displays That Arouse Public Interest In Talking Machines and Records

The talking machine industry has always been thoroughly awake to the importance of making retail window displays highly attractive to passersby. This month instead of outlining sugges-

of imitation foliage and makes a pleasing contrast to the treeless and grassless section of the usual city downtown district. A handsome picture of one of the Columbia artists lends a human touch to the effect.

display of this kind means records in the tongues of the different nationalities shown are available in this store, and it seems highly probable that when the costumes portrayed are true to life in every detail (as they are in this case) that the window should prove of decided interest to the foreign element in any community. Incidentally this window is arranged in such a way as to link up perfectly with the national advertising of foreign records done by the Columbia Co. It is particularly worthy of notice be-

The third illustration portrays a window designed by C. C. Baker, of Columbus, O. It is particularly worthy of notice be-

All four of the window displays herewith re-



Lipman, Wolfe & Co. Display, Portland, Ore.

tions for window decoration we are reproducing several excellent displays in order that dealers throughout the country may get a concrete idea of what their fellow merchants are doing to attract public interest in the talking machine and talking machine records. These illustrations may be stimulative to those who overlook

cause it carries out the classical atmosphere that should be always present when period models are displayed. Naturally these higher-priced



Window Display of Ashdown Hardware Co., Ltd., Winnipeg

models appeal to people of artistic temperament or who aspire to it; and in either case the period model in a window

produced exemplify the value of "getting away" from the all too prevalent practice of placing two or three different models of machines in the window and pasting a couple of record posters on the glass pane. It is hard to conceive of a time or a place where the simple display of machines



Unusually Artistic Window Prepared by C. C. Baker, Columbus, O.

the value of the window as a sales and publicity medium.

The first illustration is that of a window used by Lipman, Wolfe & Co., of Portland, Ore. It is really more than a window display, as it includes a feature that is in nature more of an invention. The center of window is a relief reproduction of the exterior of the Lipman, Wolfe store. Well-dressed mechanical dolls are made to pass in one entrance to the miniature store and come out of another, each doll carrying Victrola records. In line with the central display, the rest of the window is devoted to various types of Victrolas and the latest records. The window in its entirety is a very clever piece of work and attracted extraordinary attention because of the continually moving figures that arrest the eyes of everyone going by the window. This device is the invention of H. A. Willard.

The second illustration shows a window of the J. H. Ashdown Hardware Co., of Winnipeg, Canada, in which good use has been made of artistic and brightly colored placards, each one concentrated on one point, such as the individual qualities of the Grafonola or the particular merit of a certain record. The background is

display is shown to best effect when placed in an environment of the plus ultra sort. The window shown here is certainly in accord with the graceful lines of the period model and merits high praise.

The fourth picture shows a window of the Home Furniture Co. in Braddock. The entire floor space in the window is given up to flat models of men and women clad in the national costume of many foreign nations. Of course a



Display of the Home Furniture Co., Braddock, Pa.

in a window is warranted because window space is very expensive and therefore should be used only in a way that will be productive of the best results.

Talking Machine Hardware

We manufacture hardware for all styles of cabinets

Lid Supports
Needle Cups
Needle Rests

Door Catches
Sliding Casters
Continuous Hinges

Sockets
Tone Rods
Knobs, etc.

BEST QUALITY

LOWEST PRICES

WEBER-KNAPP COMPANY

Jamestown, N. Y.



Early American
Console No. 1

The
Widdicomb
A Finished Product



Queen Anne
Console No. 3

NOT ALMOST AS GOOD BUT BETTER

—in so many ways that on MERIT
this unusual line cannot help but outsell
—and stay sold—

BECAUSE—of its exceptional clear-
ness in the reproduction of any record
—without extra parts—

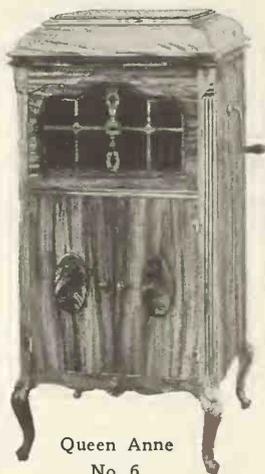
BECAUSE—For the money—there has
never been offered such real value in
design, construction, finish, motor and
equipment—

BECAUSE—THE WIDDICOMB
dealer has so little motor trouble—
BROKEN SPRINGS BEING UN-
KNOWN—

BECAUSE—Our electric motor is
different and absolutely reliable and
runs perfectly on any current—the only
motor which does—

BECAUSE—The all wood horn—Bal-
anced cover support—Record files—
Automatic stop—Jewel points—are all
of the very best. The tone control can
be set at any volume or volume can be
controlled from a distance.

BECAUSE—The factory behind THE
WIDDICOMB has a reputation for
reliability since 1865.



Queen Anne
No. 6



Adam
No. 5

Quantities of Widdicombs Are Ready

Send for literature NOW and protect
yourself at PRESENT prices.

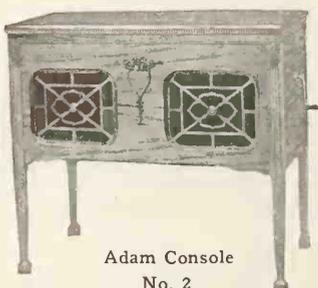
ELEVEN MODELS

Table Types \$150 to \$225 Upright Cases \$100 to \$250

Phonograph Division

Widdicomb Furniture Co.

GRAND RAPIDS, MICH.



Adam Console
No. 2



Chippendale

TALKING MACHINE MEN ATTEND ROTARY CONVENTION

Jobbers and Dealers From Various Sections of Country Visit Kansas City for Meeting and Are Entertained by Local Men—Dealers Making Strong Bids for Business—News of the Month

KANSAS CITY, Mo., July 5.—Most of the talking machine dealers have been busy entertaining the guests which the international convention of Rotary Clubs brought to Kansas City. Not only a great many men engaged in the talking machine trade visited the retail shops, but the concert rooms were filled with Rotarian music lovers from all vocations. During the Rotary Week, which commenced June 24, the Paulist Choir presented two evening entertainments at the Auditorium Theatre. The Columbia Grafo-nola Shop is anticipating a big business in the Paulist records for this reason. "We have already begun to experience a growing demand for the story records of Thornton Burgess," said D. M. Guthrie, retail sales manager, "and since his talks to children in the parks during Rotary Week the sales are showing a marked increase. Conditions in all lines are very good with us."

The Starr Piano Co. is featuring its trench and camp outfits in talking machines and records. An unusual and attractive window display draws the attention of the passers-by to the added pleasure which one of these outfits would bring to soldier or camper. The background and part of the floor is covered with mossy rocks while a miniature lake occupies the foreground. The machine with records is encased in an olive drab case.

A. A. Trostler, of the Victrola department of the Schmelzer Arms Co., finds the conditions of a month ago unrelieved, the inadequate supply of stock being the only drawback to a record-breaking season. As it is, June of this year will make a very favorable showing. Miss Leona Carter has been added to the sales force of the department.

Miss Marie Henel, of the Victrola department of the Schmelzer Arms Co., was married Saturday, June 22, at Nevada, Mo., to Willard Bayne, connected with the base hospital at Jefferson Barracks, St. Louis.

The Schmelzer Arms Co. erected a booth on the sidewalk in front of the store for the sale of War Savings Stamps, known as "The Torch of Liberty," and used during the official W. S. S. day, June 28.

Ralph E. Wood, formerly of Chicago, and for the past eight months in the Victrola department of the Jones Store Co., has gone to Camp Funston, Kan., where he will enter the service.

"Patriotic records continue favorites with the public, judging from sales," said Mrs. Nellie Williams, manager of the Victrola department of the Jones Store Co. "Since Christmas we have received a reasonable supply of machines and records, but they have not lasted a reasonable length of time." A. R. Willey, who makes use of his Spanish to further sales among the Mexican and foreign element has worked up a very successful trade. The people love music and are very easy to wait on, according to Mrs. Williams, for they know what they want and indicate it by "Yes" or "No" without a lengthy conversation. The only trouble is that they have to be held back or one customer will take the whole stock of Mexican and Spanish records. As an example, Mrs. Williams cited a case where she had just received about fifteen records out of a much larger order, and a customer was selecting a number. All of a sudden he glanced up and seeing another Mexican coming, grabbed the fifteen in his arms crying, "I taka all dees."

The Edison Retail Shop has been having an unusually good month. B. P. Woodward, sales manager, has recently purchased a new Marmon "Six," though but just recovered from a serious automobile accident.

H. G. Stanton, vice-president of the R. S. Williams & Sons Co., Ltd., of Toronto, Canada, was in Kansas City attending the Rotary convention. Mr. Stanton read a paper on "Music During the Great War and After," which attracted

much favorable comment from all music trade men who attended the Musical Round Table of Rotarians held at the Salon Mora. With reference to talking machine conditions in Canada Mr. Stanton, who is an Edison jobber, said: "We have recovered from the war depression entirely and more recently from the serious restraining influence of our boys coming back from the front. Our determination to win the war, however, does not leave us unmindful of the home needs and the education of the children, in which, of course, music plays such an important part. Business in our line can be said generally to be very satisfactory in volume. The fall outlook has everything in its favor."

B. J. Pierce, manager of the Victrola department of the J. W. Jenkins' Sons Music Co., has left on a brief business trip to Tulsa, Okla.

Glen Ellison, Scotch baritone, will give a number of tone test recitals among the Edison dealers in Kansas City and vicinity during July and August.

The H. W. Lee Music Co., of Enid, Okla., recently performed a patriotic service worthy of comment. Mr. Lee and his entire force closed the store for a week or ten days and went into the wheat harvest fields to help.

W. L. Eshelman, of the Eshelman Music Co., St. Joseph, Mo., was in town attending the Rotary convention. Mr. Eshelman is president of the St. Joseph Rotary Club.

George E. Mickel, a Victor jobber of Omaha, Neb., and his wife, also Lester Burchfield, of Sanger Bros., Dallas, Tex., were guests of A. A. Trostler during the week of the international convention of Rotary Clubs.

Harry Beach, assistant sales manager of the Victor Talking Machine Co., Camden, N. J., was a visitor to this city last week.

M. M. Blackman, manager of the wholesale department of the Edison Phonograph Co., has just returned from an Eastern trip lasting about three weeks. Mr. Blackman, in company with W. M. Hinde and C. T. Cunningham, attended

the Edison convention in New York, June 6 and 7. Mr. Blackman afterwards visited Atlantic City and Washington, D. C., stopping in Chicago for several days on his return.

Harold Masters, of the order and service department of the Edison wholesale, has left for Fort Leavenworth to enlist in the Signal Corps.

VICTROLA LEADS TO COURT DISPUTE

City Marshal Forces Way Into Apartment to Seize Machine and Is Summoned to Court on Assault Charge—Judge Upholds Him

The right of a City Marshal, armed with a writ of seizure, to break into a home in order to seize a Victrola upon which instalments had lapsed, came up for decision before Magistrate Simpson in the Harlem Court in New York City recently, and the City Marshal was upheld in his action.

On June 4 Samuel A. Sherman, a Victrola dealer of 2133 Third avenue, brought suit against a man named Prakesch to recover a Victrola which he had purchased on the instalment plan, and upon which payments had lapsed. The machine was in the home of Mrs. Emily Sigmund, 29 East 177th street, and she was therefore made a co-defendant in the suit.

The action was undefended and judgment was obtained by Sherman. A writ of seizure was issued and placed in the hands of City Marshal Kemp, who, accompanied by a clerk, went to seize the machine. Mrs. Sigmund refused to admit the City Marshal, and he called a policeman who upheld him in his demand for admittance. The result was that the Marshal was compelled to break in the door, and was then attacked by Mrs. Sigmund, who was finally restrained by the policeman. The machine was then seized and removed.

Mrs. Sigmund subsequently secured summonses for Kemp, his clerk and the policeman, charging that they had insulted her and showing bruises as proof of her charge. The court refused to entertain the complaint, maintaining that the City Marshal, when armed with the proper writ, was empowered to enter the premises in the fulfilment of his duties.

A Message to Phonograph Dealers

People shop around nowadays before buying their Phonograph.

The Phonograph buyer to-day is demanding better musical value than ever before. You have to *show* them that *yours* has the best musical quality.

Can you meet this demand?

The **BLISS REPRODUCER** with its treated silk diaphragm is both musically and mechanically correct.

By carrying **BLISS REPRODUCERS** in stock you can make many sales that would otherwise go to your competitor.

This is the reason why so many dealers carry **BLISS REPRODUCERS**.

Money is not made on lost sales.

We are featuring other Phonograph Specialties—among them the Disk-Lite, a lighting attachment for any phonograph.

The Phono-Lite, an automatic lighting attachment for the New Edison.

Edison Diamond Points. Edison and Pathe Sapphire Points.

WRITE US FOR DEALERS' PRICES

WILSON-LAIRD PHONOGRAPH CO., Inc.

Factors and Distributors of the **BLISS REPRODUCER**

29 West 34th Street

NEW YORK CITY



Are You Neglecting Any Prospects?

STATION in life or worldly wealth has no bearing on a person's appreciation of the beauties of good music.

A dealer in a small Southern town is selling Amberolas far more rapidly than his jobber can supply him because he believes that *every* family wants music and is willing, if necessary, to make sacrifices to get it.

He is in a territory that has been thoroughly canvassed by talking machine men, but his experience shows that people who must make a genuine sacrifice for musical enjoyment want the best or nothing. He proves daily that the

New Edison Diamond Amberola

will bring to the home the best music at a price within the reach of everybody.

Edison dealers, don't permit outward appearances to deprive hundreds of families of the advantage of good music.



THOMAS A. EDISON, Inc.

ORANGE, N. J.

Headliners!

Nora Bayes—Al Jolson—Harry Fox—Farber Sisters—Van and Schenck. A new Columbia Record by every one of these top-notchers, this month.

**Columbia Graphophone Co.
NEW YORK**



DEVELOPING TRADE IN SUMMER

Some Pertinent Suggestions by J. I. Carroll Showing How Dealers Should Take Advantage of Trade Opportunities in Hot Weather

J. I. Carroll, assistant sales manager of the Emerson Phonograph Co., recently sent out to the members of his sales staff the following interesting bulletin which gives his ideas regarding spring and summer business, and which contains many logical and sales-stimulating suggestions:

"There is a tendency among some dealers, as the summer season approaches, to either reduce their normal purchase of records, or, in some few cases, to discontinue purchasing new releases entirely until along toward September.

"Why does the dealer follow this demoralizing, thoroughly unnecessary, and decidedly unwise policy? He'll tell you people don't buy records in the warm weather, whereas, as a matter of fact, the trouble lies almost entirely with himself. He lets up in his effort, allows his stock to run down, and, in consequence, not having the latest numbers, and having breaks in his stock of prior numbers, his trade becomes convinced of the absence of service on up-to-the-minute songs and dances, falls away, and his record department suffers. Such a dealer cannot escape his responsibility. He frequently places the blame everywhere, but it rightfully belongs—directly with himself.

"Fortunately, the percentage of such dealers is small, almost invariably they are the small ones who lack enthusiasm, initiative, imagination and progressive ideas; the kind that don't know how to take advantage—because of too limited vision—of splendid opportunity to improve, develop and render more profitable their Emerson departments.

"The spring and summer months are logical times for the sale of popular records—the Emerson kind. People are brighter, freer, happier and gayer than at any other time of the year. What is more natural than music—snappy, lively, pretty music—to meet the demand of such light-hearted temperament?

"Comparatively few folks have summer homes; only a small portion—some young folks—leave on vacations—and short ones, too—in consequence, the home remains intact, and entertainment must be furnished, and the phonograph supplies it.

"Where people have summer homes, the phonograph is sure to be found. Again records are necessary. Urge the dealer to go after the summer record business harder than ever. Show him how. Let him resort to novel advertising methods.

The enterprising dealer who uses sound judgment

in this matter will sell plenty of records, hold his trade, and enter the fall season with a well-ordered department, equipped to increase his sales, double his profit and surround himself with a satisfied and appreciative stream of customers. Some dealers have told us they sell more records during the spring and summer

months than at any other season of the year.

"The fellow who is so narrow, short-sighted and unprogressive as to follow the opposite course will drive away, utterly undo any good he may have accomplished, and find his department at the approach of the fall season badly, if not irreparably, shattered."

MANY WAR WORKERS KEEP NEWARK TRADE PROSPEROUS

Employes of Shipyards and Munition Factories Generous Purchasers of Talking Machines and Records—New Edison Selected for Madison, N. J., High School—General News

NEWARK, N. J., July 6.—The talking machine trade of Newark closed exceptionally good business for the first half of the year. June proved especially good and, but for the shortage of records which appears prevalent in this territory, the dealers have no complaint.

Newark was never more prosperous than at present, wages being high in all industries, especially so in the shipyards and the plants doing Government work. This labor element, which several months ago was not so permanent, owing to men constantly changing their jobs, has now settled down. The number of cash sales are large and the instalment business is being done with large first payments and upon good monthly terms.

One thing that has made record sales good is the fact that the Prudential Life Insurance Co. has a number of quartets on the street who attract the passers-by so that salesmen and saleswomen can dispose of War Savings Stamps. The most popular songs with this group are "Keep the Home Fires Burning" and "There's a Long, Long Trail." These same songs were sung in chorus by all the children in a recent parade in which they appeared. John McCormack sang the latter number in one of his concerts here recently as well as "God Be With Our Boys To-night," another record having large sales.

The talking machine department of the Otto Wissner warerooms is feeling a good demand for both machines and records. W. H. Paullin,

manager of the department, is pleased with the outlook. The Columbia and Sonora are handled.

The Chalmers Co., who have a number of stores in this territory, report a good volume of business closed for the first half of the year. The demand for popular records with this company has been very heavy. However, the company having five stores must carry quite large stocks so they were able to meet most of the demands. The house of Chalmers handles the Victor line exclusively.

The Edison Shop, 861 Broad street, is finding business good and the cash transactions as well as the size of the payments have been very gratifying. Le Baron M. Huntington, vice-president and manager of Phonographs, Ltd., who conduct the Edison Shop, is quite pleased over a recent sale he made to the high school of Madison, N. J., where the New Edison was selected unanimously after a series of demonstrations had been given.

H. J. Smith, the well-known jewel specialist, who operates a laboratory at 833 Broad street, has just returned after several weeks spent in Canada at a record laboratory.

Leonard J. Rheinhardt, manager of Jacob Doll & Sons, states the sales of Pathé machines during the month of June were good. Most of the sales have been marked by the size of the cash payments.

Dealers are feverishly placing their orders for further stocks of machines as the local agents feel the fall will see a distinct shortage.



AUTOMATIC STOPS

The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

Send 50 cents for Sample Stop

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York

COTTON FLOCKS

.. FOR ..

Record Manufacturing

**THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.**

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., July 3.—The dealers' monthly meeting at the Columbia Graphophone Co.'s Federal street headquarters was held the latter part of June and, as usual, was an unqualified success. Manager Fred E. Mann presided. It was expected that Charles W. Harrison, one of the artists making records for the company, would be present, but he was suffering from a cold; so in his place Henry Burr came over from New York. Mr. Burr sang eight or ten songs and was accompanied by Fred Phillips, of the Leo Feist Co. The August monthly records were tried out and the dealers were delighted with them. O. F. Binns, in charge of the record department for the company, came over from New York also and gave the company an illuminating talk which was full of good advice for the dealers. As the meeting was held toward the end of the month not quite as many dealers were present as on the last occasion.

Active Times With L. M. Pierce Co.

Manager Hotschke, of the L. M. Pierce Co., Springfield and Holyoke, was a Boston visitor a short time ago and he made an excellent report of business conditions at the two talking machine stores, which he operates. The company has lately added the Pathé line, and Mr. Hotschke's visit was largely to confer with Wholesale Manager Ainslie, and to make a selection of Pathé machines. These goods have just been shipped from the Hallet & Davis establishment. Mr. Berwick is in charge of the Holyoke store which, like the Springfield store, is well arranged to meet the demands of customers.

Outing of Oliver Ditson Co. Force

The Oliver Ditson Co., which handles the Victor line, gave an outing to its employees Saturday, June 29, which consisted of a trip down Boston harbor and among the islands. Henry Winkelman, the manager of the Victor department, and all his staff were present, and among the youthful guests who made many friends was the young son, clad in nautical attire, of Otto A. Piesendel, Manager Winkelman's right-hand man.

Manager Winkelman makes a most encouraging report of his Victor business which for the month of June went way ahead of this time a year ago. And business would be even larger were the goods to be had from the factory. Mr. Winkelman is spending the summer at a large

farm up at Acton, owned by one of his relatives, and when business is over he nightly turns his attention to farming with most encouraging results.

Pleased With Results of Convention

Manager Silliman, of the Pardee-Ellenberger Co., has been quite enthusiastic since his return from New York over the success of the Edison convention, where everybody appears to have had a good time. He speaks with especial enthusiasm of the success achieved by Mr. Edison in so disposing of the new velvet re-creations at the convention as to completely equip one of the transports with a full Edison outfit. Mr. Silliman, in speaking of business, said the other day that the proof of what his department is doing is seen in the fact that June had proved to be way ahead of the same month of a year ago, and he paid a special tribute to his field men for the hard work they had put in to help achieve so excellent a result. F. S. Boyd, of the traveling staff, will be the first to get away on a vacation and he will probably spend his time somewhere in Maine.

Visited Columbia Plant at Bridgeport

Arthur Collins, of the repair service department of the Columbia Co., has been spending a few days at Bridgeport, where he has been devoting his time to studying the new motor and the new automatic stop with which the new Columbia models are to be equipped. It is a commendable plan of the company to invite all the repair men at various times to the factory in that Connecticut city for the purpose of familiarizing themselves with these new devices which Manager Fred E. Mann says are destined to play so important a part in furthering the popularity of the Columbia product.

Edwin M. Morgan Joins Forces

Edwin M. Morgan is one of the newcomers to join Manager Mann's Columbia staff in this city. Mr. Morgan comes to the company with a high reputation in business circles and he has many friends in Boston where he has been in business off and on for a number of years. He will have charge of Suffolk and Norfolk counties, a territory lately in charge of W. A. Hine, who has resigned.

Warren Batchelder in New Post

Warren Batchelder, manager of the Victor department for the A. M. Hume Music Co., has severed his connection with this house, having

accepted a position with the Community Motion Picture Bureau, which works under the auspices of the Y. M. C. A. and which is furnishing entertainment for the men at the front and in the cantonments. Mr. Batchelder will be located at Newport News, Va., for the present. The local trade will miss Mr. Batchelder, as he has been a favorite hereabouts. A. M. Hume, head of the house, is away on a vacation.

Interested in Radio Work

Elton Taft, Jr., son of the head of the Eastern Talking Machine Co., has been away from the house for the past two weeks, for, having become interested in radio work, he is studying hard preparatory to attaching himself to the service. Wholesale Manager Billy Fitzgerald is planning to go to Camp "Tis Ours" in Maine some time in August, where he has been for several summers.

Camping at Long Pond, Me.

Richard Nelson, Southern New England representative of the Sonora, motored down to Harrison, Me., a few days ago accompanied by his wife, where they are the guests of Mr. Nelson's father at the latter's camp on the shores of Long Pond, near Sebago.

Takes on the Pathé Line

The North Shore Phonograph Co., at Gloucester, is one of the latest houses to take on the Pathé line. This place has been visited by a number of the summer residents of that aristocratic summer residential section, all of them anxious to study the merits of this machine.

New Emerson Dealers

The Emerson Co. is making great progress with its new nine-inch record in the territory supervised by Manager Oscar W. Ray. Among the new dealers to handle this record are the Chamberlain Co., of New Haven, Conn.; Atherton Furniture Co., at Lewiston, Me.; Henry W. Upham, at Malden; J. L. Charlifoux Co., at Lowell; Great Eastern Furniture Co., at New Bedford; Otis Skinner, at Bangor, Me., and F. F. Foss, at Portland, Me.

John Alsen Heard From

George Lincoln Parker returned to Boston well satisfied with the success of the Edison convention at which he was accorded distinguished honors. He says the new velvet re-creations are coming along very well and there has been quite a number of the owners of Edison outfits calling at his warerooms to hear these

Victor Dealers In New England Territory

can rest assured that EASTERN VICTOR SERVICE has their interests individually at heart, particularly with respect to the securing of Victor stock. Our aim is to help the Victor dealer make the most of the existing conditions.

EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.

new records. Mr. Parker's office lately received a postcard picture from John Alsen, the erst-while phonograph manager for this house, who is now with the 101st Engineers in France, showing himself in uniform. Alsen writes that he has gained considerably in weight since being abroad.

New Columbia Dealers

Bates & Holesworth, furniture dealers at Framingham, have added a Columbia department to their establishment and they are planning to have a grand opening on the Fourth of July, or the day following. The house is located near the railroad station and is very convenient both to business and the residential section. Mr. Holesworth recently was graduated from the Wentworth Institute, where he prepared for service, and he is now in the South at one of the cantonments.

Another new Columbia dealer is Carbone Brothers, four of them, who have opened an establishment at 1731 Washington street. Three of the brothers will hustle on the outside for business and the store will be in charge of the fourth brother, Prince Napoleon, whose name alone ought to draw business. Prince Napoleon probably bears the distinction of being the smallest Columbia dealer in the country.

Miss Clark in Charge at White's

As anticipated last month Fred L. MacNeil has found himself in service, and supplanting him as manager of the talking machine department at the R. H. White Co. is Miss Minerva Clark, who has lately been with the Aeolian Co. Earlier in her career in the business Miss Clark was a demonstrator for the Columbia people.

Francis T. White, manager of the Edison and Victor department of the C. C. Harvey Co., is planning to take his vacation somewhere in New Hampshire the first week in August. A new accession to his staff is Miss Marion Collyer.

Booking Big Hallet & Davis Business

Wholesale Manager R. O. Ainslie, of the Pathé phonograph and record line, has been meeting with marked success since he associated himself with the Hallet & Davis Co. in his present capacity. Lately he made a trip among the Vermont dealers, and he was especially enthusiastic over the prospects in Rutland, where the Tuttle Co. has opened a new place especially for the sale of talking machine outfits, the Pathé and Columbia lines being featured. The store is known as the United Talking Machine Company, and M. O. Tyrell is in charge. Manager Ainslie has arranged for supplying the store with an initial invoice of forty-four Pathé phonographs and a large and complete line of

Lansing Khaki Moving Covers

PROTECT VARNISH IN ALL WEATHERS

and enable you to deliver your phonograph 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.



Made in Two Grades

Write for Prices and Descriptive Catalogue

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

E. H. LANSING
611 Washington St., BOSTON

SAN FRANCISCO OFFICE, Room 530 CHRONICLE BLDG.
WALTER S. GRAY, Manager

records. The interior of the store is admirably arranged to handle business, says Manager Ainslie, and in a series of open compartments down one side of the store and on a raised platform the various types of machines are conspicuously displayed. This establishment is one of the finest of its kind in Rutland.

Looks for Big Summer Business

Manager F. H. Walter, of the Brunswick-Balke-Collender Co., says he is looking for big business following the end of the summer season, and for this there are ample indications at this time, as many of the company's dealers are reporting with good-sized orders. He has just taken on a new member of his staff, Miss Florence Clemence, who formerly had been with two other talking machine houses in the city.

Victor Activity With Steinert & Sons Co.

Victor business with the M. Steinert & Sons Co. is keeping up very well, thanks in large degree to the thoughtful, conscientious work put into the business by Robert L. Steinert, who is head of the Arch street store. Mr. Steinert, as

well as his elder brother, Russell S. Steinert, was an usher at the funeral of A. Shuman, Boston's big and philanthropic merchant the latter part of June; and their father, Alexander Steinert, was named as one of the executors and trustees of Mr. Shuman's will. Mr. Steinert's wife was a daughter of Mr. Shuman.

Much Interest in New Vocalion Record

The new record announcements of the Aeolian-Vocalion went out this week and there has been much interest manifested in the new discs. Manager Hibshman has been spending the last three week-ends over in New York, where his family are making a visit at New Rochelle. Amos E. Russell, a member of Manager Hibshman's staff, reports marked activity in every branch of the department. It may be remarked that at a recent luncheon of the Pilgrim Publicity Association Mr. Russell was the singer, using as a special number "Under the Stars and Stripes." Messrs. Hull and Alfring, from the New York offices of the Aeolian-Vocalion forces spent a few days in Boston lately.

— **Oldest and Largest**
Manufacturers of Talking
Machine Needles in the
World—There are several reasons

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

HELPS FOR THE VICTOR DEALER

Electrotypes for Booklet Covers Prepared by Victor Co. to Enable Dealers to Call Public Attention to Less Known Records

In order to permit the individual dealer to call the attention of the public to some of the less known records on his shelves, thereby offsetting in some manner the existing shortage of popular records of the day, the Victor Talking Machine Co. has prepared a most elaborate series of electrotypes for folder covers. The electrotypes are designed for two-color printing and are of the rich poster type so popular at the present time and likewise as effective.

There are also provided electrotypes of decorative borders for center pages of folders, within the confines of which are to be set the list of records featured and details regarding them.

This new Victor service enables the dealer to have printed his own individual folder in which he can feature only the records actually in stock. The electrotypes of both covers and inside borders are furnished at a price that will serve materially to reduce printing expense.

TO MANUFACTURE PHONOGRAPHS

The Colonial Phonograph Co., Sheboygan, Wis., has been incorporated with capital stock of \$10,000 to manufacture and deal in phonographs. The incorporators of the new company are L. J. Jenkins, J. G. Olsen and Hugo Kaems.

Sidney C. Eastman, referee in bankruptcy, on July 12 directed the payment of the first dividend to the creditors of the Republic Phonograph Co., of Illinois, bankrupt.

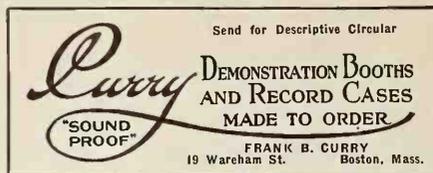
WHERE OKEH RECORDS ARE MADE

Spacious and Well-Equipped Plant Occupied in Springfield, Mass., Which Is Under the Capable Direction of Messrs. Griffin and Kraemer

The accompanying photograph presents the latest additions to the group of factories controlled by the Otto Heineman Phonograph Supply Co., Inc. This factory, which is located at Springfield, Mass., is the home of the "OkeH" records, manufactured by the Otto Heineman



Latest Addition to Plants Controlled by Otto Heineman Phono. Supply Co., and is also the headquarters for the International Insulating Corp., a recently formed cor-



poration, which is one of the Heineman subsidiaries.

Under the able direction of Thos. E. Griffin and Chas. Kraemer, this factory at Springfield, Mass.,

is being equipped in a thoroughly efficient and up-to-date manner, machinery of the most approved type having been installed for the production of "OkeH" records. Judging from the enthusiastic reception accorded these records, it is safe to say that this factory will be obliged to work to capacity to turn out sufficient records to meet the demand, but the facilities that are now being provided each department of this plant will insure prompt service to the Heineman "OkeH" record clientele, and

enable this record to attain country-wide popularity.

SELLING DELPHEONS IN ATLANTA

Some Interesting News From Mr. Sunderland Which Tells of Activity in the South

BAY CITY, MICH., July 6.—R. W. Gresser, sales manager of the Delpheon Co., of this city, received this week an interesting letter from D. G. Sunderland, of the Delpheon Shop, Atlanta, Ga., which contains statements that are rather unusual and exceptionally gratifying for this time of the year. He states that he has been closing a phenomenal business in his retail store at 117-119 Peachtree Arcade, notwithstanding the fact that competition in that city is keen and active.

He mentions that during the first twenty days of June he sold sixty-two Delpheon table machines, and thirty-six cabinet machines, and a part of his letter reads as follows: "Our business is jumping by leaps and bounds, and we are doing more business in our little store than I had ever hoped to do. Personal solicitation has been the making of us, and we have four salesmen that do nothing but go from one door to another. They are making a direct appeal to the people, and that, I have always maintained, is the only way to sell goods."

WM. PHILLIPS AN INCORPORATOR

Wm. Phillips, president of the Mutual Talking Machine Co., New York, is one of the incorporators of the Central Mica Mining Co., which has been incorporated to act as direct representative of mica mines in Central America. One of the other incorporators of the company is Harry Breidenbach, a prominent downtown broker. The offices of the company will be located at 145 West Forty-fifth street, New York, and it is planned to carry in stock a large supply of mica suitable for the manufacture of diaphragms.

Digest one motion before you tackle another. The mind resents gluttony, and rebels against overloads. Don't cram the brain with new problems if there are a lot of old ones left unsolved.

The Victor Talking Machine Co. has declared a quarterly dividend of 1¾ per cent. on preferred, and 5 per cent. on common stock, payable July 15, to stockholders of record June 12.



"Perfection" Universal Tone Arm No. 9 with Pur-i-tone reproducer in position for playing lateral cut records

PHONOGRAPH MANUFACTURERS

Our new PERFECTION Universal tone arms models 7, 8, 9, and 10 are now ready for shipment. Our new PUR-I-TONE reproducers models 6 and 7 that are attachable to these tone arms are ready for shipment in any quantity.

Our new Universal arms will play all makes of lateral and Hill and Dale records by a simple turn of the reproducer. We guarantee that the PUR-I-TONE reproducers will not only reproduce all records with perfect amplification of sound, but we also guarantee a perfect reproduction of high pitched soprano voices on lateral cut records, and with extra fine clarity of sound. We have 50,000 sets of arms in 4 different forms ready for quick shipment, also 4 different models of reproducers that are attachable to these arms. PERFECTION Universal tone arms models Nos. 9 and 10 can be supplied with or without ball-bearing base, models Nos. 7 and 8 without ball-bearing base. These arms and reproducers are guaranteed to be the very finest that are manufactured for use on all kinds of phonographs. Write to us for quantity prices, advertising matter, etc.

Mr. Edison Disc Dealer

It is up to you to prevail upon your jobber to handle PERFECTION arms and reproducers, to play records other than the Edison on machines that you sell. Our new FLEXI-TONE reproducer is the most perfect phonograph reproducer ever built, and you want them in your stock. Write your jobber and tell him that you must have PERFECTION arms and reproducers.

NEW ENGLAND TALKING MACHINE CO.

Manufacturers of PERFECTION Phonograph Accessories

16-18 Beach Street

BOSTON, MASS.



UNICO

Designs and Construction
Patented

SYSTEM

THE SALES BUILDER

Unico Demonstrating Rooms
Excel from Every
Standpoint

- DESIGN Six standard styles
Special period styles
- CONSTRUCTION Patented, Interlocking
Portable Units
Sound Insulated
- FINISH All standard Oak,
Mahogany and Enamels
- EFFICIENCY Increased sales at lower
cost per sale
- ECONOMY Moderate first cost
Always an Asset
Adaptable any location
- DELIVERY Prompt shipments from
stock ready for imme-
diate use



Unico Racks and Counters
Maximum Capacity
Minimum Space

- DESIGN Patented to correspond
with Unico Rooms
- CONSTRUCTION Sectional Units adapta-
ble to any space
- FINISH All standard Oak, Ma-
hogany and Enamels
- EFFICIENCY All records always
available instantly
- ECONOMY Moderate Equipment
Cost
Lower Operating Cost
- DELIVERY Prompt shipments from
stock in all finishes

Install a
Complete Unico Department

- U** DEMONSTRATING ROOMS
- N** RECORD RACKS
- I** RECORD COUNTERS
- C** CEILING DECORATIONS
- O** ARCH TREATMENTS

The Unico System has
Increased Sales and Profits
for almost 1000 dealers



Send to-day dimensions of your available space. Plans and
estimates for a complete department will reach you promptly

THE UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, President

Fifty-eighth Street and Grays Avenue, PHILADELPHIA, U. S. A.

MARKETING THE CECILAPHONE

Bush & Lane Co. Make Extensive Plans to Develop the Phonograph Department of Their Vast Business—Producing Attractive Models

HOLLAND, MICH., July 6.—The Bush & Lane Piano Co., who have been making an excellent talking machine for something over a year past, are now ready to market on a more extensive scale and are coming before the trade generally with their product. The machine has been a success following along the custom of everything produced by the Bush & Lane Co. It has heretofore been known simply as the Bush & Lane phonograph, but as a result of the desire expressed by many of the dealers for a distinctive symbolic talking machine name, they have adopted that of the Cecilaphone. The selection is a particularly happy one for two reasons. In the first place, it is associated with that of the patron saint of music, Saint Cecilia, and it also hitches up with the quality reputation of the famous Bush & Lane Cecilian player-piano.

The Cecilaphone was only brought into existence after long and thorough experimental work by Walter Lane, the president and general superintendent of the Bush & Lane Co., who is known the country over as a skilled piano builder and a designer of piano cases of unusual beauty.

Several models of the Cecilaphone, illustrations of which are presented in their advertisement elsewhere in this issue, are exceptionally artistic and symmetrical. The cabinet work, the character of the veneers and the finish all commend themselves at once to connoisseurs. The Cecilaphone has a special horn construction which, born of Mr. Lane's experience in sound board and piano construction, contributes in no small degree to the really superb tone of the Cecilaphone.

Dealers wishing to secure the agency for the machine, which will appeal to the very highest class of trade in their locality and which carries with it proof of its unusual value, would do well to investigate the Cecilaphone and the claims made for it.

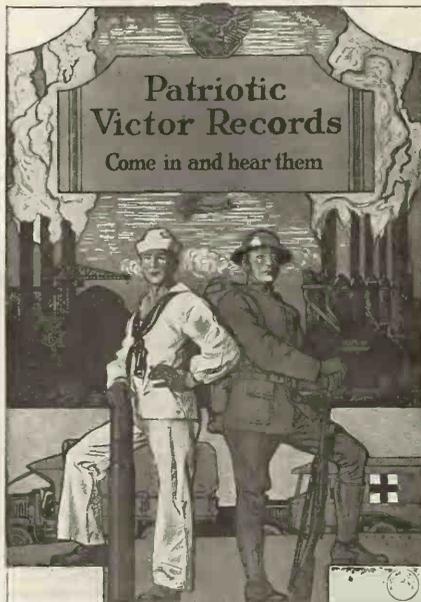
ROBERT T. IANNELL ARRIVES

C. J. Iannell, manager of the talking machine department of Bloomingdale Brothers, New York, has been bursting the buttons off his vest with great regularity during the past couple of weeks, due to the fact that he is the proud father of a brand new son, born June 25. The new arrival will bear the cognomen, Robert T. Iannell. The youngster is already making a noise in the world.

STRIKING NEW VICTOR POSTER

Attention Called to Victor Patriotic Records Through Medium of Genuine Work of Art

One of the most effective Victor record posters for window and showroom display that have been issued by the Victor Talking Machine Co. for some time past is that sent out a few days ago and bearing only the words: "Patriotic Victor Records. Come in and Hear Them." The poster is most striking as a timely work of art, showing in the foreground representa-



Patriotic Poster Featuring Victor Records
tives of the army and the navy, and in the distance the shipyard and the steel mill busy in war work. In the middle distance there appear a transport truck and a Red Cross ambulance, while overhead there flies an airplane. The accompanying illustration gives some slight idea of the artistic character of the poster, which is suitable not only for displays during the Fourth of July period, but at any time during the war. In issuing the poster the company emphasizes the fact that talking machine dealers have never had a greater opportunity to encourage the use of patriotic music in celebrating Independence Day.

The Columbia Graphophone Mfg. Co. has declared its regular quarterly dividend of 1 3/4 per cent. on common stock, payable July 1, to stockholders of record June 12.

INCREASE IN RECORD PRICES

Columbia Co. Announce List Prices of Their Records Will Go Up on August 1

The general sales department of the Columbia Graphophone Co. announced recently that effective on August 1, the list price of all Columbia records now listed at 75 cents will be increased to 85 cents. In a letter to the trade the Columbia Co. stated that the increase in the list price of the 75-cent record was occasioned by the tremendous advances in the cost of labor and the greatly increased freight rates on raw materials and record shipments.

In deciding to advance the list price of the 75-cent records the Columbia Co. carefully considered every detail of the industrial situation, with the idea of holding this increase in abeyance until absolutely necessary. The steady advance, however, in the freight rates and the increase in the cost of labor made the new prices absolutely imperative, but in order that Columbia dealers might be fully apprised of this decision and be guided accordingly in the conduct of their business, the announcement was made six weeks in advance of the date decided upon to increase prices.

BARS MAIL ORDER ADVERTISING

Everybody's Magazine Announces Such Advertising Will Be Refused After September

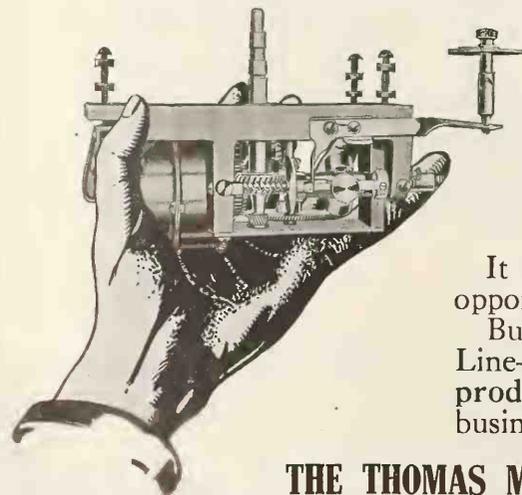
The latest magazine to come out against the publication of mail order advertising, with a view of protecting the interests of the local merchants throughout the country is Everybody's Magazine, which announces that all contracts for mail order advertising will be refused after the September issue. This new move follows the acquirement of Everybody's Magazine by the Butterick Publishing Co., New York. The Butterick house, it will be remembered, barred all mail order advertising from its three women's magazines, headed by the Delineator, over a year ago.

THREE FUNDAMENTAL PRINCIPLES

There are three fundamental principles in advertising; namely, be honest, be sensible, be industrious. Be honest, because every advertiser should remember that advertising doesn't create value, it merely tells of it. The value has to be in the article itself. Be sensible because the majority of people who read copy are endowed with good common sense. Be industrious because you have to keep everlastingly at it to succeed. People soon forget unless we keep advertising.—Hugh Chalmers.

Dayton Motors

Sold all over the world
Used in all high class
Talking Machines



They have won wonderful and enduring popularity and embody the silent running, reliable and durable features that delight the customer and satisfy the builder. The Dayton Motor is considered by manufacturers and users as being

The Best Built Motor in the World

It has made good in Thousands of machines. Give us an opportunity to prove it.

Build satisfaction into your products by using our Quality Line—Dayton Motors, Dayton Tone Arms, Dayton Reproducers. All styles and sizes. They will bring you more business and satisfy your customers. Write for full particulars.

THE THOMAS MFG. CO., 322 Bolt Street, DAYTON, OHIO, U. S. A.

NEW PATHEPHONE ART MODELS

Two Very Artistic Designs Along Old English Gothic Lines Being Introduced to the Trade

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has just announced the addition to its line of two art model Pathéphones, designed after the sixteenth century old English Gothic



Art Model Pathéphone No. 450 English Gothic period. Both of these instruments were exhibited recently at the music show in New York and attracted considerable attention from dealers and music-lovers.

One of these models is known as No. 1000 and will retail at \$1,000. This instrument is an exact replica of a remarkable antique cabinet that is on display at the Metropolitan Museum



Another 16th Century Gothic Art Model Pathéphone No. 1000 in New York City, and which is recognized as one of the few genuine specimens of sixteenth century old English Gothic furniture.

The other art model is known as Pathéphone model No. 450, and is a reproduction of a sixteenth century English Gothic side table. This model will retail at \$450. Both of these instruments embody the stately proportion, the massive strength and the symbolic hand-carved designs which characterize old English Gothic furniture and which have made this style of furniture the subject of admiration century after century.

The Pathé Frères Co. has advised its jobbers and dealers that only a few of these cabinets have been manufactured and, according to present plans, no more will be made, as the company intends that whoever purchases one of these art models will have an exclusive design in his home.

THOMAS MFG. CO.'S NEW CATALOG

Various Styles of Dayton Motors, Tone Arms and Reproducers Illustrated and Described in Attractive New Volume Just Issued

The Thomas Mfg. Co., Dayton, O., have just issued their new sixty-four-page No. 4 phonographs catalog, a volume that in the matter of illustrations, typography and the wide variety of talking machine accessories shown leaves little to be desired. Of course, the various types of the Thomas Co. Dayton motors, tone arms and reproducers are illustrated and described in detail, and this alone takes up many pages of the catalog. Not only are the complete motors shown, for instance, but there are complete dimension drawings of each motor, carefully marked, as well as special plates showing the dissembled parts of each motor. All the parts are carefully lettered so that they may be ordered separately for replacement and repair purposes.

The Dayton motor is shown in four styles, namely, 6, 9, 11 and 31, the first three with double spring, and the last with triple spring equipment. Full details of each motor are printed in connection with the illustrations. Of the Dayton tone arms there are shown types 1, 2, 3, 4 and 5. Each tone arm is shown in various positions for playing, the different types of records. One full page is given over to the Dayton reproducers and their various qualities; other pages to turntables, winding cranks, etc.

A particularly interesting section of the catalog is that devoted to phonograph instructions which include a wealth of information for the manufacturer and dealer regarding the assembling of phonographs, and the proper care of both machines and records. The instructions are carefully illustrated.

There is also much information for both manufacturers and dealers to be found in the pages devoted to motor essentials and the care of motors—information that should be read, and remembered by members of the industry because of its value and timeliness.

As an introduction to the catalog there is presented a most interesting summary of the origin and development of the phonograph. Of the Dayton products and the plant of the Thomas Mfg. Co. in which they are made there is also something said, and the "backbone" of the catalog is made up of a number of half-tone plates showing the plant of the company, as well as some excellent views of the various departments. These plates serve to give some

idea at least of the extent of the Thomas Mfg. Co.'s plant.

VICTOR CLUB FORMS SMOKE FUND

Members of the Victor Lunch Club at the factory in Camden have formed a Smoke Fund for the soldiers and are raising money by agreeing to abstain from smoking entirely each Monday and to contribute money thus saved to the fund. Any member caught smoking between midnight Sunday and midnight Monday is fined \$1, which fine also goes to the fund. It is said that several members have already found that it was worth \$1 to sneak a smoke during the forbidden twenty-four hours.

The Steinberg Piano Co., Augusta, Wis., has opened its new store in that city where they handle a full line of pianos, talking machines and music.

The
Scotford Tonearm
and
Superior Universal Reproducer

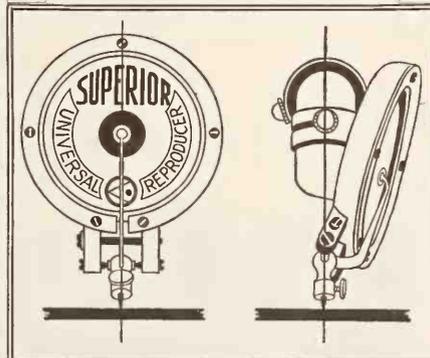
The Ideal
Combination

Plays All Makes of Records
as they should be played

Price of Sample Prepaid

Nickel, \$5.25 Gold, \$6.50

Adjusted for Cabinet
measuring 8 1/2 inches from center of Tonearm
base to center of Turntable shaft



Distinctive Features

The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records, and the needle retains same center in both positions.

Surface noise is less than with any other reproducer—surface scratchings being reduced to a minimum through perfect proportioning of the stylus construction, and placing the needle in the center of the groove at the correct angle.

The split construction of the frame and face ring of the Reproducer, together with the method of pivoting the stylus bar, and perfect insulation—effect a sensitive and free vibration—and prevent a pinched tone resulting at any time from natural contraction or expansion of the metal parts.

The reproduction is the mellow, natural quality of tone—absolutely getting away from the usual sharpness and metallic effect so noticeable in most reproducers. Sound waves act upon the same principle as light waves—they travel in a straight line until they meet some obstruction, from which they are deflected at right angles. The right angle turn at the back of the Scotford Tonearm causes less breaking up and confusion of the sound waves than occurs in the curved arm.

The connection between the Reproducer and Tonearm is perfectly insulated with a hard rubber bushing. Inside diameter of the Tonearm is correct to accommodate the volume obtained from the latest records.

The right-side turn for changing needle is handier than the old style turn-back, and when in position for the Hill-and-Dale records there is no interference with lowering the cabinet cover.

The lateral movement at the base is simple, free and permanently satisfactory. Inside there is no obstruction to interfere with passage of the sound waves. There are no loose balls in the bearings, therefore no buzzing noise can occur from the great vibration on high notes.



**Barnhart Brothers
& Spindler**

Monroe and Throop Streets—Chicago



“Music and the Great Out-doors”
—A sales-slogan that sells Grafonolas
—Are you making it work for you?

Columbia Graphophone Co.
NEW YORK

AEOLIAN-VOCALION RECORDS SHOWN IN WINDOW EXHIBIT PITTSBURGH DEALERS' LATEST MOVE

Unusually Artistic Window Display at Aeolian Hall, Together With Extensive Advertising Campaign, Helps to Introduce the New Aeolian-Vocalion Records to the Public

Coincident with the formal announcement of the new Aeolian-Vocalion record, together with the extensive advertising campaign introduced in the newspapers, the Aeolian Co. recently featured in its handsome show windows at Aeolian

some time past. This display is presented herewith, although the photograph hardly does justice to the beautiful color scheme that formed its basis.

The Aeolian Co. has, for many years, made a

Pittsburgh Talking Machine Dealers' Association Passes Resolution to Withhold Support From Enemy Language Newspapers

PITTSBURGH, PA., July 2.—The Pittsburgh Talking Machine Dealers' Association recently caused some stir in the trade by passing a resolution to “intern” all records by German artists, as well as records of German music for the period of the war, and has passed another resolution along patriotic lines, pledging its members to withhold all support of every kind from any publication printed in the language of any enemy country. The resolution reads:

Whereas, We believe the reading of newspapers and periodicals printed in the language of the nations allied against the United States in the present war tends to foster the speech, the traditions and the principles of those nations, and to that extent obstructs the education of our foreign-born population in the duties and privileges of American citizenship and the principles of true democracy; and

Whereas, We believe the publication, distribution and reading of such newspapers and periodicals throughout the United States should be discouraged and their patrons led to a study of the English language by making them dependent entirely upon English publications for all current information in print:

Be It Therefore Resolved, That the members of this association withdraw all advertising from publications printed in German or in the language of any other nation now or hereafter allied with Germany in the present war, and that copies of this resolution be supplied to the trade with the recommendation that similar action be taken in other communities.

JOINS PATHE TRAVELING STAFF

Marshall Brugman, formerly a member of the phonograph division of Thos. A. Edison, Inc., has been appointed a member of the traveling staff of the Pathé Frères Phonograph Co., Brooklyn, N. Y.



Artistic Window Featuring the New Aeolian-Vocalion Records

Hall one of the most artistic window displays that have been presented in the local trade for

specialty of unusual and decidedly original window displays, but during the past few months these windows have far out-distanced the displays of previous years in attractiveness, distinctiveness and sales appeal. F. W. Vreeland, of the Aeolian Co.'s advertising department, has been the directing spirit in the preparation of these displays, and his thorough knowledge of the basic principles of window dressing and the many years he spent in the study of art have enabled him to prepare displays that have won the hearty approval of the public and art critics.

The Vocalion Record window shown herewith conveyed an effective message that contributed materially to the remarkable success achieved by the Aeolian Co. during the first week of its Vocalion record demonstration. This record is gaining in popularity day by day, and has won commendation from musicians and music lovers,

EDISON MEN CELEBRATE FLAG DAY

With fitting ceremony, the employes of the Thomas A. Edison industries celebrated Flag Day by holding a regular community sing, giving the salute of the flag and pledge of allegiance and reciting the American's Creed.

Led by Ed Meeker and the Edison Employees' Band the assembled workers devoted the better part of the noon hour of June 14 singing the patriotic and popular song hits. T. J. Leonard, general sales manager of the musical phonograph division, delivered an inspiring, patriotic address, and the announcement was made that every Tuesday and Friday at 12.30 p. m. until further notice the Edison employes would gather in front of the laboratory for such a community sing.

“The Music Without the Blur!”

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA
“Built by Tone Specialists”

“Magnola's Tone Deflector eliminates the scratch”



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices Southern Wholesale Branch
 711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
 CHICAGO ATLANTA, GA.

DEALERS

Make Big Money

On Our Language Records

FRENCH, SPANISH
 ITALIAN, ETC.

ALSO

F.M.C. FRENCH
 MILITARY
 CONVERSATION



Cash in now on the

Language Phone Method

and Rosenthal's Practical Linguistry

It requires no scientific salesmanship to sell our records. The courses are so simply arranged that the demonstration satisfies the prospect. The French Military Course, 5 Double Discs, and Military Manual, (Retail \$10.00) is ideal for Army, Navy, Red Cross

Excellent Line for Summer Trade
 Send for Particulars

THE LANGUAGE PHONE METHOD

992 Putnam • 2 West 45th Street, - New York

The Victor Talking Machine Co. Sets Forth, Officially, Its Present Position

In view of the many rumors that have been circulated about the trade regarding the effect of the recent court decisions on the business of the Victor Co., and more particularly upon the present status of the company as a producing factor, owing to the handling of certain war work at the factory, the Victor Talking Machine Co. has issued the following official and interesting statement through the medium of the latest issue of the "Voice of the Victor":

"The times, as Shakespeare observed, are out of joint. Just as the great world about us has been driven by the war to face new conditions in social, economic and political life, so the particular business in which we are engaged has got to adjust itself to unprecedented events; but one of the results of this condition is that the Victor Talking Machine Co. has been the subject of many rumors. Some of these are hardly worthy of consideration, others again are so closely bound up with probabilities or possibilities that it is difficult either to deny or affirm them, but the real facts in the case are not such as to warrant any feeling of alarm to patriotic Americans.

"It has been rumored, for instance, that the Victor Talking Machine Co. is so busily engaged in Government work that it is about to give up making Victrolas in order to concentrate on records, or that it is almost out of shellac and cannot make records, etc. That the company is doing a certain amount of Government work is a fact; that it contemplates giving up the manufacture of Victrolas is untrue. For obvious reasons, we can give out no information as to the nature or extent of the work this company is doing for the Government, as such information could not fail to be of value to the

enemy. In such conditions, rumors are bound to flourish, and it is very hard to confute them with facts, since the facts themselves are not always available, and, as in the case mentioned, they are not ours to disclose.

"Many rumors have also arisen out of the recent legal decision in which the Victor Talking Machine Co. was concerned. The Victor business grew up under a system of fixed prices which was perfectly legal at the time it was established. Changes in the law made it necessary from time to time to alter the conditions under which Victrolas and Victor records were sold to the public. Recent legal decisions make it clear that the Victor Co. cannot proceed under the old fixed price systems, but the Victor Co. for some time has been making no effort to do so.

"Mr. Geissler's letter to the trade makes this matter perfectly clear. The recent court decision is the winding up of an old case based on methods which had long been discontinued. Obviously, then, any rumors that suggest or tend to suggest that the Victor Co. is to be 'dissolved' or put out of business are false.

"Over and above all these are many rumors due to the extraordinary conditions that arise just now as a result of labor shortage, transportation difficulties by land and sea, money values, coal shortage, difficulty in securing materials, the constant alteration of living conditions, and the thousand and one perplexities that occasionally baffle the most far-sighted management and are incident to all manufacturing industries.

"The moment the United States declared war this company placed itself at the service of the Government. Hundreds of our young men have left the factory and executive offices to take

part in war activities. These things have not deterred us from keeping things as normal as possible in abnormal times in the conduct of our business, and will not do so. We were compelled to reduce the issue of new records in an effort to overcome the shortage caused by a huge increase in our orders, and subsequently we were compelled to raise prices. But always in these varying conditions we have kept before us the desire to further the interests of the trade to the utmost.

"If, before giving credence to vague rumors, you will look back upon the actual facts of Victor progress under war conditions, you will at once realize there is no occasion to be alarmed. Whatever demands the Government makes upon us will be met, because there is only one purpose in American hearts to-day, and that is to win the war, cost what it may.

"This simply means that the Victor Talking Machine Co. is in business at the old stand in Camden, and, regardless of rumor, will maintain as closely as possible the same service as before the war. There will be no changes other than circumstances dictate, and any restrictions which the Government may place upon us will be imposed also on other manufacturers of like character.

"When any changes are made, the Victor trade will hear all that is to be heard from properly accredited sources.

"One overwhelming and incontrovertible fact testifying to the ever-increasing prestige and popularity of Victor products and their international use is, that orders on hand at the factory to-day are doubly as large on Victrolas and eight times greater on records than they were one year ago to-day—need any more be said?"

LONG CABINETS



No. 83

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

FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

CONSTRUCTION FINISH and ADAPTABILITY

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

That's why you should anticipate your wants **NOW**.



No. 79

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

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

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

ARTISTIC HEINEMAN CATALOG

Admirably Prepared Volume in Which the Heineman Motors of Quality Are Illustrated and Described Just Issued by Manufacturers

The Otto Heineman Phonograph Supply Co., New York, has just issued an artistic catalog featuring the Heineman "Motor of Quality." This catalog lists the various motors that comprise this company's line; each motor being featured on a full page with appropriate descriptions. On other pages are presented a detailed list of parts comprising the different motors, so that the manufacturers and dealers are afforded maximum convenience when ordering parts for the different types of motors.

There are seven different motors featured in this catalog, but accompanying the new publication was the following important notice regarding the Otto Heineman Co.'s co-operation with the Government in the restriction of its product: "Owing to conditions in the raw material market, due to the necessary Government work going on at this time, coupled with the scarcity of experienced labor, it has been deemed advisable to restrict our line of motors to certain types. We will supply motors No. 33, No. 77 and No. 44—this variety will cover the complete line of phonographs from small ones to the very best. By confining our production efforts in this manner we can assure our customer the very best service and deliveries."

The frontispiece of this new catalog presents a half dozen views taken at the Heineman factory in Elyria, O., including a bird's-eye view of the general factory, together with interior views which give a fair idea of the magnitude of this plant.

Following the descriptions of the various motors is an important section devoted to other products of this company, including Heineman tone arms and sound boxes, which have achieved country-wide success; tone arms and horn brackets and phonograph horns. Under the heading of "Care and Adjustment of Motors" valuable information is presented, accompanied by interesting diagrams that show at first hand just how maximum efficiency may be obtained in the use of Heineman motors.

The introduction to the catalog proper, signed by Otto Heineman, president of the company, reads in part as follows:

"In presenting this catalog to our customers and prospective phonograph manufacturers, we believe it will prove valuable and assist in the

selection of equipment best adapted to their requirements.

"Our factories and production have been increased many fold in the past years.

"The unsurpassed manufacturing facilities and organization have admitted of greater specialization of work in the various departments with corresponding improvement, refinement and uniformity of our product.

"As pioneers in the world's phonograph trade, Heineman motors have steadily maintained a leading position in the trade and we shall continue our efforts to manufacture always 'Motors of Quality.'

"New features are being designed constantly by our engineering and experimental laboratories and, when proven, are incorporated in the line of motors, so that the phonograph manufacturer can always feel that his machine will contain the latest design of mechanical equipment.

"Tone arms and sound boxes manufactured by this company are of the finest design and construction, manufactured from the highest grade of material. A representative stock of phonograph equipment is carried at our warehouses in cities where our branches are located."

CLEANING UP PAST DUE ACCOUNTS

Details of a Letter That Brought Good Results to One Merchant

Here is a letter that one merchant sent to those customers whose accounts were past due. It brought in better returns than any other letter he had ever sent out, says Clarence T. Hubbard in System, and because of this it may interest talking machine dealers:

For two days my wife has been after me to mail a letter and I just this minute got to it. Funny, isn't it! Two days to mail a simple little letter and here in this office I haven't been late for fifteen years.

I get my business letters out on time all right. But this letter "just sort of" kept slipping my mind. I felt awfully mean about it. Each morning I was determined to mail that envelope, but one thing and another bobbed up and pressed it out of my mind.

To-day I mailed it. I wrote a memorandum about it on the face of my watch so I wouldn't forget it. The deed is done and it is such a relief.

But I know what the trouble was—I was asked to do something out of the regular course. That's where we all fall down. There are so many things in the regular course of affairs that we forget these little things.

You've been hung up the same way, I know. That little bill you owe me—\$23.40, to be exact—has been crowded out of your mind because it was something out of your regular course of affairs.

Just take this letter as a memorandum, will you? Send me a check to-day and that sense of relief will be yours.

TALKING MACHINE DEALERS

—READ THIS—

"The finest and most delicate pieces of mechanism do not prove efficient unless properly lubricated. Skill, Genius, Invention and Workmanship must have the proper Oil. Stop and consider this when you have to buy an Oil for household use."

NYOIL
IS BEST

FOR ANY TALKING MACHINE



Being made in our Watch Oil Dept, the same care given in refining as in our "Watch Oil," as all gums and impurities are extracted, leaving it Colorless, Odorless and Stainless.

BEWARE OF SCENTED OILS

Machines will not clog if oiled with NYOIL. NYOIL is used by the U. S. Gov't in Army and Navy. A trial order will make a permanent customer of you.

Ladies use NYOIL for Sewing Machines, for it is stainless. Sportsmen find NYOIL best for Guns, for it keeps them from rusting.

NYOIL is put up in 1oz., 3 1/4 oz. and 8 oz. Bottles, and in Pint, Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers

WILLIAM F. NYE, New Bedford, Mass., U. S. A.

PORTFOLIO FOR USE OF SALESMEN

Prompted by the request of Columbia dealers the dealer service department of the Columbia Graphophone Co. has prepared a special leather-covered loose-leaf portfolio of original Grafonola photographs for the use of salesmen and canvassers connected with the dealers' sales



The Columbia Portfolio

forces. This portfolio has been made in a convenient pocket size. A semi-stiff leather cover with a gold embossed trade-mark and a pocket in the last inside cover for salesmen's papers make this portfolio a handy and convenient aid to salesmen and canvassers in conveying an intelligent idea of the attractiveness of the different Columbia Grafonolas. The semi-flexible cover protects the photograph, while the loose-leaf feature makes possible the change of individual model instrument photographs whenever necessary. The handy size makes it convenient for piano and furniture store collectors or solicitors to talk Grafonolas when making their daily rounds.

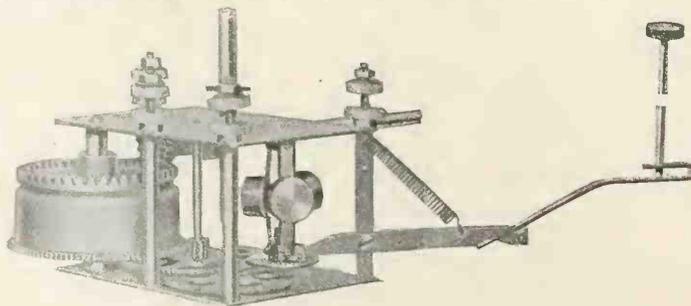
LAYTON BROS.' MEN ARE PATRIOTIC

George H. Brennand, who was formerly manager of the Ottawa branch of the R. S. Williams & Sons Co., Ltd., resigned a short while ago to take over the managership of the phonograph department of Layton Brothers at Montreal. Learning that a battalion was being formed in Montreal and that they were minus a phonograph, Mr. Brennand conceived a splendid idea of having the employes of Layton Brothers subscribe the necessary amount to buy a New Edison Army and Navy model. All the employes responded nobly to the request, the phonograph has been ordered and the presentation will be made very shortly with proper and fitting ceremony. Thanks to the efforts of Mr. Brennand, these Montreal soldiers will be able to have re-created music to cheer them on their journey to the battlefields of France.

In all things throughout the world, the man who looks for the crooked will see the crooked, and the man who looks for the straight will see the straight.—Ruskin.

MELOPHONE MOTOR

No. 1



No. 1

COMPLETE WITH 10-INCH TURN TABLE

Simple in construction, the most satisfactory and durable of all small motors.

Will play two ten-inch records with one winding.

Three years' successful record as the best single spring motor manufactured.

Immediate Deliveries Sample \$2.00

Write for Quantity Prices

Melophone Talking Machine Co.

380 Lafayette Street, New York



By these men we shall conquer!

The world must be made safe for democracy: Here are the men who will make it so.

The moral and spiritual forces that will carry us on to victory no man can measure. The books you send, the letters you write, the music the men have to enjoy—do not for one moment underestimate the weight they will throw into the final balance of success.

The pictures shown here are typical of the spirit of Uncle Sam. He has a song in his heart, a tune on his Yankee lips, and an iron resolve deep in his liberty-loving soul.

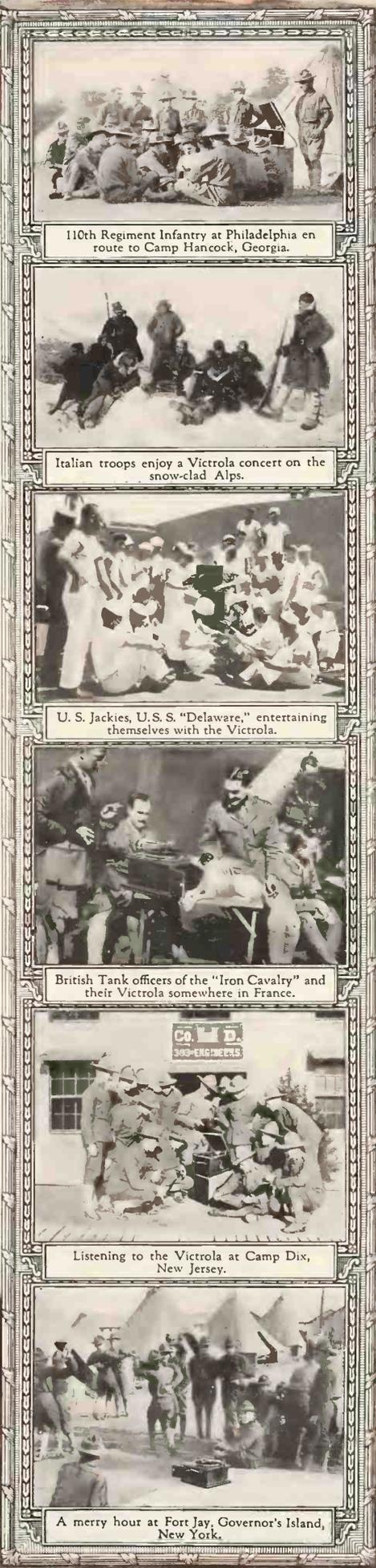
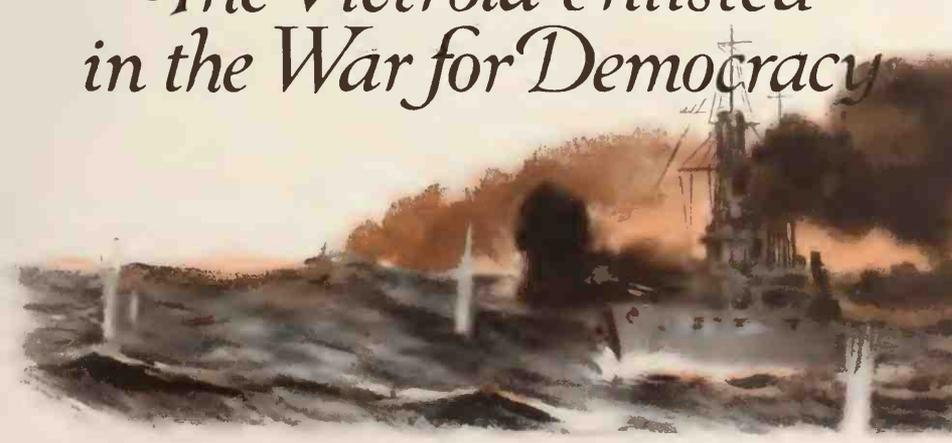
This company is proud that its products are a mighty Armament of Hope, cheering and strengthening the spirit of our fighting men.

In camp and trench, on transport and battleship, in hospital, church and cantonment, in the welfare houses of the Y. M. C. A., the K. of C., and the Y. M. H. A. the Victrola is the unflagging, and often the *only*, source of music and entertainment. It is so portable that it can be taken anywhere and *unaided* it gives forth the music and laughter of the world's greatest artists. The Victrola is teaching wireless and French to our Army and Navy. Victrolas and Victor Records are day and night advancing the cause of freedom on the battlefields of the entire world.

Every Victrola in the service of Uncle Sam is a source of actual war strength. Every Victor Record at the front is a winged messenger of victory, doing its humble, but by no means unimportant bit to vanquish the powers of darkness and make the world safe for democracy.

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

The Victrola enlisted in the War for Democracy



110th Regiment Infantry at Philadelphia en route to Camp Hancock, Georgia.



Italian troops enjoy a Victrola concert on the snow-clad Alps.



U. S. Jackies, U.S.S. "Delaware," entertaining themselves with the Victrola.



British Tank officers of the "Iron Cavalry" and their Victrola somewhere in France.



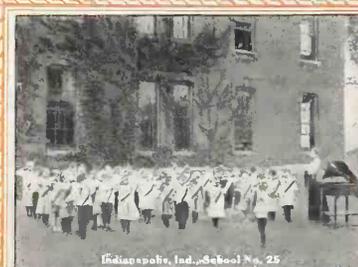
Listening to the Victrola at Camp Dix, New Jersey.



A merry hour at Fort Jay, Governor's Island, New York.

In times of war as in times of peace, the Victrola performs a mighty service to the Nation. This interesting and attractive Victor advertisement, which appears on the back covers, center spreads, and inside color pages of the Saturday Evening Post, Literary Digest, Every Week, Delineator, Designer, Woman's Magazine, People's Home Journal, and other magazines, shows and tells the important part the Victrola plays in the lives of our fighting forces. It makes the millions of readers of these publications familiar with the war-time necessity of the Victrola, and presents new opportunities to Victor retailers.

Moulding the American Citizen

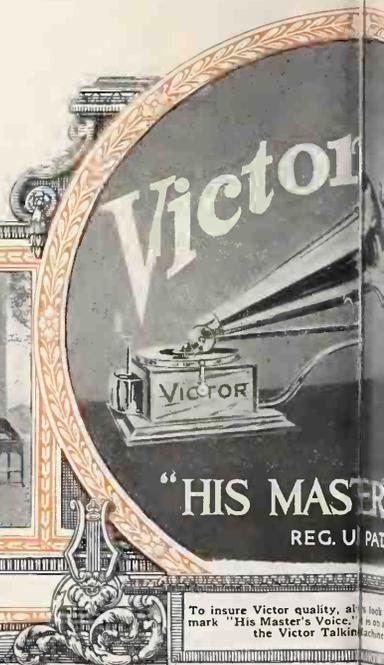


Victrola:

Before the advent of the Victrola, the public schools were seriously handicapped in the study of music. Now Caruso and Melba sing to the children in the dreariest and most remote of rural district schools. Now the coming generations of Americans—the future bulwark of the state—listen day in and day out to the piano of Paderewski, the violin of Mischa Elman, the sweet soprano of Alma Gluck, the golden tenor of John McCormack. They live in the ennobling atmosphere of the world's musical masterpieces, sung and played by the world's supreme artists. This priceless benefit has been bestowed upon them by the Victrola.

The Victrola is in daily use in the public schools of 6000 cities and towns. It is in the regular equipment of more than 25,000 public schools, urban and rural. It has become an indispensable auxiliary in the educational system of every state, from kindergarten to university.

Endorsed by the
foremost educators



Among the schools of our country the Victor is also doing a vast work in the education of Young America.

It is one of the greatest educational forces in the world today, and the advertisement similar to the above which appeared in the center spreads of the Saturday Evening Post and Literary Digest presented the fact in an interesting manner and attracted

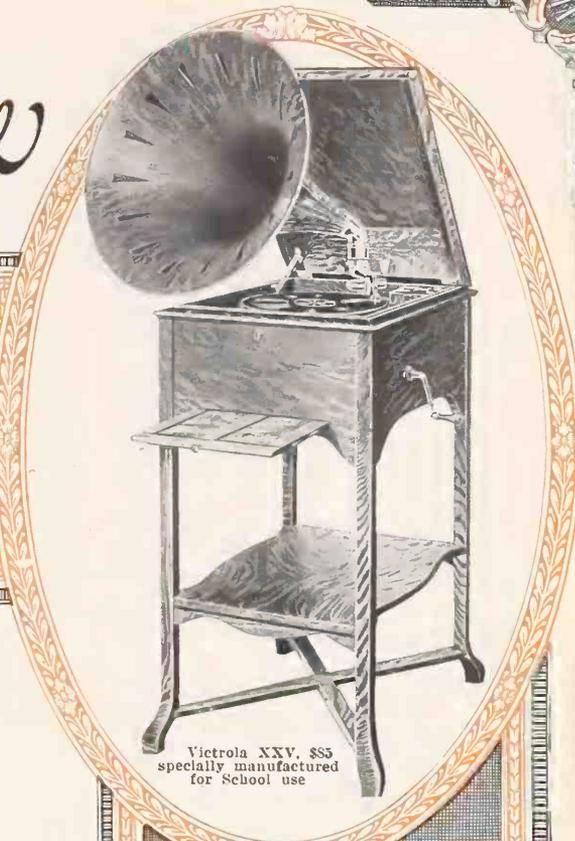
To insure Victor quality, always mark "His Master's Voice," the Victor Talking Machine Company.

zen of Tomorrow



Class in History of Music,
Western College for Women, Oxford, Ohio

Girls' Class in Rhythmic Expression,
Margaret Wilson Social Center, Grover Cleveland School,
Washington, D. C.



Victrola XXV, \$85
specially manufactured
for School use

Its great constructive service to the nation

The Victrola is performing an incalculable service in the teaching of our national patriotic music, the folk lore of the ages, the art treasures of all mankind. It is illuminating and vitalizing the study of history, literature and geography. It is teaching wireless telegraphy to our Army and Navy. It is teaching French to the soldiers of Uncle Sam. The Victrola is used in calisthenics, folk dances, rote songs, ear training, nature study, penmanship, typewriting, folk song, art songs, ballads, operatic and orchestral music, vocal training, and community singing. New and authoritative study courses are constantly being supplied by our large and expert Educational Department. The America of tomorrow will owe much to the Victrola.

Victor Talking Machine Co., Camden, N. J., U. S. A.
Berliner Gramophone Co., Montreal, Canadian Distributors



Typewriting with the Victrola,
Rutland Business College, Rutland, Vt.



The Victrola Insurance Rural School,
Kantaville, Ala.

Used in more than 25,000 public schools



HIS MASTER'S VOICE
Nipper
RECORDING OFF.



Joseph Hoffman School,
Cincinnati, Ohio



Calisthenics with the Victrola,
Waco, Texas



Maypole Dance,
Maybin School, New Orleans, La.

Look for the famous trade-mark on all genuine products of the Victor Talking Machine Company.

W.D.T.

the attention of the millions of readers throughout the country.

This phase of Victor usefulness is one in which every Victor retailer can take a hand with benefit to his community, and with profit and prestige to himself.



"HIS MASTER'S VOICE"

REG. U.S. PAT. OFF.

To insure Victor quality, always look for the famous trademark, "His Master's Voice." It is on all products of the Victor Talking Machine Company.



Victrola IV-A, \$22.50
Oak



Victrola VI-A, \$32.50
Oak

Victor Supremacy



Victrola VIII-A, \$50
Oak



Victrola IX-A, \$60
Mahogany or oak

Through its use in the army and navy as well as in home and school, through its study courses teaching French and wireless to our soldiers and sailors, the Victrola is constantly extending its field of usefulness to meet the needs of the times.



Victrola X-A, \$90
Mahogany or oak

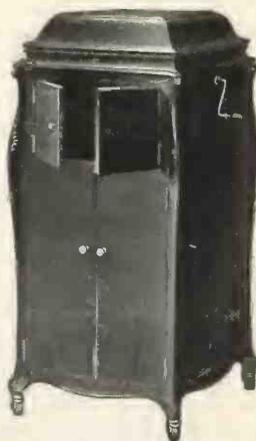


Victrola XI-A, \$115
Mahogany or oak

It is daily becoming a still greater asset to every Victor retailer.



Victrola XIV, \$175
Mahogany or oak



Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak



Victrola XVII, \$275
Victrola XVII, electric, \$332.50
Mahogany or oak

BUFFALO TALKING MACHINE MEN IN WAR STAMP DRIVE

Members of Trade Work Hard and Subscribe Generously—Draft Depleting Local Sales Staffs—Increased Street Car Fares Expected to Help Neighborhood Stores

BUFFALO, N. Y., July 5.—Unstinted effort and generous financial support to the great W. S. S. drive held here the last week in June was given by the Buffalo talking machine jobbers and dealers. The following committee covered the retail and jobbing houses, including all local music dealers:

C. N. Andrews, chairman; O. L. Neil, O. M. Kiess and William H. Daniels. The amount of the subscriptions collected by Mr. Andrews and his committee totaled \$15,055. The following each subscribed \$1,000 in the campaign: C. N. Andrews, individually; W. D. & C. N. Andrews, as a firm; William H. Daniels, individually; Denton, Cottier & Daniels, as a firm; Neal, Clark & Neal; O. M. Kiess, manager of the Columbia branch; Robert L. Loud, W. F. Gould and Arthur Erion. The talking machine dealers and jobbers responded enthusiastically and tangibly to the worthy cause. In this trade the sale of W. S. S. was considerably heavier than in several other lines of business.

W. S. S. pledge cards were signed by every employe of the Columbia branch. The action put this branch in the "100 per cent. subscription" class. D. M. Green, manager of the Columbia's record stock department, has enlisted in the navy. Fred Gaulin, repairman for this branch, has joined the colors and is at Camp Upton.

"Our business was hindered in June on account of the shortage of machines," said O. M. Kiess, manager of the Columbia branch. "Our stockroom is cleaned out of machines and we are oversold by \$30,000 to \$40,000 in the Buffalo territory."

William Herbert, salesman for W. D. & C. N. Andrews, has donned a uniform of the U. S. Army. He is at Camp Upton. F. P. Besser, a former employe of this firm, is a regimental sergeant major in the 106th Field Artillery.

The draft is depleting the sales forces of the local talking machine stores. The dealers expect still greater difficulties, when, it is said, the Government will require salesmen in the draft age to engage in some kind of war work. Young women, boys under the draft age and older men may soon be in demand at the stores.

S. C. Eigenbrod, manager of the talking machine department of the Brunswick-Balke-Collender Co., has returned from a two weeks' vacation.

The tendency towards the advance of fares on trolley and steam roads is likely to help the talking machine and record trade at the neighborhood stores in this territory. Rather than pay the higher fares, many will prefer to shop near home.

The donation of a Victrola and other equipment has been requested by the National League for Women's Service. The members have been given the task of fitting out three big rooms

in the technical high school as recreation and club quarters for the 1,100 soldiers who will be trained there in July and August.

Near the entrance to the talking machine department of J. N. Adam & Co. Lieutenant T. M. Minton, of the New York Naval Reserves, recently displayed the Minton collection of historical flags. The exhibition was free.

Posters showing a talking machine labeled "American Citizen Phonograph" are being displayed at the local stores. According to the picture, "You Can't Play That Record on This Machine," confronts an alien who tries to place in the machine a record entitled "Deutschland Ueber Alles."

"Gyp" dealers, who used to rent stores here for a short period and sell cheap talking ma-

chines and other musical instruments, have struck a snag. In the near future these transients will probably have to pay a special tax, make a report of gross sales to the city and file a surety bond.

Charles H. Utley, new Edison dealer, who died recently, left an estate of \$40,000 or more to his widow and son, Charles B. Utley.

The last week in June was the banner business week of the year for the Verbeck Musical Sales Co., Columbia and Delphon dealers.

The War Service Club, of the William Hanger Co., Victrola dealers, recently aided in the sale of War Savings and Thrift Stamps, by giving an outdoor entertainment.

Many Buffalonians who are living in cramped quarters on account of the shortage of flats and houses say they would be more interested in the purchase of the higher-priced talking machine if they could only find adequate homes. The Government is studying the housing problem, as it affects war workers in this territory.

CONTROLS FOURTEEN STORES

A. L. Bailey of St. Johnsbury, Vt., Has Establishments in Vermont, New Hampshire and New York States With Competent Managers

ST. JOHNSBURY, VT., July 6.—Reference was made in the correspondence from this city in last month's World to A. L. Bailey, the prominent piano dealer with headquarters in this city, who controls fourteen stores in Vermont, New Hampshire and New York, taking the agency for the Columbia line in this city, and some other of the Bailey stores. He has built up a very strong organization, having managers for all his stores, with the exception of Lancaster, Berlin and Colebrook, N. H., which are under the management of G. R. Magoon.

The addition of the Columbia line of talking machines and records to this large chain of stores is certainly an important move, which will tend to make this instrument known to a much larger clientele. Apart from his keen and active interest in the development of his music trade interests, Mr. Bailey is president of the Citizens' Savings Bank & Trust Co., of St. Johnsbury, and his views in financial, as in business matters are respected and esteemed.

PATHE DEMONSTRATION RECORD

Now Being Introduced That Should Excite Public Interest—Is Part of Advertising Campaign

The advertising department of the Pathé Frères Phonograph Co., Brooklyn, N. Y., advised the trade this week of the introduction of a Pathé demonstration record which is now ready for distribution. This is a twelve-inch double-face Pathé disc record, one side featuring a unique method of introducing the merits of Pathé reproduction of the human voice and musical instruments, and the reverse side contains a quartet selection which has won praise from musical experts.

This record will be furnished to the dealers on a basis which will enable them to offer it to the public at 25 cents, and an intensive advertising campaign is being prepared whereby Pathé dealers will be given every opportunity to feature this record to excellent advantage. Judging from the enthusiastic comments of Pathé representatives who have visited the executive offices the past week, this demonstration disc will prove an invaluable help in developing Pathé record business and demonstrating to the public that Pathé records can be played on any make of talking machine.

LANGUAGE PHONE METHOD POPULAR

Many New Dealers Are Featuring the Language Records and Co-operating in the Drive Being Carried On by the Company—Method Proving Particularly Valuable in Military Work

The Language Phone Method, 2 West Forty-fifth street, is making a big drive on their language records and the number of dealers that have co-operated in making it a success are steadily increasing. The dealers who have taken over the course have been stimulated by their success into further co-operation and many of them are featuring the courses in window displays. Among the New York dealers who recently had displays are G. Schirmer, Inc., The Ideal Music Shop and Herbert & Huesgen. These constitute the first series of displays and arrangements are now being made for others.

The Language Phone Method has been recommended by the Y. M. C. A. National War Work Council and is being used extensively throughout the military training camps. P. J. Doherty, sales manager of the Language Phone Method states: "It is proving a big seller for the dealers located near the training camps. Especially is this true in regards to the 'F. M. C.—French Military Conversation,' a short course for soldiers. It is popular with the men, and dealers in the localities in which the camps are situated."



CABINETS

We have cabinets to match all Victor Victrolas ready for immediate delivery.

Write us for Quotation

MAGIC-TONE STEEL NEEDLES



Prices Immediate Delivery Loud Tone

55c per thousand and in lots of 500,000 and up.

In lots of 100,000—60c per thousand
In lots of 10,000—65c per thousand

In paper envelopes or metal boxes

Anticipate your requirements and take advantage of present low prices.

I. DAVEGA, Jr., Inc.

Victor Factory Wholesalers

NEW YORK

125 West 125th Street

VICTROLAS—SUPPLIES—NEEDLES



Maybe a little local advertising would speed up sales on Vacation Grafonolas. We have some splendid Dealer Electrotypes. Want them?

Columbia Graphophone Co.
NEW YORK

EXPLOITS STRADIVARA PHONOGRAPH

Commercial and Sales Departments of Compton-Price Co. Now in Charge of Hugo Koch—A. O. Price Directing Technical Division—Individual Features of the Stradivara Machines

The Compton-Price Co., Coshocton, Ohio, have inaugurated a systematic and forceful campaign exploiting the Stradivara phonograph, which they have had on the market for some time, and for which they claim many superior features.

The commercial department, financing, sales and credits are now under the direct supervision of Hugo Koch, who has become well known in the talking machine trade through his connection with the industry as president of the Sahlstrom Corporation with stores in Portland, Ore., and San Francisco, Cal., who are successors to the Hudson Arms Co., a large sporting goods organization, which found handling the Stradivara so successful that a year ago the company was converted into a retail phonograph house exclusively. Mr. Koch, owing to his wide experience in merchandising phonographs, knows the requirements of the retail trade in every detail.

At the head of the technical department, and under whose supervision is the manufacturing of the Stradivara, is A. O. Price, well-known for his connection with the Compton-Price Co. for many years. Mr. Price has made a thorough study of the manufacturing of phonographs and his expert knowledge is reflected in the high-

grade workmanship which is to be found in the Stradivara.

The machines which this company offer range in retail price from \$60 to \$250, they having lately produced the Stradivara Grand in a very handsome art cabinet.

The Stradivara phonograph will play all makes of disc records, being equipped with an adjustable sound box. It is also equipped with a tone modifier, which may be utilized for the personal interpretation of a record, changing at will from the softest pianissimo effect to a full, loud tone. Another feature of the machine is an automatic stop which is simple in its construction as well as convenient.

The Stradivara tone arm is equipped with 100 steel ball-bearings, assuring a perfectly free travel of the needle across the record. It has no thumb-screws, but can be set in the desired position by a simple movement.

The company also makes a special point on the construction of the sound-board of the Stradivara, which they claim is constructed like the sound-board in a piano or a violin. The sound-board is made of spruce and great care is taken in its construction so that, according to a statement made by the company "it takes up the sound received, the over-tones so necessary to the natural reproducing of sound, augments them and adds life and color to each individual voice or instrument."

The cabinet work is of the very highest class, the best quality of veneers being used, and the highest class workmanship is found on the exterior as well as the interior. Each cabinet is equipped with a record filing device constituting vertical partitions, which are covered with a fine quality of green felt. In this way records may be ready at hand any time for use, easily found and kept free from dust.

The factory in which these machines are manufactured is one of the most up-to-date plants in the Middle West, and had been used exclusively for many years for the manufacture of pianos before the Stradivara phonograph was put on the market.

NEW VICTROLA PRICE CARDS

The Standard Talking Machine Co., Pittsburgh, Pa., Victor wholesalers, have just had prepared for the use of their dealers most attractive Victrola price cards for placing on top of machines on display. The cards have the style and price printed in yellow on a black ground, with the word "Victrola" standing out in rich red. They measure four by five inches and are supported by a stout easel on the back. The card is also provided with a looped string so that it may be suspended from the knob of the machine if desired.

ELECTRO-PLATING of PHONOGRAPH PARTS

AND MUSICAL INSTRUMENTS

Gold, Silver, Nickel and Antique Finishes

JOSEPH MUSANTE

168 CENTRE ST. Tel. Franklin 3053 NEW YORK

NEW HOFFAY REPRESENTATIVES

Prominent Concerns Secure Distributing Rights for Hoffay Talking Machine Co. Product—Two New Patents on Hoffay Sound Box

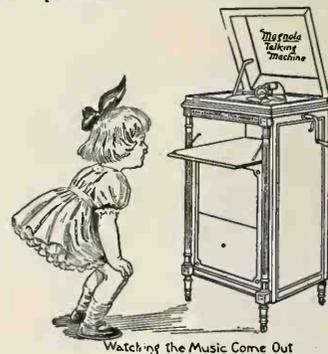
The Hoffay Talking Machine Co., Inc., have during the past few weeks closed negotiations with several firms for the distributing rights in their territories, and this, in addition to the large number of dealers who have in the present season been added to the Hoffay list of agents, has been very gratifying to Joseph Hoffay, president of the company. The demands for the Hoffay "Resurrectone" and the "Half-Fork-Tone," the patented sound box which the firm manufactures is constantly growing larger. Mr. Hoffay states while it is true that there are some manufacturers who are placing the above products on their instruments the largest demands are from dealers themselves who are making it a point to demonstrate the "Resurrectone" and "Half-Fork-Tone" on the machines they sell.

The Hoffay Talking Machine Co. have applied for two more patents on their sound box, and these together with those already allowed the company should add to the value of the Hoffay products, including the complete Hoffay machine.

The Jewish Welfare Building at Camp Upton has been equipped with a large size Victrola.

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices 1530 CANDLER BLDG. CHICAGO
Southern Wholesale Branch ATLANTA, GA.



DEALERS

Tell your customers how their phonographs may teach them a language by the

CORTINA Phone-Method

Increase your record sales by selling them Cortina language record sets. A timely set for which there has been a great demand is the Cortina Military French-English course.

Send for full information. Advertising matter and poster-hangers free.

Cortina Academy of Languages
12 East 46th Street :: New York

PHONOGRAPHS WITH THE ARMY

25,000 Sonora Portable Phonographs Now in Service With British Troops, Says the Binghamton Phonograph Co. in Interesting Article

Under the heading "Phonographs With the Army," the Binghamton Phonograph Co., Inc., Binghamton, N. Y., recently inserted in its local newspapers an interesting article that called attention to the many Sonora portable phonographs which are in use among the armies of the Allied nations. This company handles the Sonora line, and the article which is reproduced below conveyed a timely and effective message to the purchasing public:

"Over in the trenches and behind the lines phonographs are busily playing to entertain the soldiers in their off-duty hours. There's nothing like a familiar song from home to cheer a man up and make him forget the cold, and the wet, and the troubles and dangers which he encounters.

"Obviously, it is impossible to lug around big musical instruments when ammunition, food and supplies demand every cubic foot of space available. It is because of this that the portable phonographs are utilized so generally.

"The Sonora Phonograph Sales Co., of New York, recently reported that over 25,000 of the Sonora portable-type phonographs had been sold through their London representatives and were now in service with the British troops along the battle zone. This particular Portable Sonora is proving immensely popular, not only with the soldier and sailor boys, but with motorists, vacationists, owners of country homes, college boys and girls and all who enjoy good music, but can't transport a heavy machine.

"The little portable Sonora in its polished cowhide case looks like a small suit case and, though it plays beautifully all makes of disc records, all sizes, it weighs fifteen pounds complete. In the great war hospitals physicians find the phonograph invaluable. It cheers up the

DIRECTOR OF CONSERVATION TELLS OF CURTAILMENT

U. S. Fuel Administration Depending Upon Gentleman's Agreement With Talking Machine and Piano Manufacturers to Curtail Use of Fuel 30 Per Cent., He Says—No Mandatory Order

For the last couple of months, and, in fact, since it was announced that the manufacturers of pianos were to curtail their use of fuel and consequently, it was believed, their output by 30 per cent. there has been much discussion pro and con as to the status of the talking machine manufacturer in the eyes of the United States Fuel Administration. There are those who declared that no curtailment order existed. Others that Washington had requested a curtailment of 30 per cent., and still others who held no views but wanted to find out. There have been several meetings held of talking machine manufacturers, and committees selected by these manufacturers to discuss the question of curtailment of output, but no satisfying announcement has been made as to the findings in these meetings.

In order to set at rest the mind of the manufacturer who is in the dark as to whether or

not he should curtail his use of fuel or his output at the present time, The Talking Machine World took up the question with Hon. P. B. Noyes, Director of Conservation of the United States Fuel Administration, who stated officially:

"There is at this time no actual curtailment order directed against either the talking machine or piano industry. Both the manufacturers of talking machines and pianos have, however, agreed that they would curtail their use of fuel 30 per cent. In other words, this is in the nature of a gentleman's agreement, rather than a mandatory order."

In short, the director's statement means that the talking machine manufacturing trade is under a voluntary agreement to curtail the use of fuel 30 per cent., and the Government, relying upon the keeping of this agreement, has issued no direct order in the matter.

patients and in severe cases exercises a marvelous influence in aiding recovery. The patient helped by music frequently is out of the hospital a month earlier than he would be were he left in dismal quiet. The phonograph is indeed proving valuable in these trying times."

TALKING MACHINE EXPORTS

The Figures for April Presented—Exports Show Machines and Records Both Increase

WASHINGTON, D. C., July 3.—In the summary of exports and imports of the commerce of the United States for the month of April, 1918 (the latest period for which it has been compiled), which has just been issued, the following figures appear:

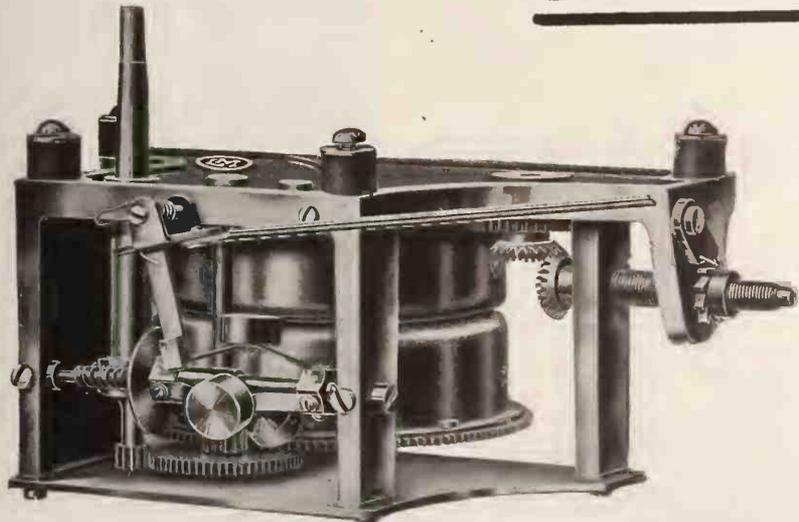
Talking machines to the number of 8,558, valued at 254,022 were exported in April, 1918, as compared with 6,460 talking machines, valued

at \$222,730, sent abroad in the same period of 1917. The total exports of records and supplies for April, 1918, were valued at \$177,973, as compared with \$127,435 in April, 1917. For the ten months' total 78,833 talking machines were exported, valued at \$2,168,752, in April, 1918, and 62,606 talking machines, valued at \$1,612,957, in 1917, while records and supplies, valued at \$1,653,390 were sent abroad during 1918, as against \$1,257,530 in 1917.

Earl Ford has been appointed receiver for the Lehman Furniture & Talking Machine Co., Huntsville, Ala., following the enlistment of Luther Lehman, manager of the company, in the navy, which left the house without an active head.

Many a young man just now begins to realize the opportunity to take that "trip abroad" about which he has been dreaming these many years.

The Leonard Markels BUTTERFLY MOTOR



The Leonard Markels Jewel Bearing Butterfly Motor

has revolutionized the motor industry. It is silent running and silent winding and represents the acme of perfection in motor construction.

This motor has achieved phenomenal success, and is being used exclusively by leading phonograph manufacturers in all parts of this country and Canada.

Write today for a copy of our New Butterfly folder

Specifications

- Beveled gear noiseless winding.
- New ratchet device that prevents clicking.
- Bakelite intermediate gear—absolutely silent.
- Plays seven 10-inch or five 12-inch records at one winding.
- Cast iron nicked frame.
- Powerful, durable, compact, accessible.
- Built especially for the highest-grade machines.
- Guaranteed in every minutest detail.

LEONARD MARKELS - 165 William St., New York

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., July 6.—Another month in the talking machine business has passed, and the first half of 1918 is only a memory. It has brought with it satisfaction, foreboding and regret. Satisfaction that it was not nearly as bad as it might have been in considering that we are in the midst of a war. It leaves in its path forebodings as to the future, which will keep the dealers on edge, as it has done during most of the six months past. And regrets that the manufacturers have found themselves in such a position that they have been unable to nearly supply the demand made upon them, thus relieving the dealers and jobbers of much profit that might have been theirs had they been able to get the goods.

In the securing of stock the month has been no better or no worse than the few preceding months. The promise for a great percentage of stock did not materialize. The dealers were able to get a portion of what they need, perhaps enough to satisfy and hold their customers, but with expenses rising at all times, and with the opportunity to meet them limited, there is no wonder that the dealers feel a little bit depressed at the outcome.

Report a Satisfactory Trade for June

H. A. Weymann & Son report that their talking machine business in June has been satisfactory, in spite of the shortness of stock. They are getting their full share, they believe, and have been able to keep their dealers in line, due to the fact that they started to look out for their interests months ago. By getting the dealers to order early they have kept them supplied in a way that some firms with less foresight have been unable to do. They could have done very much more business, both wholesale and retail, and yet they claim that they have no reason to complain. They have been compelled to work with a small force, many of their men having been ordered to the army for some months past, and during June two more men were taken, Arthur Appenzeller and George E. F. Hottel, of the retail department.

Removing to the New Home

The Penn Phonograph Co. are partly at their new home, 913 Arch street, and partly at their old home on Ninth street. All their machines are shipped from the new address and the rec-

TALKING MACHINE DEALERS

can greatly increase their profits without additional overhead expense, by selling the world-famous

Weymann "KEYSTONE STATE" Musical Instruments

a combination that has proved to be an instantaneous success.

Write for catalogue

H. A. WEYMANN & SON

**Victor
Wholesalers**

Manufacturers

**1108 Chestnut St.
Philadelphia, Pa.**

Established 1864

ord racks are being moved gradually in order that their business will not be handicapped. They are taking their time in moving, as there is no reason for hurry in any of the buildings. Their business last month was quite good, and it was ahead of June a year ago.

Expanding Cheney Representation

G. Dunbar Shewell, the representative in this section of the Cheney talking machine, is very well satisfied with the business he has been doing, and the agencies he has appointed in and near Philadelphia, as well as in Washington and Baltimore, cities included in his territory. Mr. Shewell was in Washington on Monday to close an important deal. He says that he has been

able to get his machines through in fine shape, and feels that he has been very fortunate in this respect.

Death of William A. Weymann

During the month William A. Weymann, who was in charge of the wholesale department of the Weymann store, and looked after the talk-



The Late William A. Weymann

ing machine end of the business, died suddenly at Atlantic City. He had not been in the best of health and had gone to the shore to recuperate, Mrs. Weymann accompanying him. After several days he had improved so rapidly that Mrs. Weymann returned to this city, and Mr. Weymann expected to remain several days longer. One morning, while strolling on the board walk, he was fatally stricken, and within a few hours he had expired. His death was a great shock to his family, as well as to a host of trade friends.

Mr. Weymann was forty-nine years of age and is survived by a widow, a daughter, Miss Helen Weymann, three sisters and two brothers,



HE reputation that the Penn Phonograph Co. attained in the past for efficient Victor Service is the Victor dealer's guarantee that he will get through the Penn organization the finest service possible under war conditions.

Penn Phonograph Co.

17 S. NINTH STREET

PHILADELPHIA

YOUR handicaps in both securing goods and in selling prompt us to make Buehn Service this summer more intensive than ever.

We also urge you to conserve physical energy in hot weather by doubling up your mail work. Use letters, supplements, mailing cards, and the telephone more liberally.

A most satisfactory summer sales volume will accumulate by selling more Victor records, particularly the higher priced numbers. Buehn Service is doing everything in its power for your interest.

THE LOUIS BUEHN COMPANY

PHILADELPHIA

BUEHN SERVICE ON VICTOR RECORDS

Harry W. Weymann, president and general manager of the company, and Albert C. Weymann, who is secretary and treasurer of the company.

It is hard for his many relatives and friends to realize that one whom they had been accustomed to see always in a cheerful mood and at all times ready to extend the hand of good fellowship should have been called away so suddenly. He was so kind and considerate and beloved by all that the trade will consider his untimely death as the loss of a very dear personal friend.

Conditions With Louis Buehn Co.

The Louis Buehn Co. report that their business—in its conditions—has been about the same in June as it had been in May. Machines and records have been coming through in about the same proportion in June as they did for the two months that preceded it. Mr. Buehn is now located at the shore with his family, their cottage being at Ocean City, N. J., where he will spend his week-ends.

Patriotic Grafonola Men

The Columbia Grafonola Shops report that they have had a very good business. Manager R. L. Perrett says: "We have only been stopped by the amount of goods we can get." The firm will care for all the men's accounts in connection with War Chest subscriptions, as will be noted in the following letter received by Manager Perrett from Horatio G. Lloyd, chairman, executive committee, of the War Welfare Council of this city, which explains itself:

"Dear Sir—I am this morning in receipt of your letter of the 1st inst., and on behalf of the committee wish to assure you of our appreciation of your willingness to keep up the War Chest pledges made by those in your employ in case they should enter Government service, or be obliged to accept other positions at reduced salaries. It is a fine thing to do and we will appreciate it. We have, of course, recognized this as one of the risks of the twelve months' pledge system, but all the members of

the committee believe that much more will be realized, even allowing for certain losses, than could have been done by insisting on one payment or having it spread over a very brief period. With the precedent established by you I think it is very likely that we will be able to get others to follow your splendid lead."

Mr. Perrett states that the firm's business in June was three times larger than it was in June of 1917.

Some Personal Items

Mr. Sowden, who for a considerable time has been connected with the talking machine department of the Gimbel store, has resigned to accept a similar position with the firm of Harry C. Kahn & Son, Eleventh and Filbert streets.

Miss Margaret Robinson has been added to the talking machine department of the Strawbridge & Clothier store. Walter Wilson, of the same department, is at present away on his vacation.

Closed Good June Business

The George D. Ornstein Co., Victor jobbers, tell of a satisfactory business, and the same is reported from the firms which they supply in their territory. They have been able to keep a fairly liberal supply of both machines and records on hand.

A. D. Proudfit, who is in charge of the talking machine department at the Presser store, and Mrs. Quinby, who is in charge at the Estey store, both report that they have been having a most satisfactory business, and are well satisfied with the amount of goods they have been able to obtain through the Ornstein Co. Mrs. Quinby has quite a force working for her, and she has introduced a number of innovations into the business which have had their effect.

Blake Has No Cause for Complaint

Manager Blake, of the Edison Shop, Eleventh and Walnut streets, says that June was a very good month—the best they ever had by about 60 per cent. "July looks good to us," added Mr. Blake. "We are getting a nice stock of records and machines are coming in in a satisfactory way, and we have all we need of the latter. We

are laying in our fall stock now. If it comes all summer as it came in June we will have no cause whatever to complain, but will be most grateful." Ralph Ziegler, one of the Blake sales force, has been drafted and left for duty on Wednesday of this week.

Edison Dealers Meet

The Edison dealers had their monthly meeting on Tuesday evening of this week, which included a banquet at the Bingham House. They talked over their advertising and other important matters. There were no set speeches. Charles Gardiner was over from the factory and made a short address, and another guest at the banquet was R. B. Cope, of the Girard Phonograph Co.

Substantial Pathé Orders Placed

The Pathé Shop report that substantial fall orders are coming in from their dealers, and that a vast majority of them are anticipating the fall shortage and are placing orders now for these records, many of them to the limit of the amount of money they can find to invest. They got in several carloads of machines last month and are not only in a condition to take care of all orders at this time, but believe that they will have a sufficient stock of Pathéphones to take care of these orders.

Manager Eckhardt has taken a cottage at Atlantic City for the summer, and has removed his family there. The Pathé exhibition machine is doing duty at present on the Garden Pier at Atlantic City.

Selecting Their Representatives

The Brunswick-Balke-Collender Co. have been going ahead in a most satisfactory way and booking many orders for immediate delivery. The retail business among the dealers has shown a little falling off in June, but they all report that business looks unusually bright for the fall. They have placed the Brunswick machine with quite a few new dealers in June, but they have been most careful in their selection, desiring only the most representative dealers. As the manager says: "We have lots of applications,

(Continued on page 40)

VAN VEEN "BED-SET" BOOTHS



Install your booths during the summer and be ready for holiday business

WRITE FOR A COPY OF OUR NEW CATALOG

Van Veen "Bed-Set" Sectional Booths can be erected as easily as a bed (no skilled labor required). Booths shipped on short notice *anywhere*. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound-proof construction. We design and build complete interiors. We also build record racks, which are described in our new catalog.

Arthur L. Van Veen & Co. 47 West 34th Street, New York
TELEPHONE - - - GREELEY 4749

TRADE NEWS FROM PHILADELPHIA (Continued from page 39)

but are taking only the very best, deeming it advisable to be careful as to whom we take. The firm will move the phonograph department to the second floor of the building, which they are fitting up in an extensive way in order to handle their rapidly-growing business."

Giving Good Service on Records

Manager R. J. Heath, of the Columbia Co. (wholesale), reports that their business has been remarkably good in June, and is still going along at a record-breaking pace. He says: "The Grafonola shipments are mighty scarce this month, due to embargo shipments, but we have been very fortunate in giving our dealers excellent service on records. Our record service has been remarkably good, due to the company's policy of advising the dealers beforehand

as to the advance in product, and many of the dealers have taken the opportunity to buy substantially in June of the smaller type Grafonolas, which advanced in price on July 1. Records will advance on August 1 and the dealers have been advised to this effect so that they may get in a supply before the advance actually takes place. This policy has met with the hearty approval of our dealers, making them feel that we are trying to watch out for their interests at all times."

John Neldine, who has been connected with the Columbia for a number of years in the wholesale department, has enlisted in the navy. C. B. O'Donnell, who has been in charge of the Columbia's record stock department, also enlisted in the navy in June.

F. K. Pennington, sales manager of the Columbia Co., was a recent visitor to his many friends in the local trade.

TRI-STATE ASSOCIATION DISCUSSES NATIONAL BODY

Believe That Local Organizations Should Act Together But Not Expand Beyond Present Confines
—Victor Dealers Pool Repair Work—Present Officers Continue to Officiate

St. Louis, Mo., July 5.—A good many inquiries have been received by the officers of the Tri-State Victor Dealers' Association from dealers over the country asking if the association could not be extended into a national organization. This matter has been discussed by the executive committee and the leaders in the local movement do not see their way clear to do this. They believe that the effectiveness of the association would be lost when its territory is extended beyond the distance at which dealers cannot easily come to two or three meetings a year. Already the membership of the Tri-State Association has been extended beyond expectations. The inquirers usually state they learned of the association's good work through the Talking Machine World.

But in making this decision, the local committee suggests that a national organization easily can be erected on the organization begun here by organizing a number of local associations in the chief trade centers where there is a jobber who is willing to undertake the work the Koerber-Brenner Music Co. has undertaken here. If a number of these organizations were formed, they could be nationalized by annual delegate meetings and in this way accomplish much good. But the leaders of the Tri-State Association believe that the most good from association work comes from the mingling of

the various members and the good feeling that results from social intercourse. They reason that a dealer will be much less apt to cut prices against a man with whom he has enjoyed a pleasant dinner than he would against a man concerning whom he knows nothing except reports carried to him by favor seeking customers. The social end is regarded as the chief feature.

An exceedingly successful meeting was held at the Century Boat Club the last week of June, and at this meeting a rough draft of a repair cost schedule was made. It will be completed and passed on to the members very soon. This

move naturally follows the change made recently whereby all Victor dealers gave up their mechanics and pooled their repair work in one shop, conducted by one of the best talking machine mechanics in this section. This move was made with a dual purpose, economy and the releasing of as many mechanics as possible for more necessary work. It has been known for many years that guarantees by dealers and charges for repairs were not uniform. The proposed schedule will define free service, fix a reasonable charge for all ordinary repairs and endeavor to have this practice made uniform. Under present conditions when dealers are entirely independent as to sales and are picking only those that they want to put on the books, it is believed that such a rule will be enforced.

There will be no further meetings of the association until September, at which time new officers will be elected. President A. B. Magoon and his staff were elected at the organization meeting as temporary officers and continued in office when the constitution was adopted, under the title of temporary officers. It is believed that the St. Louis trade district will be well organized under their direction by September, and then a general meeting will be planned to advance the work of the association still further. In the meantime President Magoon and the executive committee will hold weekly meetings, or oftener, if need be.

Chairman Ditzell, of the exchange department, says that this work already has transferred much dead stock from discard boxes to shelves where it will be readily sold. So far, this work has been confined almost entirely to records, but it has relieved some dealers of machines which were made to special order and then left on their hands.

PLEASED WITH PATHE PRODUCTS

The Pathé Frères Phonograph Co., Brooklyn, N. Y., recently received a very interesting letter from the Swanson & Nolan Supply Co., Pathé jobbers in Denver, Colo., referring to the splendid list of Pathé records that was issued in the August supplement. During the past few months the Pathé Frères Co. has received many letters from its jobbers reflecting enthusiasm and satisfaction with their products, and the following letter is a fair example of their spirit:

"August releases were received at this office this morning. To tell you what we think of this release in the usual way would be too mild. We can only say that if you keep this kind of stuff up we will have to draw on the United States Army for more help. Yours very truly, Swanson & Nolan Supply Co. (Signed) Earl D. Dryden."

HAPPINESS AND SERVICE

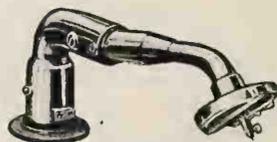
Happiness is a by-product. We can't buy it because it has no price. Some people try to purchase happiness by getting drunk; others build fine houses, and some travel around the world. But the goal is as elusive as the horizon. The main issue in life is service, and happiness is incidental to service.

The Marion County Board of Review has increased the tax valuation on the property of the Kipp Phonograph Co., Edison jobbers in Indianapolis, from \$25,000 to \$50,000.



THE REGINAPHONE

A phonograph of the highest grade with many exclusive features. The new Regina Sound-box is the greatest improvement in talking machines in years, reproducing all hill and dale and lateral cut records equally well, and in a manner unsurpassed.



Territory arrangements with active dealers. Send for particulars.

THE REGINA CO. 47 West 34th Street, NEW YORK
209 S. Wabash Ave., CHICAGO, ILL

Manufacturers of the Regina Music Box and other musical instruments for over 25 years.



SERVICE

It has a bigger meaning today than ever before. In every walk of life we hear its appeal. We offer to our dealers dependable co-operation which takes in every branch of economy.

If our line has not already been introduced into your salesroom NOW is the time for us to become acquainted.

Each Nightingale is equipped with a Stephenson Precision-Made Motor and a Scotford Tone Arm and reproducer. We guarantee it unconditionally for a period of two years against broken or defective parts.

The selection of a phonograph is a serious matter. You must give perfect satisfaction to your customer and at the same time assure yourself of an adequate profit. On both these points the NIGHTINGALE scores big.

Your inquiry will be regarded as an opportunity to make the word NIGHTINGALE have a larger and more important meaning to your selling force.

Harry B. Wolfer
President

Nightingale Mfg. Co.
422-426 North Armour St., Chicago, Ill.

SHORTAGE OF STOCK IN TWIN CITIES

Big Demand for Victrolas Can't Be Met—Sommers Co. Look for Better Pathé Shipments—Laurence Lucker Discusses the Situation

MINNEAPOLIS and ST. PAUL, MINN., July 8.—Many more talking machines could be sold in the Twin City territory than are now going out if the dealers could be supplied in accordance with their wants. But machines are not to be had, and that settles it.

George A. Mairs, head of the Victor department in W. J. Dyer & Bro., showed your correspondent a stack of letters the other day, beginning about as follows: "You may ship me at once ten Style X Victrolas" or "Please forward immediately six Style Q and six Style K." These men won't get anything except a polite note regretting that W. J. Dyer & Bro., although always attentive to the requests of their customers, are unable to supply their needs.

Harry J. Beach, who is one of the prominent men in the Victor forces, was in this vicinity last week to look over the stocks of W. J. Dyer & Bro., St. Paul, and the Beckwith-O'Neil Co. to ascertain for himself if the constant clamors for Victrolas were mere bear stories. He found the warerooms bare without any question, for there has been no chance to make any accumulation for a year.

Another big man, H. N. McMenimen, managing director of the Pathé Co., visited among the jobbers last week. He confessed to Jay H. Wheeler, manager of the phonograph department of the G. Sommers Co., that the company had not been treated any too generously, but promised to make some big shipments in the immediate future. Mr. Wheeler is doing an excellent business, much better than a year ago, but the trouble is that the orders are exhausting all his receipts and no reserve is being obtained for the inevitable rush of next fall.

"We know that the big rush is coming," said Mr. Wheeler, "and we are getting nervous already, for unless we get much heavier shipments

than of late we are going to disappoint our customers and lose some good business."

Shipments are coming fairly well for the Minnesota Phonograph Co. President Laurence H. Lucker understands fully that when grain and potatoes begin to move musical instruments will be sidetracked for indefinite periods and consequently he is straining every nerve to accumulate all the Edison phonographs he is able to lay his hands upon. He does not believe it will be possible to get any big shipments through after August 1. Mr. Lucker attended the meeting of Edison jobbers in New York last month and as usual found the gathering interesting and profitable.

SUGGEST GROUPING OF RECORDS

Talking Machine Dealers' Association of Buffalo at Recent Meeting Discuss and Act Upon Many Matters of General Interest to Trade

BUFFALO, N. Y., July 3.—At the last regular meeting of the Talking Machine Dealers' Association of Buffalo there was considerable discussion regarding ways and means for keeping mailing lists alive and up to date, and it was decided that dealers be requested to limit their mailing lists as much as possible. In the fall there will be taken up the question of sending out to all those on the mailing list a questionnaire in postcard form in order to ascertain the number who are anxious to receive the lists and other literature sent out by the dealers.

The secretary was instructed to write to the Victor Talking Machine Co. and present the following suggestions regarding the grouping of records:

1. That in grouping records in the catalog the numbers of the records be added. For instance, if one wishes to look up "Old-Time Ballads," or "Popular Songs," one must look up each song in order to get the number. In the case of "Marches" this has been done and is a great time-saver to the clerks and the public.
2. That the pages of the catalog be numbered,

ILSLEY'S GRAPHITE PHONT SPRING LUBRICANO

Ilseley's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Write for special proposition to Jobbers.
MANUFACTURED BY
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York
Established 1853

thus aiding the clerk to tell a customer just where to find a record.

3. That the German titles of records be changed into English both on the record and in the catalog as far as possible, and that they be cross-indexed in the catalog so that the German title would simply refer to the English title, for instance, under "Traumerei" see "Dreaming."

It was suggested at the meeting that the secretaries of the various associations of talking machine dealers throughout the country keep in touch with each other and exchange reports on actions taken at the various meetings in order to bring about closer co-operation between the organizations.

MAKING EXTENDED TRIP WEST

H. F. Thornell, General Sales Manager of Wilson-Laird Phonograph Co., Calling on Trade in West and Canada—Doing Well With the Phono-Lite and Other Specialties

H. F. Thornell, general sales manager of the Wilson-Laird Phonograph Co., New York, sole distributor for the Bliss reproducer, left New York the first of the month for an extended trip, which will include a visit to the leading cities in the Middle West, and also a call upon the trade in Canada. Mr. Thornell expects to spend most of his time on this trip with manufacturers and jobbers, and in view of the fact that many inquiries have been received the past few weeks regarding the use of the Bliss reproducer, he expects to close several important deals before returning to New York.

The Wilson-Laird Phonograph Co. has also made arrangements whereby it has become the distributor for two successful lighting devices; one of these being known as the Phono-Lite, and the other as the Disc-Lite. Both of these lights have proven very successful since their introduction to the trade, and Mr. Thornell expects to establish several distributing connections for these products upon his present trip.

A recent department inaugurated by this company in order to co-operate with the users of the Bliss reproducer is known as the "service department," and this department will aim to assist the manufacturers using the Bliss reproducer along practical lines. This department will be under the general supervision of Mr. Thornell, whose many years' experience in the talking machine industry will doubtless be reflected in the service rendered the manufacturers.

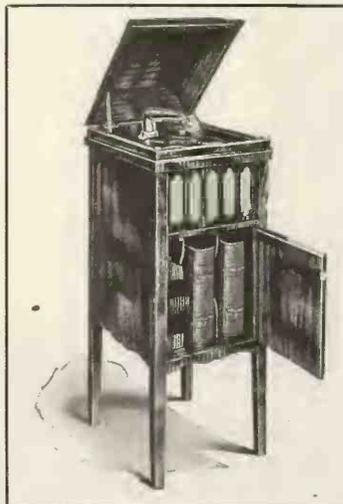
J. NEWCOMB BLACKMAN HONORED

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York. Victor wholesalers, has been elected a member of the executive committee of the American Fair Trade League, one of the most prominent business organizations in the country. Mr. Blackman was previously a member of the advisory committee of the league, and has been an active worker in behalf of the interests of this organization. The executive committee of the American Fair Trade League comprises some of the most successful members of the industrial world, one of its members being Louis F. Geissler, general manager of the Victor Talking Machine Co.

JOINS U. S. MARINES

Alfred C. Randolph, who has been associated with the local wholesale branch of the Columbia Graphophone Co. for the past six years, is now a member of the 157th Company of the U. S. Marines, and is stationed at present at Paris Island, S. C.

The Perfect Tone
OPEROLO
For Every Home



MODEL "F"

Distributors
**Wall-Kane
Needles**

Distributors
**Lyric
Records**

40 inches high

18 inches deep

15 inches wide

RETAIL \$45

Write for Special Discounts of ALL our Models

Immediate Deliveries in Any Quantity

OPEROLO-PHONOGRAPH COMPANY

54 W. Lafayette Blvd.

Detroit, Mich.

Advantages of Street Car Advertising Outlined for the Benefit of the Dealer :: :: By W. Leroy Marshall

Advertising Dep't Victor Co.

"My very best salesmen, young men that I had trained for years, joined the colors. Yes, certainly, I was glad they signed up with Uncle Sam—I encouraged them, but later I found it necessary to advertise immediately for men to replace my experienced salesmen temporarily. The labor market had apparently gone dry. Then I realized that energetic, experienced sales-

ing basis." Our Uncle Sam comes first, but downhill business won't help win the war. Thrift and prosperity will.

Of all the better-known forms of publicity, street car advertising is perhaps one of the most effective methods of reaching the greatest number of people at a minimum of expense. No one will deny that our national advertising is

far reaching and influential, yet there is a gap that every Victor merchant should fill. While we can and do create the demand, you can with profit to yourself inform the people of your community that you stand ready to serve them. Years ago we concluded to assume a considerable portion of the expense of local street car advertising. Our share is

to supply attractive cards, beautifully printed or lithographed in four or more brilliant colors. Furthermore, we imprint your name and address on as many cards as you contract to use. Right now we have in stock sixteen different styles, each particular style carrying a convincing message, readable at a single glance, a message that

couples your name with our national advertising, designed to catch the eye of prospective customers when they are in a most favorable position. Conditions favor in the highest degree the enterprising merchant who realizes the possibilities of advertising to the passengers on street railways very often confronted with a long, uninteresting ride with nothing to occupy their immediate attention. Furthermore, they may intend to shop in your very neighborhood, yes, even in the store next door to you.

If you prefer to determine for yourself the value of street car advertising, start in on a small scale, probably beginning with those cars that pass your store or within a few blocks of your store. The cost in practically every case is relatively small as compared to the number of people that will read your

advertisement day by day. Street car advertising will back up the efforts of your sales organization as well as fill in the breach created by the shortage of efficient salesmen.

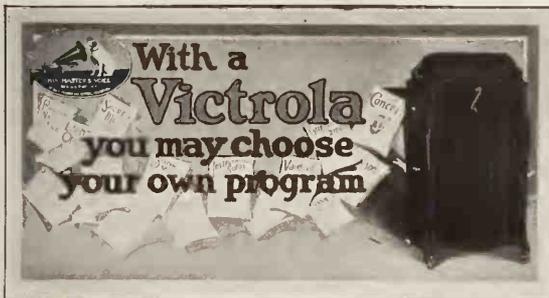
A postal card will bring you samples and suggestions, if you desire. If you want blank cards for your show window, they may be secured from the wholesaler. Imprinted cards may be



The Appeal to the Church-Goer

men were becoming increasingly difficult to secure.

"To increase my local advertising seemed the only possible way to fill in the breach. Yes, it paid. While it's not business 'better than usual,' it's business on a most satisfactory 'paying basis.' Your street car cards helped me



For the Interest of the Music Lover

when I needed help, and I shall continue to use them."

The foregoing by an enterprising Victor merchant prompts us to bring to your attention the value of street car advertising in order that you may keep your business on the same "pay-



The Argument for the Summer Hostess

ordered direct from the Victor Co. This is in very truth the age of advertising and talking machine men must not lag behind."

MUSIC FOR THE ITALIANS

American Red Cross Places Orders So That Music May Play Its Part on the Italian Front

Finding that twenty-five out of every hundred Italian soldiers stopping at the rolling canteens of the American Red Cross along the Italian front are able to play some instrument, Lieutenant McKay, in charge, has ordered a number of mandolins and guitars. From volunteers he has organized an orchestra to entertain the two thousand to twenty-five hundred men who daily enjoy bread, jam, hot coffee and cigarettes at the canteen. The personnel of the orchestra changes as the men come and go to the front. The talking machine, which plays when the orchestra is not on duty, has proved so popular that it will be loaded on a mule and sent to outlying batteries along the Italian front.

The Automatic Entertainers Corp., of Manhattan, was incorporated at Albany this week, for the purpose of conducting a phonograph business. Capital \$25,000. Those interested are P. J. Donohue, W. J. Kelly and W. J. Peavey.



Reproducer

The New Phonograph Phon d'Amour

The New Wonder

Our patented diaphragm and reproducer give that clean, clear, snappy, mellow tone. There is no mushiness, no sharp or tinny sound. Our reproducer is suited for every purpose. It is adapted for brass band, popular song work, for violin and piano solos and for operatic sopranos, taking the high notes with such clearness and distinctness that it is the marvel of musicians and singers of renown.



Copyright, 1917, by The Fritsch Phonograph Co. Trade Mark

THE FRITZSCH PHONOGRAPH COMPANY

228-230 West 7th Street

CINCINNATI, OHIO



CLOSED

**Convenient—Compact—
Solid—Knock-proof—
Weather-proof**

Strong fibre case coated inside and out with water-proof varnish. Army Green color.

List Price \$65

No Needles to Change

The Pathé Sapphire Ball takes the place of needles. It need not be changed.

Long Life to Records

The Pathé Sapphire Ball cannot possibly cut, grind, rip or mar the record's surface.

The Pathe Controla

With the Pathé Controla you may increase or decrease the tonal volume of the Pathé Phonograph at will.

Plays All Records

Each Pathé Phonograph plays not only Pathé Records, but all other makes of disc records, and plays them perfectly.



MURATORE—Exclusive Pathé Artist

Here it is!—

the New

Pathé



Army and Navy Model

The newest portable model of the Pathé Phonograph.

The only Phonograph ready just as it stands to ship or take into an automobile. No packing to bother with at all. Just let down the cover and lock.

The first—the *only* Phonograph *entirely* suitable to sell those who want a phonograph for

- Travel or Vacation—Camp Use.
- Soldiers in Camp and Trenches.
- Sailors in Barracks or on Board Ship.

Write for Pathé Dealer Proposition.

Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, New York

Pathé Frères Phonograph Co. of Canada, Ltd., Toronto

Pathe



Records

Some of the New Pathe Records

| | | | | | |
|-------|---|--------|--|--|--------|
| 20385 | HAWAIIAN NIGHTS—Waltzes. Louise and Ferera Hawaiian Orchestra. | 10-in. | | | |
| | SOMEWHERE IN HAWAII. Louise and Ferera Hawaiian Orchestra. | 75c. | | | |
| 20388 | WON'T YOU BE A DEAR, DEAR DADDY? The Farber Girls. | 10-in. | | | |
| | THEY WERE ALL OUT OF STEP BUT JIM. Constance Farber, Contralto. | 75c. | | | |
| 20391 | WE STOPPED THEM AT THE MARNE. Arthur Fields and Invincible Four. | 10-in. | | | |
| | IF HE CAN FIGHT LIKE HE CAN LOVE, GOOD-NIGHT GERMANY! Arthur Fields, Baritone. | 75c. | | | |
| 20392 | THOSE DRAFTIN' BLUES. Arthur Collins, Baritone. | 10-in. | | | |
| | IF YOU'RE CRAZY ABOUT THE WOMEN, YOU'RE NOT CRAZY AT ALL. Joe Remington, Baritone. | 75c. | | | |
| 20393 | YOUR LIPS ARE NO MAN'S LAND BUT MINE. Campbell and Burr. | 10-in. | | | |
| | OUR COUNTRY'S IN IT NOW. Invincible Four (Male Quartet). | 75c. | | | |
| 29207 | MILITARY WALTZ. American Republic Band. | | | | |
| | WHILE THE INCENSE IS BURNING (Medley Fox-trot). Intro.: "Rose Room Fox-trot." American Republic Band. | 12-in. | | | \$1.00 |
| 29208 | TEN LITTLE BRIDESMAIDS. Jack Norworth, Baritone. | | | | |
| | I STOPPED, AND I LOOKED, AND I LISTENED! Jack Norworth, Baritone. | 12-in. | | | \$1.00 |
| 25016 | THERE'S A LONG, LONG TRAIL. Percy Hemus and His Buddy Boys. | 10-in. | | | |
| | KHAKI SAMMY. Percy Hemus, Baritone. | \$1.00 | | | |
| 71002 | OH! LOOK! Medley Fox-trot. Intro.: "Typical Topical Tunes," "A Kiss For Cinderella," "I'm Always Chasing Rainbows." American Republic Band. | | | | |
| | SWEET LITTLE BUTTERCUP Medley One-step. Intro.: "Cleopatra" from "Sinbad." American Republic Band. | 14-in. | | | \$1.25 |

Summer

Everybody stocking up on popular records.

Buying the *most* of the Dealer with the most, newest popular hits.

Run your eye over the partial list of Pathe's "newest."

Right! You certainly should write to

Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, New York

Pathé Frères Phonograph Co. of Canada, Ltd., Toronto



Claudia Muzio

Exclusive Pathe Artist

BLUE DEVILS ENTERTAINED AT EDISON LABORATORIES

Famous French Soldiers Spend Enjoyable Day as Guests of Thomas A. Edison and Mrs. Edison—Presented With Army and Navy Model Edison Phonograph—Mrs. Edison Host at Luncheon

Monday morning, June 17, the employes of Thomas A. Edison, Inc., Orange, N. J., were thrilled with the news that a number of the Blue Devils of France would pay a visit to the Edison

ranks, marched out of the laboratory and around to a specially-constructed platform to receive the cheers of the Edison workers.

They were introduced by Mr. Meadowcroft, Mr. Edison's assistant, and then Sergeant P. A. Sernet delivered a very appropriate speech, emphasizing the love of France for America, saying in part: "We men of France are aware of how much America loves our country. You people in America can have no idea of how France loves America." The cheers that greeted this remark left no doubt in the hearts or minds of these gallant fighters of America's love for France.

Master Lester Steel, an American boy of

Banner," led by the Edison band. A few more pictures were taken and then came an unexpected and delightful surprise. The Blue Devils sang one of their own battle songs, which aroused tremendous enthusiasm.

Through a densely packed crowd the Chasseurs Alpines worked their way to the waiting automobiles and were driven to Mr. Edison's home, where Mrs. Edison and members of the Women's Club of the Oranges acted as hostesses. Lunch was served on the broad green lawns; and while the soldiers of France enjoyed the famous hospitality of Llewellyn Park, the Edison Choral Society and Edison band furnished the music.

After luncheon the party returned to the storage battery building, and under the guidance of R. A. Bachman inspected the plant from roof to cellar. These soldiers know the need of storage batteries and Edison storage batteries



Characteristic Pose of Mr. Edison

Mr. Meadowcroft, His Chief Assistant, Is Explaining What Is Desired of the "Wizard" laboratories. About 12 o'clock they arrived in automobiles driven by members of the Newark and Orange National League for Women's Service.

As these French heroes entered the gates of the old red laboratory building at Lakeside avenue and Valley road Mr. Edison appeared to personally welcome them. Each member was introduced to Mr. Edison, who presented them with an Army and Navy model and a choice selection of the new Velvet Surface Re-Creations. When these fighters return to their beloved France they will carry with them this pleasant reminder of one of the greatest Americans they have met on their visit to America.

After a number of pictures had been taken and the Mutual film man had ground out a few hundred feet of film, the Chasseurs formed



Mr. and Mrs. Edison and the Army and Navy Model Phonograph Presented to the Blue Devils

French parentage, then sang "La Marseillaise," and the crowd answered with the "Star Spangled

are well known to them. Sergeant Sernet was prevailed upon to say a few words to the workers and responded as follows:

"You soldiers of the factory, we soldiers of France greet you. This war will be won by the country who has the most men, guns, ammunition and airplanes. Particularly airplanes.

"Your job here is as noble as the soldier's. You are doing a wonderful work for your country and the Allies by your hard work. The results of your labors are absolutely needed by the men at the front. The soldiers are waiting for you—waiting for your work.

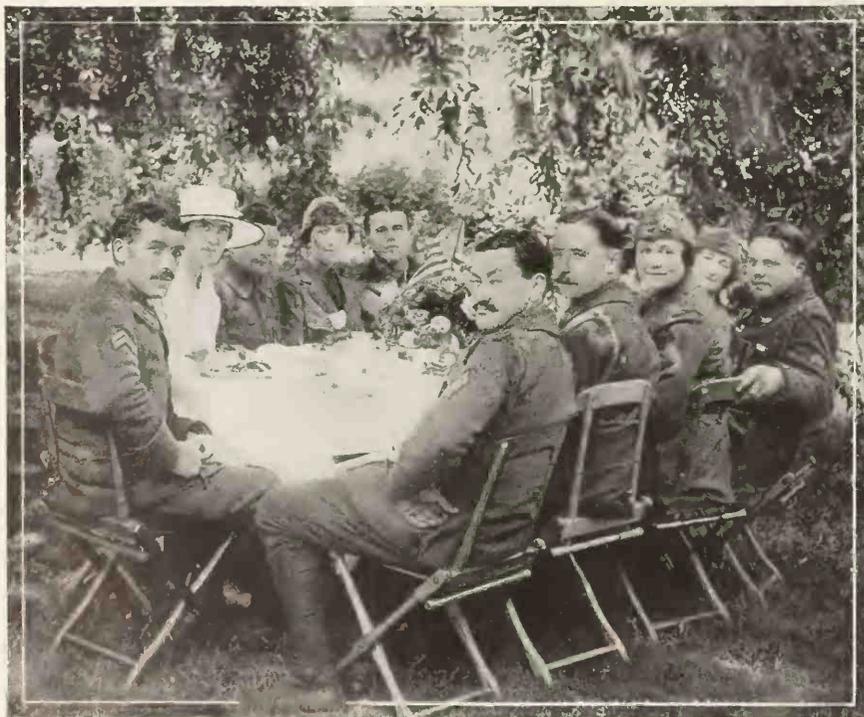
"You have been informed of the impossibility of successful warfare without aviation. Every commander, before he attacks, must know all possible about what is happening with the enemy, how he is situated and the ground to be fought over. The aviators furnish this information. What you are doing here will build up aviation and aid materially in winning the war.

"If airplanes are the eyes of the army, then you are the optical nerves.

"I was amazed to learn to-day that during the first six months of the war there were 2,500 strikes in America. The war can never be won if the country is divided this way. You must all work together.

"In my travels around I have been surprised, and at times grieved, by the vast amount of material lying around and the delays. The best message I can leave for you is 'speed up.' Forget your differences, bend all your energies toward winning the war and win we shall."

After each of the Blue Devils had signed Mrs. Edison's guest book, they were driven back to New York.



One of Many Groups of "Blue Devils" Guests of Mrs. Edison at Luncheon at Llewellyn Park

SHEDDING A LITTLE SUNSHINE INTO A GLOOM RETORT

How a Wise Kid Gets Hep to a Talking Machine Problem and Takes the Morgue Out of Mortgage—Feeding Classic Acorns to the Musical Nuts and Making Them Like It—Likewise Sticking the Indian Sign on the Pessimist—Get Jerry to This Stuff, It's the Right "Talker" Dope

A couple of months ago there was a gink in a small burg in the East who kidded himself that he was a talking machine dealer, but who, when it came to the low down, was simply an apostle of gloom hanging out in a store stocked with machines and records and with his John Hancock over the door. For a live guy to stroll into this bird's headquarters even on a sunny day was like stepping into the morgue after a catastrophe. He cried so much over hard times and war conditions that the dampness rusted the springs on the machines and even streaked the wall paper. To hear him tell it, the world in general, and the talking machine business in particular, was tougher than a pawnbroker's heart. Naturally the kale ran low in the till. It was a case of all going out and nothing coming in. Talking machine owners who wanted to go to funerals preferred to enjoy the ride in a hack rather than to listen to the old boy cry and, therefore, bought their records somewhere else, where the purveyor managed to smile a little even if it hurt.

With no trade to encourage his agony, this near dealer amused himself by counting up his machines and trying to figure out how long they would keep him in business. Then he would look at his stock of popular records and throw a spasm that would keep him in despair for the rest of the day. Every time the mail man came he got an attack of blind staggers, for whenever he sent off an order for a case full of nice pretty new records, all he got in return was a little package of discs by mail that looked about the size of a chorus girl's wardrobe. After every delivery of mail, the only thing that kept the old bird from pulling a finale via the gas route was because the meter was locked and he used electricity to light his store. The result was that his upper structure went blooey

and he was carted away lying down in a pretty black wagon labeled "ambulance."

Naturally the wife had to eat and bring up the family, so the only thing to do was to hire a clerk until the business was wound up, or the old man again returned and completed the wreck. The error was checked up in the old lady's batting average when she happened to hire a youthful proposition who still had some pep in him. He still had a few weeks to work before the draft got him, and didn't care where he hung his hat. The new man took one look at the store and began to cry himself, more in sorrow than in anger. Then having nothing else to do he polished up the machines, took a shovel and scraped the window to let the light in, and mowed the floor. After much effort the store lost its air of antiquity.

Still having a little leisure on his hands, the kid slips on a few records to entertain himself and dissipate the gloom. A swell frail blowing by the store falls for the high brow stuff, and saunters in to find out whence comes the melody. She slips the kid the info and it's the record she's been looking for for yea these many moons and demands another set-up of the same. The answer is that she hits the sidewalk ten seeds shy, but with eight slabs of symphonies under her wing. The kid tries the cash register but it's jammed. He hides the money and rings up the sale the next day after he has soaked the keys in crude oil. The shock of having real money in it knocked four of the cash register's keys out of commission.

The kid is musical. He grabs off the classic stuff inside, because he gets sick of the jazz stuff outside the store. By and by other musical nuts blow in and get their fill of the music that made the foreigners famous. The kid had to order more records, and not a popular one

on the list, and the wholesaler was so surprised he forgot to ask for the mazuma. The first frail breezes in again with a lot of new Janes and a couple of jobbies whose chief labor consists of working the old man's check book. In about three weeks the kid was being asked out to tea and to give his advice on musical subjects. He was there with both feet and a tongue and copped off all the business there was. The kind of records he was selling was the kind that could be bought from the wholesaler any time without trouble, and the orders came through 98 per cent. clean without a slip up.

The machines started to wiggle their castors and move out and the old lady started sniffing gasoline, so she could get used to the bus she was going to buy when a little more money came in, and leave it to the kid to get his while the getting was good. He picked up some info from the trade sheets and the company's dope book and was heeled for bear. He was wise to the fact that he could sell the records he had and could get, and need not waste his time on the jazz stuff that was away below par to keep going. In short, he turned the joint upside down and kept it as crowded with class as the tango parlor on the Avenue.

Finally the old man who owns the store gets wise to himself and blows out of the nut factory for home. He walks in the store, takes one glance, then goes bugs again—the shock is too much, and the old lady might just as well have been a widow. Give the kid about one year more and he will about own that store and a few more.

Moral: There isn't any moral to it, except to sell the stock on hand instead of what you hope to get.

SECURE COLUMBIA AGENCY

The Austin Furniture Co., 540 North Cicero street, Austin, Ill., has just taken the agency for the Columbia Grafonolas and records, and has opened a large department to handle that line.

"Unlike All Other Phonographs"

The CHENEY PHONOGRAPH Plays all records—better



Style Two Sheraton

Many phonographs play all records—only the Cheney plays all records—better.

It is *different*—because it embodies an entirely new application of acoustic principles to the problem of sound reproduction (covered by new basic patents).

Different—because it is not a megaphone type instrument.

Different—because it *does* play all records better.

Different—because it reproduces the human voice, violin, piano and all other instruments so literally, that the very personality of the artist is revealed.

Different—because each individual Cabinet is a gem, executed by master

artisans of the Berkey & Gay factories, accepted leaders and creators of the world's finest furniture.

Different—because the tone and appearance of the instrument endears itself perpetually to its purchaser.

Different—because our agency proposition is more attractive.

Different—because we put behind you a liberal advertising plan which benefits you directly.

Six Cheney Models, \$60 to \$300 Art Models, \$250 to \$2,000

CHENEY TALKING MACHINE COMPANY
24 No. Wabash Ave., Chicago

We invite correspondence



LISTEN!

DID YOU HEAR THE NEW TEN INCH

Operaphone Records

Order Now From A Catalog of 300 Selections

We want every dealer who sells talking machines equipped with a Universal tone arm to sell Operaphone Records. "One sells the other."

If you are selling phonographs then you should sell records to play on them.

Why lose the extra profit that belongs to you by allowing your machine customer to go elsewhere to buy records.

Records Are the Only Excuse for Phonographs

Operaphone Records are absolutely independent and are manufactured from start to finish in our own factory at Long Island City, New York.

Operaphone Records are known from coast to coast because they are the original steel needle vertical cut records and all others are imitators.

Here Are a Few of the Latest Broadway Hits That Will Sell on Demonstration

- | | | | |
|------|--|------|--|
| 5136 | { 'N' Everything, from "Sinbad" Winter Garden Show K-K-K-Katy | 5137 | { What Are You Going To Do To Help The Boys? Rock-A-Bye Baby With A Dixie Melody |
| 5138 | { The Last Long Mile, "Toot, Toot" She's The Daughter Of Rosie O'Grady | 5145 | { I'm Sorry I Made You Cry Homeward Bound |
| 5142 | { Lorraine, My Beautiful Alsace Lorraine Where The Morning Glories Grow | 5140 | { Good-Bye, Barney Boy Lafayette, We Hear You Calling |

Prompt deliveries all the time. Splendid Window Display

Write at once for our proposition and get at the profits

OPERAPHONE COMPANY, Inc.

Long Island City, New York



Happenings in Dominion of Canada

TORONTO TRADE KEEPS UP A LIVELY PACE THIS SUMMER

Frank Oldfield Signs Contract With Pathé Frères Co. to Make Records—Revised Prices Announced on Columbia Grafonolas and Records—Many Members of the Trade Join Army

TORONTO, ONT., July 5.—The popular Toronto singer, Frank Oldfield, has signed an exclusive contract with the Pathé Frères Phonograph Co., of Canada, to make records for them. He has already recorded several selections from his extensive repertoire and these records will shortly be on sale at all Pathé dealers. Included in the selections is "Sussex by the Sea," the song which Mr. Oldfield made famous in Canada.

The Music Supply Co. and the Victrola Service Co. are two new companies recently registered in Toronto.

Youthful local talent was much in evidence at the Children's Hour of Music held recently in Williams' recital hall. After the introductory feature which was a description of the opera "The Flying Dutchman," accompanied by some of the outstanding numbers from the opera recreated on the Edison phonograph the remaining portion of the program was carried out almost entirely by the children attending. The Children's Musical Hours every Saturday morning proved very popular with the school children of Toronto.

Massey Hall was filled to overflowing quite lately when Mme. Galli-Curci made her second appearance in this city. Every foot of available space was occupied, it being necessary to place several hundred chairs upon the stage. Both visits have been great triumphs for the gifted singer, and needless to say His Master's Voice dealers shared in a large distribution of her records.

F. Irving Brown has just resigned the position of manager of the Victrola department of the Robert Simpson Co., Ltd., to enter the army. Soon after Mr. Brown's joining the Simpson Co. organization in the autumn of 1917 the department took on "His Master's Voice" lines exclusively and an active and extensive business has been worked up.

James T. Bradt, general manager for Canada, for the Columbia Graphophone Co., recently addressed a letter to the company's dealers advising them of the revised prices on Columbia machines and records following the Government's action in imposing the recent 10 per cent. war tax. The fact was specially emphasized that in increasing prices the company had seen to it that the dealers' percentage of profit had not been reduced.

The new prices are: Grafonola—Type A, \$27; B, \$42; C, \$65; D, \$80; E, \$125; F, \$140; G, \$160; H, \$175; K, \$240; L, \$300, and Type X, \$110; Type G, electric, \$200; H, \$210; K, \$275; L, \$335, and horn Grafonola for schools, \$100; ten-inch records, heretofore listed at 85 cents, 90 cents.

On the occasion of the recent visit to Toronto of Carolina Lazzari, the Chicago Grand Opera contralto, and Arthur Middleton, formerly of the Metropolitan Opera Co., a reception was tendered these artists by R. S. Williams & Sons Co., Ltd., at the Williams' recital hall. A select list of music lovers were asked by private invitation to meet the singers in a social way.

To R. G. Cordingly, of Brockville, distributor in Eastern Ontario of the Aeolian-Vocalion, goes the sympathy of many trade and personal friends, in the death of his wife. After a very short illness Mrs. Cordingly succumbed to an attack of pneumonia.

Word has been received that Sergeant B. A. Trestrail, of the United States Army Medical Corps, has arrived safely in England. Before enlisting he was a popular member of the R. S. Williams & Sons Co., Ltd., Toronto staff.

Brunswick phonograph trade made a material advance during the informal opening of the new art parlors and recital hall at Stanley Piano Building this month. Extra space was badly

needed, as the previous facilities were outgrown. The new floor is what was formerly the art gallery.

George L. André, well known in advertising circles "in Toronto and elsewhere," and who for several years conducted the publicity department of Mason & Risch, Ltd., has been appointed advertising manager of the Pathé Frères Phonograph Co., of Canada, Ltd., with headquarters in Toronto.

EXCLUSIVE PHONOGRAPH SHOP OPENS UP IN MONTREAL

New Retail Concern Handling Representative Line—Goodwin's, Ltd., to Handle Victrola Line—Active Trade Reported by C. W. Lindsay, Ltd.—Brunswick Advance—Other News

MONTREAL, QUE., July 5.—The Exclusive Phonograph Shop, with Geo. S. Pequegnat, the well-known phonograph expert salesman, as manager, practically guarantees the success of Montreal's latest addition to the talker field. This store was opened to the public on June 15, and has been pronounced by experts to be one of the best-equipped phonograph stores in the Dominion. No detail has been overlooked in studying the comfort and requirements of their patrons. The Pathé, Aeolian-Vocalion and Lyric machines are being featured with Pathé, Columbia, Lyric, Gennett and Aeolian-Vocalion records. Sales of both machines and records at date of writing far surpass this firm's fondest expectations, and taking into consideration the particular season of the year augur well for the future.

At the monthly meeting of the employes and sales staff of Layton Bros. held recently it was decided to donate one Army and Navy model of the New Edison phonograph to the Twenty-third Reserve Battalion of Montreal, together with a selection of records. This step was taken by the employes following the return from the New York conference of W. W. O'Hara, sales manager, and Mr. Brennan, the manager of this concern's phonograph department, who told of the Army and Navy phonograph being made by T. A. Edison for use on transports, in the trenches and every place where soldiers are.

The committee in charge of the Soldiers' Home on d'Auteuil, Quebec (le chez Nous du Soldat), have just purchased from Gauvin & Courchesne a Victor No. X machine and a fine collection of Victor records.

There were imported into Canada during 1913 phonographs and records to the value of \$723,652; in 1917 this was increased to \$1,731,380.

Goodwin's, Ltd., of Montreal, one of the largest and best-known department stores in Canada, have qualified with Berliner Gramophone Co., Ltd., as dealers of "His Master's Voice" records. Goodwin's, Ltd., have conducted a phonograph department for several years, but now confine themselves exclusively to the Victor lines. We understand that Good-

The Starr Co., of Canada, have just celebrated the first anniversary of their entering business by removing into a new store on Dundas street, London, where much larger quarters are available.

Otis C. Dorian, general manager of the Pathé Frères Phonograph Co., of Canada, Ltd., has left on an extended trip through the Canadian West.

Among the new literature issued by Musical Instruments, Ltd., Toronto, manufacturers of the Cecilian Concertphone, is a dainty two-colored folder, illustrating five different types. This is for distribution by Cecilian dealers among prospective purchasers.

win's, Ltd., are entering on an aggressive campaign to feature "His Master's Voice" products and their service in this connection.

During the recent visit to Montreal of Caroline Lazzari this famous Edison artiste called at the showrooms of Layton Bros. and presented them with an autographed photo of herself, which is now framed and hung in the Edison Salon.

"While a great many of our customers are out of town for the summer months we are handling a goodly number of Columbia Grafonolas, Pathé and Sonora machines," said C. W. Lindsay, Ltd. "A considerable number of our patrons stocked up heavily on Columbia and Pathé records before proceeding to the country which helped considerably to swell our month's total volume of business." This firm are displaying in their handsome show windows a number of Sonora portable models.

Layton Bros. are delighted with the new Velvet Surface records. W. W. O'Hara, sales manager of this firm, who attended the convention of Edison dealers and addressed that body, returned home from New York full of new ideas which he intends putting into practice at an early date.

Miss Vezina, of Almy's, Ltd., still continues to find customers for Columbia goods and quotes a number of cash sales for the higher-priced types of Columbia Grafonolas. There has not been any perceptible falling off in the demand for Columbia records as yet, she states, even if summer dulness is apparent.

Manager Rampsberger, manager of the talking machine department of J. W. Shaw & Co., reports sales to be away in advance of the corresponding month a year ago.

"The Victor line is getting a most satisfactory proportion of buyers, and we have no complaint to make," said Foisy Frères, distributors of "His Master's Voice" products.

Charles Culross is finding the Aeolian-Vocalion and Sonora representations good lines to feature and notwithstanding the summer quietness is satisfied with the amount of business offering.

(Continued on page 50)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



The Biggest Dance Hit Ever! Marimbaphone Band Breezing through "Cotton Picker's Ball." It's Going great these days!

Columbia Graphophone Co.
NEW YORK

TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 49)

The Canadian Graphophone & Piano Co. (A. A. Gagnier) is handling to good advantage the complete Columbia line and is looked upon as one of the largest exclusive local dealers.

Goodwin's, Ltd., have taken on the complete representation of the Sonora line, and their opening announcement in this regard occupied large-sized copy in all the local dailies.

Charles Culross, the Aeolian-Vocalion and Sonora representative, recently acted as Deputy Registrar, and during the Navy League campaign was captain of one of the teams in the retail merchants' section.

Local business is designated as moving along splendidly with H. P. Labelle, Ltd., and this firm are of the opinion that this fall will see more Pathé machines sold in Montreal than ever before.

The Brunswick Shop is most optimistic as regards the outlook for future business. They state people have lots of money and are spending it musically and they are getting their full share. A vigorous advertising campaign by the makers of this machine has been productive of results to this local firm that are indeed satisfactory to them, and a widespread local demand for Brunswick machines and records has been stimulated with the more expensive cabinet models in the ascendancy.

The Canadian Graphophone Co., jobbers of Columbia products in the Province of Quebec, are making active preparations for handling a big fall business. Commenting on present-day trade conditions they stated they were being accorded a full share of recognition, and that a large number of Al Columbia Grafonola representations had been opened during the past month, while the demand for Columbia records has been exceptionally lively.

The Berlind Phonograph Co., Ltd., are disposing of a large number of Brunswick and Columbia models, both of which lines they say give every promise of enlargement of sales in the near future.

"You can say orders for Brunswick phonographs are unusually good," said Tom Cowan, of the Cowan Piano & Music Co., "and we anticipate a steady and still greater demand for fall selling."

Layton Bros. have the past few weeks had

some splendid examples of window dressing, in one instance the Edison Trench model was given more than due prominence in a setting of realistically banked sand bags with the instrument mounted on a businesslike gun carriage. The effect obtained was most unique in window trims and served to give the fullest prominence to this newest effort of Edison. The reproduction of the dugout required thirty full-sized bags of sawdust.

The following week depicted the record "I Don't Want to Get Well," in which was shown wax figures of Red Cross nurses administering to the wants of sick soldiers, who were shown in cots in side tents. A display of Edison and Columbia models of various sizes were prominently featured.

TRADE NEWS FROM WINNIPEG

New Concerns Enter the Talking Machine Field
—Machine and Record Outfits in the Arctic—
A Recent Removal—General Happenings

WINNIPEG, MAN., July 1.—The Morris Music Store, 1013 Government street, Victoria, B. C., is the name of a new store just opened up with a line of pianos, organs and His Master's Voice products and records.

Kenneth A. Ross, who has just returned from a visit to the Eastern centers will continue to make his headquarters in Edmonton though he will be traveling through Alberta and British Columbia. He is enthusiastic about the New Brunswick phonograph, which agency he has just secured.

C. B. Clark, the well-known music dealer of Calgary, Alta., has removed from Seventh avenue West to 216 Eighth avenue West. In addition to the Gerhard Heintzman agency Mr. Clark is an enthusiastic "His Master's Voice" dealer and has a good following from among Calgary music lovers.

That music is indispensable in palace or shack is proved by the order placed with Heintzman & Co., Edmonton, Alta., the past month. This firm had the pleasure of sending a Victrola and a large number of Victor records almost to the Arctic Circle to the order of the Northern Fiscal Co. at House River oil well.

Reed & Robinson, Edmonton, and the Edmonton Drafting & Supply Co., of the same city, have taken on the Brunswick agency and are handling a large number of this make.

ESTABLISHES MANY NEW AGENCIES

David Bartlestone, President of Lucky 13 Phonograph Co., New York, Tells of Important Deals Closed—Big Delivery of Cabinets

In a chat this week with The World David Bartlestone, president of the Lucky 13 Phonograph Co., New York, manufacturer of the Clearstone phonograph, stated that the demand for these instruments is increasing steadily, and that new agencies have been established throughout the country. A number of important deals are now pending whereby the Clearstone phonograph will be given aggressive representation in leading trade centers, and judging from the orders now on hand the factory will be obliged to work to capacity to take care of the demands of its dealers.

Mr. Bartlestone was recently advised by the Saginaw Table & Cabinet Co., Saginaw, Mich., manufacturer of the Clearstone cabinets, that fifteen carloads of the four models of Clearstone phonographs are now ready for delivery, and arrangements have been made for shipping these instruments to all parts of the country. This cabinet company is one of the best-known manufacturers in the country, and numbers among its employes expert workmen who are thoroughly proficient in their respective fields. John Herzog, well known in cabinet circles, was formerly president of the company, and the plant is equipped to turn out cabinets of exceptional quality and attractiveness.

BIG DEMAND FOR RECORD ALBUMS

Talking Machine Manufacturers Placing Next Season's Orders Much Earlier Than Usual, Declares the Boston Book Co., New York

The Boston Book Co., Inc., manufacturers of record albums, is finding the demands for the fall season to be larger than of any in the past three years. All the larger talking machine companies seem to be placing their season's orders much earlier than usual, and from the size of these orders it is easily seen that the industry is looking for one of the biggest years in the history of the trade.

J. M. Alter, president of the above company, in speaking of the volume of business now under contract with his firm, said: "While it is true we have had to enlarge several times during the past eighteen months the fact that we have constantly installed labor reducing machinery in every addition we have made has placed us in a position where we are able to meet the demands on a very large scale. Then, too, we foresaw the big demands which would be made on paper stock and prepared ourselves for the shortages which have appeared from time to time."

"MAGNET" DECALCOMANIE NAMEPLATES

**FOR TALKING MACHINE
CABINETS ETC.**

Pamphlets with fac-simile illustrations and prices mailed on request.

FROM THE
DORAN CO.
48 MICHIGAN AVE.
DETROIT

SOLD BY
HURTEAU WILLIAMS & CO. LTD.
MONTREAL OTTAWA

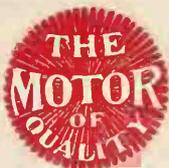
FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (17th Ave. East)
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
1013 2nd BARRON AVENUE
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

SMITH-SCHIFFLIN CO.

126 Liberty Street New York City



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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



CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO

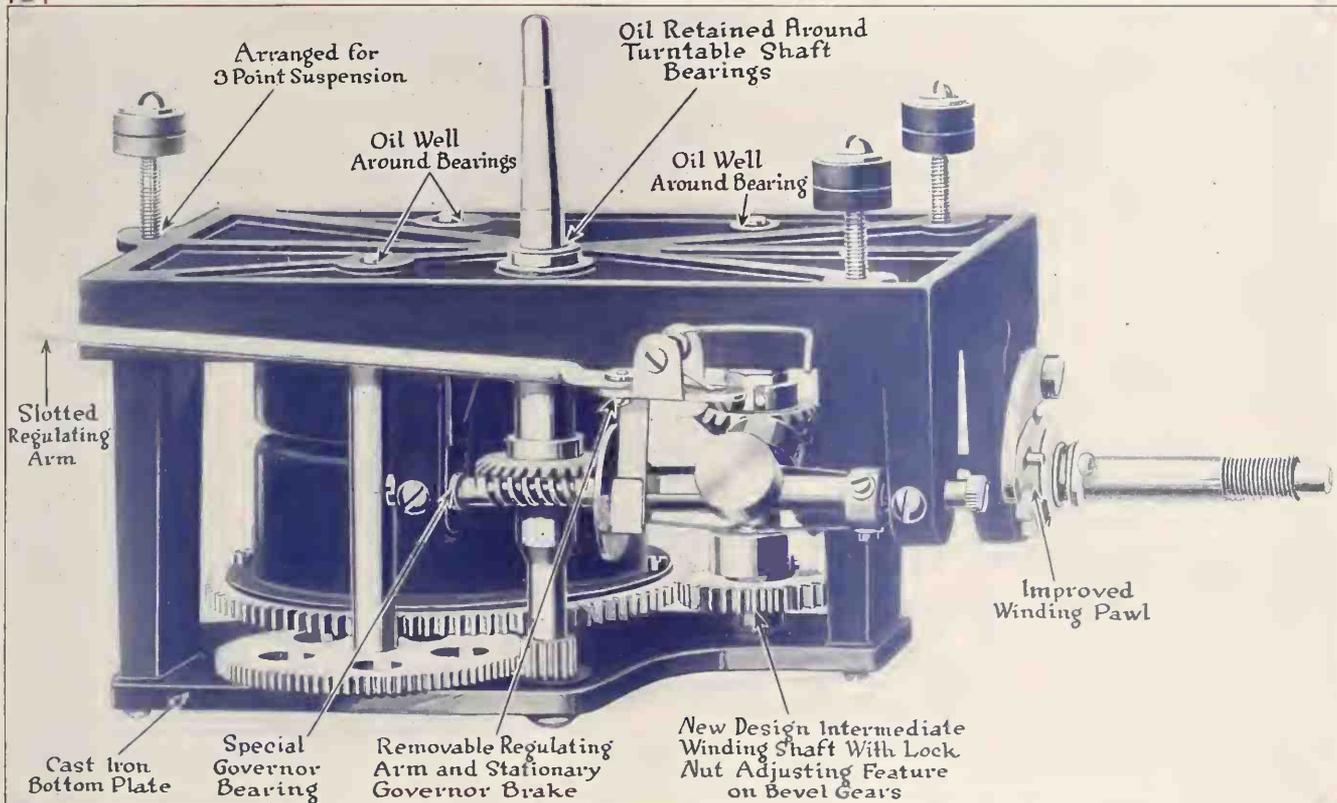
THE HEINEMAN NEW No. 77 MOTOR

This motor embodies many *new* and *exclusive* features, some of which are shown in the accompanying illustration.

The **HEINEMAN NEW No. 77 MOTOR** is the

leader in its field, and is covered with the iron-clad Heineman guarantee.

This motor is warranted to give positive and lasting satisfaction to the ultimate users.



The Heineman New No. 77 Motor

Ask for our new catalogs. They are the recognized authorities of the Trade

Otto Heineman
President

MEISSELBACH

MOTORS

TONE ARMS
SOUND BOXES

TELLS OF EXPERIENCES AT FRONT

Major Noyes Writes C. N. Andrews of His Exciting Time at the War Front—Is Connected With the Motor Cycle Division of U. S. A.

BUFFALO, N. Y., July 4.—“I just returned from the American front, where I had an exciting but very interesting time. I covered all of our front except one small section.”

This is an excerpt of a letter which C. N. Andrews, of W. D. & C. N. Andrews, has just received from his former traveling representative, Major Hal H. Noyes, who is head of a motorcycle division of the American army in France.

“I was on a trip of investigation relating to road and ground conditions over which motorcycles have to operate,” continued Major Noyes. “I had a young second lieutenant named Enos with me. It was his first experience under fire and he was as curious as a village gossip. You know curiosity killed a cat once and while it didn't get Enos, all I can say he was lucky. Perhaps I'm getting old, but when you are up there where the show is going on one feels like a kid and you do get curious in spite of instructions. You take chances enough in the regular course of events without going out of your way inviting trouble, and I was for playing safety first when possible. We got in one predicament which was warm as hell while it lasted and it lasted from 12.30 midnight until after 4 in the morning. Some of it was funny and most of it was rather disconcerting, especially when you come out of a sound sleep and realize that big shells are bursting all around you and you don't know where to find a nice deep dugout; well, that is what happened to us.

“We went to bed in a deserted house in a deserted old town which had been rather badly wrecked by shell fire. We had a pretty good place to lay out our bed rolls and had turned in rather early. Enos and I in one room and a young medical officer in another. As it was rather cold I didn't undress fully, had removed my boots and coat and had rolled up in my blankets. At 12.30 I heard a bang—a bang right outside the house and I came out of that sleep right quick. The Hun was giving us a party and he sure did have the range beautifully. They (the shells) came in bunches. You could hear the gun, then the shell coming and the bang when the shell exploded. About then some one sprung a gas alarm and we made a dive for gas masks. Well, I couldn't find the one I wanted but had another one right handy (and you sure keep them handy), so I got into that. You see we always carry two. I looked around for the doctor and Enos. Both were all right. The doctor was sitting up in bed with a gas mask on and struggling with his breeches. Enos was trying to get on a gas mask, hold his breath and swear all at the same time, and he sure was having a busy time of it. The mask I had on permitted me to talk—his didn't. I said to him, ‘Well, you desert rat (he is from New Mexico), how do you like war now as far as you have gone? Depends on which end of a gun you're on, don't it?’ He could only wave his arms. He was sure game though, and so was my driver. The first thing he did when he woke up was to come to me for any orders, and it was his first experience under fire. There wasn't anything to do except sit there and hope to heaven one of those fast ones wouldn't connect with the building we were in.

“Well, they didn't. There was a lot more to it which I will tell you some other time. After the show was over we found a perfectly good dugout, the best in town right under the building we had been sleeping in. Can you beat it?”

Walter E. Bush, 109 Highland avenue, Jersey City, N. J., has recently been appointed United States buyer for one of the largest import corporations in Australia. He will be glad to hear from manufacturers who are not represented in that market.

RECEIVING ORDERS BY AEROPLANE

I. Davega, Jr., Inc., 125 West 125th street, New York, Victor distributors, report a steady increase in the number of dealers making use of “The House of Service.” A number of orders were recently received by aeroplane. It is the hope of this house that some time in the future they will be able to fill aeroplane orders in like manner and instead of the trucks which they now have a fleet of aeroplanes will rapidly deliver the filled orders.

Randall & Mayo, piano, talking machine and sewing machine dealers in Ticonderoga, N. Y., have fitted up a very attractive room in the rear of their store for the display and sale of Gramophones and records.

NEW QUARTERS FOR H. MICKELAS

H. Mickelas, manufacturer of demonstration booths and general store interiors, has moved from 164 McKibben street, Brooklyn, to 387-389 South First street, Brooklyn, N. Y. In his new quarters Mr. Mickelas has ample room to take care of the rapid expansion of his business, and the facilities afforded will enable him to double his output in the very near future.

In a chat with The World Mr. Mickelas stated that he has several important deals pending whereby dealers in metropolitan territory will install the Mickelas system of booths. This system has several individual features, which have made a favorable appeal to dealers who are planning to enlarge their store equipment in order to handle holiday trade.

Increased Production and Advertising

Production of Converto Cabinets—for converting small “Victrolas” into beautiful Cabinet Types—has never equaled demand. However, we are succeeding in so greatly increasing facilities for making as to be able to take care of requirements of old customers and a reasonable sale to new dealers.



Patented December 11, 1917

TALKING MACHINE CABINET

With the shortage in cabinet machines and the opportunity offered in selling these cabinets to present owners of small “Victrolas” the Converto is surely a Big Thing for Dealers. Its very rapid sale to date is proof of its success for all who have stocked it.

The time for you to get particulars and prices is NOW.

The C. J. Lundstrom Mfg. Co., Little Falls, N. Y.
Branch Office, Flatiron Bldg., New York City



Setting Victrola into Cabinet

Sound Doors Open for Playing

Annie Laurie

Salesmen Wanted

The Compton-Price Co., Coshocton, O., manufacturers of Stradivara phonographs—a quality product throughout—wish to engage salesmen to cover the following territory: Illinois, Michigan, Wisconsin, Iowa-Nebraska, Indiana, Minnesota-North and South Dakota, Missouri-Kansas, Oklahoma-Texas-Arkansas-Louisiana.

The STRADIVARA Art Phonographe

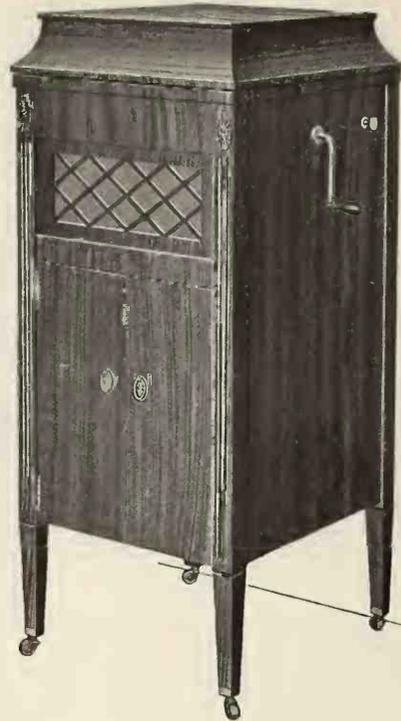
“KNOWN FOR TONE”

(PATENTED)

appeals to the better class of trade; is fully guaranteed and is so different in tone, artistic cabinets, workmanship and mechanical equipment from the ordinary standard talking machine that it invites favorable comparison. Seven models from \$60 to \$250. Elaborate catalogs, advertising service and sales assistance to dealers who are exclusive in each locality. Applications only of reliable, clean cut and aggressive gentlemen invited who wish to find a permanent and profitable connection. Address all applications to Coshocton, O.



Stradivara Grand. No. 250. \$250.00. 7 Models from \$60.00 to \$250.00



No. 95. List \$95.00. 7 Models from \$60.00 to \$250.00

DEALERS

Write for Exclusive Agency to
The Manufacturers
The Compton-Price Co.,
Coshocton, O.,
or to
Exclusive Sales Agencies

New York, New Jersey, District of Columbia, Delaware, Maryland, Pennsylvania, Connecticut, Rhode Island, Massachusetts, New Hampshire, Maine, Vermont.

Josiah Partridge & Sons Co.
Furniture Exchange,
46th St. and Lexington Ave.,
New York

Oregon, Washington, Idaho, Montana, Wyoming, Colorado, Utah, California, Arizona, New Mexico, Nevada.

Sallstrom Corporation,
405 Morrison St.,
Portland, Ore.,
or

Sallstrom Corporation,
Southern Division,
1055 Market St.
Furniture Exchange,
San Francisco, Cal.

PRINCESS WATAHWASO IN PEORIA

New Victor Recording Artist Appears at Banquet of State Federation of Musical Clubs and Is Received Enthusiastically

PEORIA, ILL., July 5.—A recent musical event of particular interest was the appearance in this city of Princess Watahwaso, a new Victor artist, who was brought here through the efforts of Miss May N. Cloud, of the educational department of the Putnam-Page Co., local Victor wholesalers. The occasion was the banquet of the State Federation of Musical Clubs.

Princess Watahwaso appeared in native costume in a group of Indian songs and ceremonial dances, and scored a decided triumph. One of the local papers in describing the appearance of the Princess said:

"Princess Watahwaso, a Penobscot Indian, gave the most delightful entertainment of the evening. Dr. Erb, dean of music, of the University of Illinois, in introducing her spoke of the appropriateness of having a true American artist to sing at this occasion—the Princess appeared in native costume of white suede with dangling beads, and her black hair flowing about her shoulders, bound about her forehead with a band of beads.

"The charming and gracious little Indian maid walked away with a large share of the honors, being recalled many times, and was received with great interest and enthusiasm.

"She sang 'By the Waters of Minnetonka,' 'By the Weeping Water,' a characteristic Chippewa song, 'Aooah,' a Pueblo love song, composed by Thurlow Lieurance, the noted American composer and leading authority on Indian music. In response to insistent encores she gave the 'Wedding Ceremonial Song and Dance' of her native Penobscot tribe.

"She sang with much of that poetically descriptive gesture peculiar to the aborigine. Her voice is a beautiful mezzo soprano, full of charm and richness, with adorable soft fluting inflection in it that enchanted her audience. All these songs have been recorded by the Victor Talking Machine Co., of Camden, N. J., and are sure to be much in demand after the singer's triumph last night.

"The Princess has been 'doing her bit' in this war by singing to the soldiers in various cantonments, taking an active interest in the Red Cross work and all war activities. Her friends feel that she is doing a great work in holding before the Indians the importance of retaining their traditions and in giving these traditions to the whites."

THE HAWTHORNE SYMPHONOLA

LOS ANGELES, CAL., July 1.—The Southern California Hardwood & Mfg. Co., of this city, has achieved pleasing success with its attractive line of Hawthorne Symphonola phonographs, which it introduced some time ago to the Western trade. This company is one of the leading manufacturing concerns in the West, and the fact that it manufactures all of the cabinets for the Hawthorne Symphonola line has enabled it to introduce these products to the dealers with every confidence in their ready sale.

The company recently issued to its trade an artistic booklet showing the three models of the Hawthorne Symphonola, which are in popular demand at the present time. These instruments are designated as models B, A and C; all cabinet models that cannot fail to appeal to the tastes of discriminating music-lovers. The mechanism includes a universal tone arm and a motor that has won country-wide recognition for its many qualities.

DISPLAY THE CHENEY PHONOGRAPH

The Welte-Mignon studios on Fifth avenue at Fifty-third street, New York, have on display a number of models of the Cheney phonograph. The Welte-Mignon studios form a very fitting background for the several handsome Cheney models.

INTERESTED IN MUSIC ADVANCEMENT

M. L. Parker Co., Phonograph Dealers, Take Initiative in Effort to Find Out What the National Bureau for the Advancement of Music Is Doing—Piano Men Might Copy

C. M. Tremaine, director of the National Bureau for the Advancement of Music, received the following very interesting letter from the M. L. Parker Co., Edison phonograph dealers of Davenport, Ia.:

"We are exclusive Edison dealers in Davenport, which has a population of about 70,000 and about that many people to draw from. We have two representative newspapers and a fairly live musical community.

"I have some of your literature before me and want to know more about your plan of procedure in interesting the newspapers in the work. You advocate community singing and other things in your pamphlet.

"After receiving information regarding same if I feel capable of putting the thing over in such a way that the people here will really de-

rive a musical benefit from the work, I am prepared to give a portion of my time to seeing it through.

"Being in the business of music I fully believe that music will help win the war and I want to do my bit to aid the cause in some way if possible."

The letter is particularly interesting inasmuch as the talking machine dealers have not been as yet directly solicited in support of the bureau, and the Parker Co. were impressed rather with what the bureau had done, and was doing, than by any propaganda sent directly to their store. It would seem a very fine thing if a number of piano merchants who have had fully explained to them in person and through letters for a year or more past, just what the bureau is doing and what it stands for, would show an equal willingness to take an interest in the work and to investigate its possibilities. The phonograph and talking machine men know from personal business experiences that the "Music in the Home" idea is not just a slogan, but will bring business in actual practice. It is time for certain piano men to wake up to this fact.

Conservation



REMEMBER, in ordering, that we, as all merchants, are working on a war-time basis.

Conservation of labor is essential. Plan to eliminate as much clerical work as possible and thus help us to maintain our service.

If you must know what we are shipping, send duplicate copies of your order with the request that we return one copy with the numbers filled crossed off.

C. BRUNO & SON, Inc.

(Established 1834)

Wholesale Exclusively

351-353 Fourth Avenue

NEW YORK

W. S. S.

Just forget that you get \$5 Jan. 1st, 1923, for \$4.18 invested now.

But DON'T FORGET that your country needs that \$4.18 now, and it's up to you to help.

Buy a W. S. S. today.

Do it again next Monday, and every Monday up to the limit.

CRYSTAL EDGE MICA DIAPHRAGMS

**M
I
C
A**

Let us send you samples *today* of our diaphragms and you will readily understand why the best talking machines are equipped with *Crystal Edge Mica* diaphragms exclusively.

We use only the very finest selected mica, the best diaphragm material in the world.

PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK

SLIGHT DECLINE IN MACHINE DEMAND IN CINCINNATI

Record Business, However, Grows to Embarrassment of Dealers—P. H. Oelman New District Manager for Phonograph Co.—Introducing OkeH Records—Comments on Conditions

CINCINNATI, O., July 5.—A rather sharp decline in the demand for machines appears to have struck dealers in all lines of talking machines during the latter end of June and the first few days of July. The situation is one that the merchants are unable to account for. The record business is inclined to be satisfactory, but the merchants are finding difficulty in getting their needs in the way of old-time favorites.

P. H. Oelman, former traveling representative of the Phonograph Co. in the Middle West, running out from the Cincinnati headquarters, has been made the manager of this district. He takes the place of A. O. Peterson, who opened the Cincinnati branch and now retires from business, going to a property on the Puget Sound which he has been developing several years. Mr. Oelman's place on the road was taken by A. R. Holbrook, formerly with the John Roberts Co., Utica, N. Y.

From indications C. W. Neumeister of the Cincinnati office of the Otto Heineman Phonograph Supply Co., will have no difficulty in securing representatives to handle the OkeH records, samples of which were received here Monday. He passed around word to those who might be interested in this new phase of Heineman industry and was immediately deluged with demands for the goods. It will be a week or more before he will be able to do anything for the merchants on a large scale.

Buy early is going to be the motto of Manager Dittrich, of the Victor department of the Rudolph Wurlitzer Co., this summer. His comment on the past month's developments follows: "We are very glad to say that while the shortage of machines and records is just as bad as ever, transportation facilities have improved to such an extent that talking machine dealers and distributors look for better times to come. Increased production is sure to follow better transportation conditions.

"Talking machine trade was fair during the last thirty days, although records were in far greater demand relatively than Victrolas. This is only natural, as a record purchase carries with it no future obligations as does a machine purchase.

"There is a well defined movement among dealers to try and educate the public to make their purchases during the summer and early fall rather than wait until the last minute before they buy their Victrolas. Every patriotic reason can be advanced to prove the necessity of early buying, while the interest of the purchaser would point to the same direction."

June business in the Vocalion department of the local Aeolian Store showed a nice increase. The new increase in price does not seem to affect the sale of the instruments in the least. The public is becoming accustomed to advanced prices and really expects them.

The new Vocalion records recently announced are experiencing a good demand and the approbation of all who hear them.

Chas. Spence, for three years in the Vocalion repair department, left the Aeolian service recently to sojourn with his parents for a few days before joining the ranks of the Pershing

Crusaders "over there." His departure means another star in the Aeolian service flag.

There continues to be a steady call for the Vitanola, made by the Vitanola Talking Machine Co., of Chicago, Ill., which is represented in this city by the E. Kleeman Co., the Dines Furniture Co. and the Sample Furniture Co.

NEW VICTOR NUMERICAL CATALOG

All Records Up to and Including May, 1918, Supplement, Found in New Volume

The Victor Talking Machine Co. has just issued a new numerical list of Victor records, embracing all records up to and including the May supplement. There is also provided on a separate sheet a list of nearly 100 records withdrawn from the May numerical catalog. It takes 248 large pages to list all the records. The catalog is heavily bound, and bears on the inside front cover some excellent suggestions on how to keep track of record stock.

INCORPORATED

The Bradbury-Santamarina Co., New York, has been incorporated with capital stock of \$30,000 to manufacture and deal in phonograph records and school supplies. The incorporators are R. Bradbury, F. L. Maguire and J. P. Santamarina.

Robt. Nietzel has taken over the management of the Victrola Shop in Muscatine, Ia. He is well and favorably known.

MORE PAY FOR EDISON MEN

Eight-Hour Day Will Mean Wage Increase of \$500,000 Per Year for Edison Employees

The Thomas A. Edison Affiliated Interests in Orange, N. J., announced recently to their 8,000 employes that, starting on Monday, they would get an eight-hour day with time and one-half for overtime, which means a wage increase of approximately \$500,000. The announcement was made at a noonday patriotic demonstration by George E. Clark, special assistant to Charles Edison, chairman of the board of directors of the Edison interests, and was greeted with cheers by the workers. They formerly worked ten hours a day.

That no dividend had been declared by the Edison interests since 1907 was announced in a statement prepared by Charles Edison, at the request of his father, Thomas A. Edison, honorary president of the Naval Consulting Board. Since that time Mr. Edison has turned back every dollar into the business to improve working conditions, to make up the loss of \$3,000,000 in the fire of 1914, and to protect the industries against a shortage of material which would have thrown thousands out of work.

DELPHOON IN PERTH AMBOY, N. J.

New Store Opens at 185 Smith Street, With C. T. Dixon in Charge

J. D. Manton, president of the Delpheon Sales Co., distributors for the products of the Delpheon Co. in this territory, announced recently that the company would open on July 1 a new store at 185 Smith street, Perth Amboy, N. J. In addition to handling the complete Delpheon line there will also be featured at this store the Bagatelle phonograph, together with music rolls, sheet music, art pottery and floor lamps. Mr. Manton is now consummating arrangements whereby there will also be handled in this establishment a line of pianos and player-pianos.

C. T. Dixon, who has been a member of the sales force of the Delpheon Sales Co.'s store at 25 Church street, will be manager of the new store. In view of the fact that it will be located on the leading street of Perth Amboy, and will be a quality establishment in every detail, the success of the new store is practically assured.

A Victrola was recently presented to the soldiers at Fort Smallwood, Md., by the Daughters of Liberty.



Summer time—the play time—nothing sounds so sweet as a Schubert out of doors.

On the porch, in the cottage or at the camp.

Dealers do well to remember that the

**SCHUBERT
PHONOGRAPH**

is being used more and more to furnish afternoon as well as evening entertainment—outdoors as well as in the home.

This means a steady source of income for Schubert dealers. Are you one of them?

Six Models, \$60 Up

The BELL TALKING MACHINE CORPORATION

Offices and Show Rooms:
44 West 37th Street, New York

Factory:
85 Southern Boulevard, Bronx, New York

Export Department, 498-504 Broadway, New York, N. Y., U. S. A.

Smith-Woodward Piano Co., 1018 Capitol Ave., Houston, Tex., Local Distributor



Featuring the Musical Possibilities of the Talking Machine

By William Braid White

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

FREDERIC FRANCOIS CHOPIN

Among the lovers of piano music and the talking machine records representing that instrument, no compositions transferred to the disc are greater favorites than those of Frederic Chopin.

It is a fact, perhaps as remarkable as any other that can be gleaned from the history of music, that the annual American sales of the compositions of Chopin, in sheet music form only, exceed the total sales of his music during his entire lifetime. Whatever other composer a pianist may or may not like, whatever man's work he may like especially, or dislike pointedly, it is quite certain that he will like Chopin. Nor is it less true that every pianist thinks he can play Chopin's music extremely well; although it is equally true that of all current musical delusions this one is the most absurd.

"Poet of the Piano"

Men have differed about most things, but there has been no quarrel for fifty years with the belief that Frederic Chopin is pre-eminently the poet of the piano. Although he has been under the sod these seventy years, musicians and music-lovers still find in his compositions unsurpassed beauties and richness. The piano is a queer instrument. Precious few, of all the men who year by year have ground out melodies, with and for it, have come anywhere penetrating its secret. One of the qualities of the piano which makes it most fascinating—that "liveness" of tone, neither stringy, nor twangy, but both at once, with a dash of organ pipe and a suspicion of tenor voice thrown in—is also the secret of its difficulty for the man or woman who would master it. As Paderewski once said, "everybody plays the piano—and nobody plays it."

Just here, too, is one reason why piano records were not always as good as they are getting to be. On this point I had a good deal to say a few months ago in these columns.

Chopin and Tone

But Chopin did know his piano. Not only was he a pianist himself of exquisite subtlety and mastery, with a tone production that sang like a violin, that was sustained without blurring and powerful without banging, that whispered like a dove or spoke with the majesty of the diapason, but he worked out his ideas of piano tone into his music in so thorough and masterful a shape that the two run parallel throughout his entire series of works. In a word, you cannot play Chopin to make him sound like Chopin, unless you can make the piano sing while you are playing it. If you cannot draw from the piano a tone that lives and sings, you cannot play Chopin, though you read him backwards and forwards with equal ease. You may play his notes; but that is another story.

"Chopinists"

Conversely, that is why all the great pianists, the men who really make a piano sound like a voice and not like a thump, men like Paderewski, Josef Hofmann, de Pachmann, and such fellows, are all avowed Chopinists. You know, Huneker, calls de Pachmann the "chopinzee"; which is not a bad nickname in its way, seeing that the little Russian, now retired from the bright lights of the concert stage, is at once a divine revealer of Chopinesque beauties and a veritable chimpanzee of impish temperament.

Now you, who are anxious to see the piano record come into its own, will not be sorry to get a better acquaintance with the music that

is piano music par excellence. When you consider, too, that among the comparatively few piano records as yet on the market there are already more than two dozen Chopin selections, and that all the greatest among the pianists who have recorded their art have chosen Chopin numbers in about one-half of all instances, you will realize that there must be reason for all this. Mainly this reason is as I have stated above. In any case, you cannot do better than get a line on all the Chopin records. To do this you must first get a line on Chopin, the man and his music.

Biographical

Frederic Francois Chopin was born in the year 1810 at Zelazowa-Wola, a small village near Warsaw, Poland, of a French father and a Polish mother. Discovering extraordinary talents for the piano, he studied under good masters, and in the year 1830, after an European tour, he settled in Paris and here remained until his death in 1849, teaching, playing and composing. He was known to only a limited number of artists and connoisseurs. Liszt and Schumann loved and esteemed him and their appreciation was of immense value. He was physically frail and his early death was from tuberculosis. His curious affair with George Sand was the only serious one of his career, and on her part was almost purely maternal. He never married, but was till his death the favorite of all the musical young ladies of Paris. His compositions are nearly all dedicated to one or another of the famous Parisian or Polish music-loving beauties of the day.

Such are the brief outlines of a life externally uneventful, internally most stormy and musically fruitful. Chopin's piano music made the piano a poet's instrument, drew its real voices to life and built up an entirely new and wonderful school of playing. To this day, as was remarked before, the test of a pianist's ability is found in his Chopin playing.

Chopin's contributions to the literature of the piano are not extraordinarily numerous, but they are most precious. He invented new forms, developed old ones and built up a tonal idea for the piano wholly new and original; an idea which has led every piano maker and every

player of the piano ever since, onwards to higher and higher achievements.

Etudes

Chopin began his serious career with the composition of a book of studies, intended for pupils in higher branches of piano playing, but in fact, no more or less than little poems of passion and beauty, each a gem in itself; although each likewise includes some special technical problem. There were twelve of these Etudes and they have become world-famous. Every pianist must play them and every pianist delights in playing them. They were followed somewhat later by another set of twelve, which are equally fine and equally well known.

Records of these Etudes are fairly numerous. One of the loveliest is contributed by Wilhelm Bachaus. It is the study in double notes Opus 25, No. 6, and can only be compared, in its shimmering beauty and softened glory, to the gleam of moonlight on water. It is hugely difficult, as all passages in double notes must be when set to be played at once very rapidly and very softly.

One of the special Chopin favorites, known to everybody, is the so-called Black Key Study, Op. 10, No. 5, records of which have been made by the wizard of all Chopin players, de Pachmann. The little Russian has his peculiarities and there are those who object to his habit of talking to his audiences, to his grimacing and to his impossibly peculiar mannerisms; but those are matters of the past now, anyhow, and no one can deny his transcendent ability to play beautifully the beautiful music of Chopin. This black key study is so-called, because the key in which it is written necessitates the employment of more black than white keys. But the study itself is so brilliant, so glittering, and yet so wholly lovely, without the slightest suspicion of roughness or crudity, that by itself, without any question of its technical difficulties, it is a favorite deservedly amongst all who love Chopin's music.

Nocturnes

The Nocturnes of Chopin are love-poems every one. De Pachmann has recorded one of the loveliest, in G major, which is as warm and

(Continued on page 56)

7th Floor

229 Fulton Street

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

New York City

Phone, 1678 Cortlandt

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 55)

gentle as a summer afternoon, while Paderewski has tried his hand at a record of the famous Nocturne in F sharp major, and Xaver Scharwenka has played the Fantaisie Impromptu, which is only a lighter and more delicate edition of such a Nocturne as the one in E flat.

Valses

The Valses of Chopin were not composed to be danced to, but are rather spiritual interpretations of the dance, or interpretations of the spirit of the dance, as you will. All the great pianists have tried their hands at them, and we have quite a nice lot of records. One of the very best is by Andre Benoist, of the Valse in A flat, which Godowsky has also recorded. Another famous Valse, in G flat, has been recorded by Godowsky, who can do incredible things with his fingers, but who is not the ideal Chopinist, such as de Pachmann always is.

Polonaises

The famous Polonaises of Chopin are represented at present in records only by the Military Polonaise so-called, although there are others, such as the one in C sharp minor, which are even better, or the great one in A flat, which might be called rightly the Heroic Polonaise. Still, the Military Polonaise is very fine. It is recorded by Paderewski and also by Josef Hofmann.

A Polonaise is a typical Polish dance measure. Rather, in fact, it is a music composed for one of those semi-barbaric, wholly magnificent, processionals in which the Polish nobility used to show their splendor and their grace at those famous revelries in their castles. It was a dance and a procession in one, a sort of modernized Theoria, a winding chain of chivalry and beauty, in which knight and lady, paired in glittering couples, wended their way, to music and laughter, through the halls and grounds of some Polish noble's ancestral castle. It is a semi-military measure, and the crash of arms, the gallop of horses and the shouts of the army are always to be heard in it. The Military Polonaise can only be played rightly by a great Chopinist. Two such have recorded it.

Ballades

The Ballades of Chopin, four in number, are musical settings of heroic Polish legends. The Ballad in A flat, which has been recorded by the inimitable de Pachmann, is the one Ballade of the lot which he would do perfectly. It is concerned with a legend of the magic Lake Switez and is a tale of a lovely princess, a faithless lover, and the terrible fate which came upon him through his lack of knightly chivalry towards his

lady. It is a lovely number from end to end.

Scherzos

The greatest of all Chopin's compositions, for force and fire, are his Scherzos. The word Scherzo means "jest," but these are bitter jests indeed. The one recorded by Arthur Friedheim, a true giant of piano playing, is the most moving, the most powerful, the wildest of all, a torrent of unrestrained emotion which seems to carry away the piano with it in an ocean of tonal grandeur. It is the overflowing of an ardent spirit chained to a frail body, crying out in tone his love for his bleeding native land, his Poland, which he could not express in deeds of battle. Chopin saw his Poland torn and bleeding;

we of this day shall see her once more free, strong, happy and united.

This Polish nobility of thought, this deathless patriotism, this national feeling that is everywhere in his music, in every bar of music he ever wrote, must be appreciated by all who would love Chopin aright. No music lover who has once been inducted into this love, will ever lose it. In these days, when we fight to make a world free, we can appreciate Chopin better than he has ever been appreciated before.

A last word: The talking machine records by great artists have for the playing of Chopin an unique value. They record perfectly the most perfect style of interpretation. It is style that most of those who undertake Chopin least can compass.

Sell piano records; and remember Chopin.

NEW MANAGER FOR GRAFONOLA SHOP, INDIANAPOLIS

J. L. Peters, Veteran of the Trade, Takes Charge of Columbia Co. Retail Store in That City—More Machines for City Recreation Centers—Pleasing Business Reports

INDIANAPOLIS, IND., July 5.—History repeated itself in more ways than one when J. L. Peters, formerly of the Wagner Music Co. and for years with the old Wulschner-Stewart Music Co., was appointed manager of the Grafonola Shop at 44 North Pennsylvania street by the Columbia Graphophone Co.

"I regard it as rather a coincidence," said Mr. Peters to a representative of The World, "that twenty-seven years ago I was in the music business in this same room and sold the Columbia talking machine—the same machine I am selling now."

Mr. Peters started out in the music business with the Wulschner music store, which was then at 42 and 44 North Pennsylvania street. The Wulschner's handled the Columbia talking machine. Mr. Peters recalled that in 1891 he had displayed the first two Edison talking machines in Indianapolis. And yet it must not be inferred that Mr. Peters is an old man—far from it!

The appointment of Mr. Peters is an outgrowth of the recent separation of the wholesale and retail branches of the Columbia Co. in Indianapolis. Ben L. Brown, the local manager of both branches, is getting things in nice shape at the wholesale department at 209-217 West Washington street, where he has his offices.

Dwight S. Ritter, city purchasing agent of Indianapolis, has bought for the recreation department three Columbia talking machines. Last year the city used one talking machine in one of the recreation centers and it was decided to increase the number this year. The

machines will supply music for physical exercise drills, folk dancing and entertainment.

Talking machine dealers say business in Indianapolis is holding up very well, the records showing in a number of instances better conditions than existed at this time a year ago.

K. Wesley Smith, of the staff of the Indianapolis News, and for several years local correspondent for the Talking Machine World and the Music Trade Review, has been "called to the colors." With five hundred other Indianapolis young men he left recently for Camp Sherman at Chillicothe, O.

NEW PARAMOUNT JOBBERS

Important Announcement Made by the New York Recording Laboratories, Inc.

PORT WASHINGTON, Wis., July 9.—The New York Record Laboratories, Inc., manufacturers of the Paramount records, with general offices in this city, have found the demand for Paramount records increasing so rapidly that they have been compelled to add several new presses to the already large equipment at the plant at Grafton, Wis., located a few miles from Port Washington. Manager M. A. Supper announces that arrangements have just been made with the Baldwin & Miller Co., Indianapolis; J. B. Orth & Co., Republic Bldg., Chicago, and the Ricks Furniture Co., Dallas, Tex., to act as jobbers for the Paramount product. All three concerns will carry ample stocks of the Paramount records and will push the business in their respective territories very vigorously.

Efficient Record Service

ECLIPSE

THE accompanying illustration shows one of the numerous efficiency systems we have installed in order to make Eclipse Victor second to none in the matter of giving prompt attention to orders.



Loading Truck Right on Stock Floor

ECLIPSE MUSICAL COMPANY
CLEVELAND OHIO

Records For ZIG-ZAG (Lateral Cut, and all Other Types) Phonographs

Millions of machines—perhaps 75% of all the machines in use play only the Zig-Zag types of records.

Emerson Records are the only discs which can be used on all prevailing makes of machines without attachment.

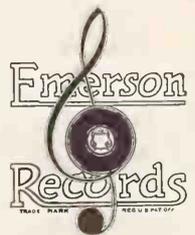
This feature is of the greatest importance to the dealer in Phonograph records. With the Emerson product your sale of records is universal—Your market includes every owner of a phonograph, no matter what make.

Combine with this exclusive Emerson Record selling point their popular price and you have an article which completely eliminates competition.

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

- 940 IF HE CAN FIGHT LIKE HE CAN LOVE,
GOOD NIGHT GERMANY. Patriotic
Solo, Orchestra Accompaniment,
Eddie Nelson
- 939 IF YOU'RE CRAZY ABOUT THE
WOMEN You're Not Crazy at All. Bari-
tone Solo, Orchestra Accompaniment,
Henry Lewis
- GOD BE WITH OUR BOYS TONIGHT.
Tenor Solo, Orchestra Accompaniment,
Frank Woods
- 939 SOUTHERN MEDLEYS. Vocal Quartet,
Liberty Quartet
- 942 THREE WONDERFUL LETTERS FROM
HOME. Tenor Solo, Orchestra Accom-
paniment.....Frank Woods
- A SOLDIER'S ROSARY. Tenor Solo, Or-
chestra Accompaniment.....Frank Woods
- I HATE TO LOSE YOU. Fox Trot,
Emerson Military Band
- 938 THERE'LL BE A HOT TIME FOR THE
OLD MEN While the Young Men Are
Away. One Step.....Emerson Military Band

Some up-to-the-
minute Hits from
the Emerson Pop-
ular Catalogue



SEND THIS COUPON AND GET THE FULL DETAILS

The Emerson Phonograph Company
3 West 35th Street, New York

T.M.W.

Gentlemen:—
Kindly send me full details about the Emerson 65c Records.

Name

Address

City.....



How many folks in your town go on vacations? Count 'em—then sell every one a Grafonola.

**Columbia Graphophone Co.
NEW YORK**

GETTING GOODS STILL THE BIG PROBLEM IN MILWAUKEE

Although Stocks Generally Are Larger the Demand Increases Out of Proportion—The Machines and Records That Are Popular—Association of Music Industries Meets—News of the Month

MILWAUKEE, WIS., July 6.—An unprecedented demand for records, resulting from the large sale of talking machines during the last six or eight months, is the distinct feature of business in Milwaukee at this time. Dealers find it impossible to fill more than a part of requirements, although their stocks are larger than ever before. However, the demand is such that goods are moving so rapidly that even the large stocks do not bring relief. The restriction of catalogs which makes possible a greatly increased production of individual records, has not improved the situation, and no matter how hard dealers try, they do not seem to find it possible to keep stocks up to the needed point.

So far as the supply of machines is concerned, the situation likewise is unfavorable. The retail trade is in a veritable scramble to cover requirements, not only for current sale, but to build up stocks to tide themselves over the fall and holiday period.

"We never have been so hard pressed for goods as now," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor wholesaler. "This is a most unusual situation, for ordinarily the requirements of the retail trade during the June-July period are only moderate. However, stocks have been short for such a long time and the demand has grown so rapidly that the new goods we are able to obtain are little more than a drop in the bucket, figuratively speaking."

"The New Edison seems to have taken the people of the Northwest by storm, judging from the great demands upon us by our dealers," said a member of the Edison Shop, Edison jobber. "Fortunately we are able to keep fairly well supplied, but orders continue to increase in such volume that we are almost certain to be confronted by a shortage before another two months are over."

The Edison interests operate a large cabinet plant in central Wisconsin, which is an especially desirable arrangement and obviates many delays in furnishing dealers of the territory with goods. The plant is in the heart of the lumber country and is therefore favorably situated with regard to raw materials. Yet the big factory is behind on its orders.

Charles J. Orth, state distributor of the Puritan, is a jobber who is exceptionally well situated in the matter of obtaining adequate stocks, for the Puritan factories are located not far from Milwaukee and while distributors all over the country are in keen competition for goods, the nearness of the Orth headquarters to the manufacturer proves a distinct advantage.

Thomas I. Kidd, general manager of the local branch of the Brunswick-Balke-Collender Co., says business never has been so active as at this time, not even during the best holiday season since the Brunswick phonograph first was introduced here. The big demand, which creates the danger of a shortage, has made it necessary for Mr. Kidd to use an extra amount of care and discrimination in the selection of new dealers from the list of applicants. Brunswick goods are coming through in fair volume, but the requirements of dealers make it extremely difficult to maintain stocks.

A. G. Kunde, wholesaler and retailer of the Columbia, reports that while the orders for machines are unusually broad, the demand for records is still greater and he finds it almost impossible to cope with requirements. Columbia dealers are taking Mr. Kunde's "tip" to anticipate their wants for the remainder of the year, and they are rushing to get "under cover" without delay.

The Pathéphone improves its position among talking machines in the Milwaukee market every day. This territory is handled direct by the Chicago branch, and considering the big demand and relative small supplies available, local dealers are very well taken care of. Like other merchants, however, they could use a great many more machines and records than can be allotted to them under existing conditions.

The Starr phonograph is gaining more and more prestige in Wisconsin territory under the vigorous representation given by the Hoeffler Mfg. Co. Adolph Hoeffler is devoting much of his personal attention to promoting Starr sales and his unusually wide acquaintance in the territory comes in good stead.

Yahr & Lange, Wisconsin distributors of the Sonora, expressed the desire to have once again as many machines on hand. No matter how hard the firm tries to keep its stocks adequate, its growing list of dealers is taking machines

away faster than they come in. Among the dealers recently appointed is Julius Koepke, White-water, Wis. The eight Sonora dealers in Milwaukee city and county are demanding so much stock that it is likely that this list will be restricted to the present occupants for some time to come.

The Badger Talking Machine Shop, Victor retailer, continues to be the scene of exceptional activity. Manager Richard H. Zinke says that in his long experience as a Victor dealer he has never been "up against" conditions now prevailing. "This scramble for goods to fill the hungry maw of the public is enough to keep one awake nights," said Mr. Zinke.

Miss Helen Gunnis, manager of the Music Shop, representing the Starr and Columbia, is making arrangements for further enlargement of the store, which was established less than eight months ago and in this short time has become one of the busiest talking machine shops in Milwaukee. Miss Gunnis is the only woman talking machine dealer in this city and one of the few successful ones throughout the country. Miss Gunnis recently made a trip to New York to attend the National Music Show and extended her reputation as a soloist of note by accepting an assignment to sing in the Universal Music Booth every evening. While in the East, Miss Gunnis also did some recording for the Aeolian and Columbia records. She also visited the Columbia factories at Bridgeport and on her way home stopped off at Richmond, Ind., to inspect the Starr plant. Incidentally, she exercised her usual foresight and provided against a shortage of goods during the coming fall and holiday seasons.

Encouraging reports as to the future of the musical instrument business were brought from the New York conventions and presented to the Milwaukee Association of Music Industries at its monthly meeting on June 20. Paul F. Net-zow was official delegate. Edmund Gram, retiring national president, and C. L. Dennis, the new national secretary, are active in the local association and also contributed much interesting information. At this meeting resolutions on the death of George H. Eichholz, the widely known Edison and Victor dealer of Milwaukee, who died May 30, were adopted. The committee on resolutions consisted of three talking machine men, Charles J. Orth, L. C. Parker of Gimbel Bros., and Oscar C. Schefft, of Schefft's Victrola Shop.

Gustav Kleeman, a traveling representative of Charles J. Orth, 504 Grand avenue, distributor of the Puritan in Wisconsin and upper Michigan, has been appointed a member of the Milwaukee Board of Motion Picture Censors, created by the mayor of Milwaukee to keep the "movie" houses free from unsavory films.

PERSONAL SERVICE

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

Why not communicate at once with us?

BADGER TALKING-MACHINE CO. 135 Second Street
MILWAUKEE, WIS.
VICTOR DISTRIBUTORS

H. J. SMITH—Jewel Manufacturer

MANUFACTURER OF—Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Jewel Bearings for Electrical Instruments—Rough Diamond—Diamond Powder—Experimental Work.

Telephone 2896 Market
833 BROAD STREET NEWARK, N. J.

"AT HOME" IN ITS NEW QUARTERS

Silas E. Pearsall Co. Greeting Its Friends at 10 East Thirty-ninth Street, New York—Efficiency and Co-operation the Company's Aim

The Silas E. Pearsall Co., Victor distributor, is now established in its new quarters at 10 East Thirty-ninth street, New York, and many dealers in local territory have visited the company's new home in order to acquaint themselves with the service facilities that are placed at the disposal of General Manager Green and his efficient sales staff.

In its present quarters the Silas E. Pearsall Co. is in a splendid position to render maximum co-operation and efficiency to the dealers in metropolitan territory, as the building at 10 East Thirty-ninth street is ideally located from a transportation standpoint. This is an important factor, of course, in the delivery of merchandise at this particular time, and, although it has only occupied its new home for a few weeks, the company has already received expressions of approval from its dealers regarding the service rendered. Every division of the company's forces is leaving nothing undone to cooperate with the dealers, and this spirit of harmony and efficiency is reflected in the popularity of the Pearsall organization in local talking machine trade circles.

CHEERING REPORT OF BUSINESS

KANSAS CITY, Mo., July 9.—O. D. Standke, manager of the Victrola department at Geo. B. Peck Dry Goods Co., reports an unusually good business for the month of June. There seems to be a greater demand for the higher-priced Victrolas.

Mr. Standke also reports that, judging from the large down payments and amount of cash business obtained, money seems to be more plentiful than ever. Record sales are also holding up exceptionally well with a particular demand for patriotic numbers.

Mr. Standke spent several days down on the farm harvesting during the early days, and worrying the fish towards evening. A five-pound bass was his best catch, which he succeeded in landing after a fifteen-minute tussle. He returned to his desk greatly benefited by his trip.

J. H. Hassel, salesman for Geo. B. Peck Victrola department, is spending his vacation somewhere in the Ozarks.

EMBARGO ON GRAPHITE CONTINUED

No More of That Material May Be Imported During 1918—Sufficient Supplies on Hand

The restriction upon the import of plumbago, or graphite, has been extended by the War Trade Board to be effective for the entire calendar year of 1918. The original restriction was made absolute until July 1, with the understanding that a quantity not to exceed 5,000 long tons could be imported for the remainder of the year, provided stocks in this country proved inadequate to meet the requirements. It is declared, however, that investigation has shown present stocks, together with home production, will suffice to meet home requirements until well into 1919. Supplies of graphite are particularly interesting to the talking machine trade, owing to the fact that that material is used exclusively for the lubrication of springs and talking machine motors. Graphite is also used by player-piano manufacturers for lubricating the slides of motors and other wooden surfaces where friction occurs.

BOOKED SUBSTANTIAL ORDERS

R. J. Jamieson, Sales Manager of the Fischer Co., Books Big Pathé Orders—Enthusiastic Over Business Possibilities for the Fall

CLEVELAND, O., July 8.—Ralph J. Jamieson, sales manager of the Fischer Co., of this city, Pathé distributors, returned recently from a very successful three weeks' trip, which was marked by the receipt of unusually large orders for Pathé-phones and Pathé discs. On this trip Mr. Jamieson closed an order with one well-known dealer that called for one of the largest merchandise totals that has ever been received by a representative of any jobber in this territory.

Mr. Jamieson is enthusiastic regarding the possibilities of developing Pathé business in this territory, and states that the Pathé dealers in this section of the country are making plans for a record-breaking fall trade. His keen admiration of the Pathé line and his confidence in its sales merits has enabled Mr. Jamieson to render invaluable co-operation to Pathé representatives. He has made an exhaustive study of the retailing of Pathé-phones and Pathé records, and his success may be attributed in a large measure to his intimate popularity with the dealers' problems.

DONALD MARTIN JOINS U. S. ARMY

Donald Martin has resigned his position as Edison supervisor for the Dominion of Canada, his resignation taking effect July 1. Mr. Martin relinquished this important post in order that he might enter the military service of the United States. At this writing no successor to Mr. Martin has been chosen.

Automatic RECORD CONTAINER

PATENTS ALLOWED



Style 5H for Victor IX

Capacity 100 records, designed especially for use with Victor IX. Of special interest to Victor dealers. Same style cabinet without the moulding around top designed for Columbia No. 50, Aeolian and other portable machines.

A Flexible File

—Expands Outside the Cabinet

No weight of records to handle
No broken or misplaced records
100% increased capacity
Every record accessible
Opens Automatically
Files all records
Sells on sight

These cabinets combine business sense with parlor style. A complete modern filing system adapted to home use. An efficient ornament to parlor or library.

Automatic Carrying Cases for Salesmen and Repairmen are ideal—constructed on the same principle as our Record Containers. Every dealer and jobber should equip his salesmen with them to increase their efficiency and multiply record sales.



MAIL THIS COUPON TODAY

Manufacturers: Write for shop-rights under our patents

AUTOMATIC CONTAINER COMPANY

209 So. State St. Chicago

AUTOMATIC CONTAINER CO.
209 So. State St., Chicago
Send me your catalog.

T.M.W.

"Globe" TRANSFER NAME PLATES

SOLD BY PAYETTE MUSIC HOUSE, ABERDEEN, WASHINGTON. STYLE 1

FROM Mc Donald's, CONNELLSVILLE, PA. STYLE 2

SOLD BY C. E. WALKER & CO., SPORTING GOODS & VICTOR VICTROLAS, HOLYOKE, MASS. STYLE 3

Keller's Temple of Music, ELEVEN ENTIRE FLOOR, ERYTON, PA. STYLE 4

SOLD BY Gaston MUSIC CO., HASTINGS, KEARNEY, GRAND ISLAND. STYLE 5

GEORGE A. MULLIN Co., CEDAR RAPIDS, IOWA. STYLE 6

SOLD BY WHITE PIANO CO., FAIRBURY, NEBR. STYLE 7 CUTS ARE HALF SIZE

Can be easily and quickly applied on TALKING MACHINES, PIANOS, TYPEWRITERS, SEWING MACHINES, FURNITURE, ETC.

You can order any of the designs illustrated, Style 1 to 7, with your copy, as follows:

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|--------------|
| 250—\$16.00 |
| 500—\$20.00 |
| 1000—\$27.50 |
| 2000—\$40.00 |
| 3000—\$50.00 |
| 5000—\$65.00 |

Complete transferring outfit included with every order.

Write for folder "You Need Decalcomanie in Your Business."

Globe Decalcomanie Co.
74 MONTGOMERY ST. JERSEY CITY, N. J.

INCREASE YOUR SALES
Mr. Edison Dealer, with the **KENT Attachment and Sound Box**

Patented March 2, 1915
SIMPLE AND ACCURATE

Made by manufacturers who have specialized in Edison attachments for years.

SEND FOR ONE TODAY

Most Edison jobbers handle our products. If yours does not send direct.

F. C. KENT & CO.
Manufacturer of Phonograph Accessories
COR. MULBERRY AND CHESTNUT STS., NEWARK, N. J.

The most wonderful Talking Machine of the present age at the price
An Instrument of Supreme Value, Tone and Quality

Cleartone

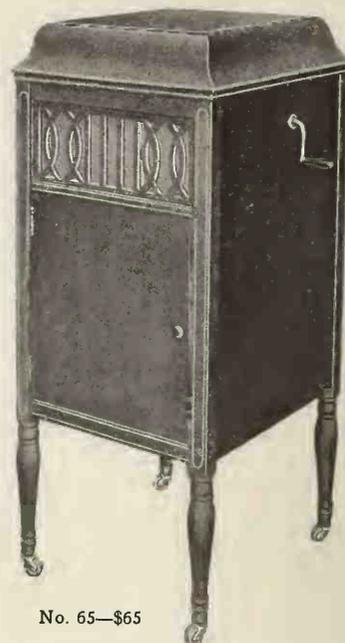
SPEAKS FOR ITSELF



No. 100—\$100



No. 75—\$75



No. 65—\$65



No. 85—\$85

The *Cleartone* has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!** Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

MOTORS—No. 01, 8-in. turntable, single spring, \$1.25; same motor with 10-in. turntable, \$1.40. No. 1, 10-in. turntable, double spring, plays two 10-in. records, \$2.95. No. 6, 10-in. turntable, double spring, plays three 10-in. records, \$3.50; same motor with 12-in. turntable, \$3.85. No. 8, 12-in. turntable, cast-iron frame, double spring, plays three 10-in. records, \$4.85. No. 9, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays three 10-in. records, \$5.35. No. 10, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays four 10-in. records, \$6.85. No. 11, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays seven 10-in. records, \$8.50.

TRONE ARMS AND REPRODUCERS—No. 1, \$1.00; No. 2, plays all records, \$1.35; No. 4, \$2.05; No. 6, \$2.25; No. 7, \$2.25; No. 8, \$2.25; No. 9, \$2.25. (Play all records.)

MAIN SPRINGS—No. 00— $\frac{1}{2}$ -in., 23 gauge, 9-6 ft., 29c. each, 100 lots, 25c. each; No. 01, 1-in., 23 gauge, 7 ft., 25c. each, 100 lots, 20c. each; No. 0, $\frac{3}{4}$ -in., 20 gauge, 8-6 ft., 25c. each, 100 lots, 21c. each; No. 1, $\frac{3}{4}$ -in., 25 gauge, 9-6 ft., 39c. each, 100 lots, 35c. each; No. 2, 13-16-in., 25 gauge, 9-6 ft., 43c. each, 100 lots, 39c. each; No. 3, $\frac{3}{4}$ -in., 25 gauge, 11 ft., 49c. each, 100 lots, 45c. each; No. 4, 1-in., 23 gauge, 10 ft., 49c. each, 100 lots, 45c. each; No. 5, 1-in., 27 gauge, 11 ft., 65c. each, 100 lots, 59c. each; No. 6, $1\frac{1}{4}$ -in., 27 gauge, 11 ft., 90c. each, 100 lots, 85c. each.

RECORDS—POPULAR and GRAMMAVOX Brand, 10-

in. double face, lateral cut, all instrumental—32c. in lots of 100, 30c. in lots of 1,000; 29c. in lots of 5,000.

GOVERNOR SPRINGS—\$1.00 per hundred; \$3.00 per thousand. Special price in large quantities for Motor Manufacturers.

Genuine Diamond Points for playing Edison Records, \$1.25 each, 100 lot, \$1.15 each; Sapphire Points for playing Edison Records, 13c. each, 100 lots, 14c. each; Sapphire Balls for playing Pathé Records, 19c. each, 100 lot 16c. each. Needles—Steel in stock at all times at moderate price as per quantity.

NEEDLE CUPS—\$17.50 per M. \$16.00 per M in 5,000 lots. Covers, \$7.50 per M.

COVER STAYS—No. 1, for Table Cabinets, 6 in. long, 9c. each, 100 lot, 7 $\frac{1}{2}$ c. each; No. 2, for Floor Cabinets, 9 in. long, 17c. each, 100 lot, 13c. each; No. 3, heavy for Floor Cabinets, 10 in. long, 20c. each, 100 lot, 10c. each.

Continuous Piano Hinges, 28c. per foot; 100 feet, 21c. per foot.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor, reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.

Lucky 13 Phonograph Co., 3 East 12th St., New York

BUILDING NEW EDISON POWER HOUSE

Plant Now Under Construction Will Develop 10,000 Horse Power and Cost \$500,000

There is now under construction at the plant of Thomas A. Edison, Inc., Orange, N. J., a new power house that, when completed, will prove a substantial factor in the operation of the various departments of the big institution. The build-



Chimney for New Edison Power House

ing will be approximately 100 feet square, and the equipment will develop 10,000 horse power. The new power plant will cost about \$500,000, and is expected to be ready in seven weeks. One of the features will be a chimney 202 feet, three inches high, which has just been completed, and the imposing size of which can be gleaned by a glance at the accompanying illustration of the same.

J. P. Constable, chief engineer of the Edison interests, is supervising the construction of the new power house, and A. M. Wolf, construction engineer, is in direct charge.

TO MAKE TALKING MACHINES

TIPTON, IND., July 6.—The Deterling Mfg. Co., formerly of Muncie, Ind., are now moving into a fine new factory building recently built by the Chamber of Commerce. The company will make a full line of cabinet talking machines, among the special features of which are patented sliding doors for modifying the tone, and patented zig-zag felt filing system holding about one hundred records. Geo. P. Bower is president, R. H. Woodruff, general manager. The machinery is now being installed and the plant will be in running order in thirty days. The company will build their own cabinets.

REAL FRIENDSHIP

"He is a man of firm friendships, I know."
"How's that?"

"He has lived in the same house with a man who has been learning to play the trombone for the past three years—and he still speaks to him."

One of the Edison convention visitors to the Edison plant was Mr. Eilers, Edison dealer at Spokane, Wash. After the convention Mr. Eilers went to Boston as the guest of chairman of the convention, George Lincoln Parker.

MICA

**BEAUTY OF TONE
DIAPHRAGMS OF BEAUTY
INTERNATIONAL MICA COMPANY**
Offices and Factory, 37th and Brandywine Streets, WEST PHILADELPHIA, PA.

HINTS FOR THE RETAIL MAN

F. A. Mulford Tells of His Experiences in Interesting Little Book That May Help Others

F. A. Mulford, manager of the Brunswick Shop in Coasts' store, Iowa City, Ia., has just compiled a most interesting little booklet under the caption "Hints for the Retail Phonograph Man," and which contains some excellent selling advice based on Mr. Mulford's actual experience in the field. Some of the excellent material contained in the book reads:

In conducting a retail phonograph department, of course the usual rules for retail merchandising apply—such as keeping the display floor neat and attractive and in every possible way to be on the alert to create a favorable first impression. The visitor is likely to be especially critical because the phonograph and record store is a "Temple of Music," and, as music is a fine art, an artistic and scrupulously clean display room is absolutely essential.

Link up, continuously, the records with the instrument. In talking with, or writing to, a hesitating prospective customer, emphasize certain attractive musical selections that you believe he would enjoy. This puts the instrument itself into the background, and avoids danger of boring the prospect.

As much as is possible, avoid going into details as to how the instrument is made; by taking it apart and displaying the mechanical parts you divert your customer's mind from the real issue—the music that is produced by the combination—the phonograph and the records. Music is what your prospect is after. Cause him to concentrate the mind on the music.

Music is what the prospect really needs. Try to sell him music. Convince him that he needs it, and he will want it.

After demonstrating with just a few records, if you feel that a favorable impression has been made, come to the point, try to close the deal; if you tried too soon, no harm is done; you can quickly resume the demonstration. Be always alert for another chance to try to close. By persistently trying, you will usually close a sale before the high point of interest in the instru-

ment is passed. Many a sale is lost by a too prolonged effort to convince the prospect as to the actual merits of the instrument.

If you fail to close the sale at this interview, be careful to appear a good loser; express your appreciation of the visit. Write a letter emphasizing the fact that he will always be welcome in your store, whether to buy or not.

Each month, select two or three of the best records on your new list, and make these records an excuse for an especial invitation to call again—just to hear them. By addressing an instrument prospect on the subject of some unusually fine selections, from time to time, he is frequently reminded of the sales person, of the store, and of the instrument.

The letter that follows has been found quite effective:

Dear Sir:—We all enjoy music; especially in the home. Personally, my home life would be robbed of a great part of its charm, if I could not have music there.

Last evening, my wife and I enjoyed ourselves immensely, right at home—with our phonograph.

While awaiting dinner, the Hawaiian guitars tinkling "On the Beach, at Waikiki" proved an excellent appetizer.

Our dinner was unusually enjoyable with the music of the Boston Symphony Orchestra.

After dining we settled down in comfortable chairs and listened to a fine concert. The rich tenor voice of John McCormack, singing "Little Grey Home in the West" and "I Hear You Calling Me," was really more enjoyable than if we had gone to a theatre to hear him.

"Carry Me Back to Old Virginia," sung by Alma Gluck, and the "Laughing Song," by Galli-Curci, were delightful.

Gounod's "Ave Maria," sung by the great soprano, Marie Rappold, with a wonderful violin obligato by Albert Spalding, was magnificent.

Such an array of talent on one program is only possible with a phonograph.

At the close of our evening, we set the automatic stop and retired, with the distant strains of "A Perfect Day" coming from the music room.

Open your home to this delightful flood of music. Order a phonograph to-day. The greatest possession that you have is your home. Nothing can add so much to your home as music.

Your.....is at the other end of your phone. Our phone number is.....

Very truly yours.

The Edison Phonograph Shop, conducted by Robert Sell, of Knutztown, Pa., recently gave an Edison recital at which Miss Irma Seydel, violinist, and Miss Marie Morrissey, contralto, were heard.



Let Brown Do It Right

*I'll Supply Your Cabinets
—Equipped, If You Wish*

Years of experience as a cabinet builder have taught me materials from A to Z. My painstaking cabinet makers know their business too.

*The "know how" we put
into it will save you time
and trouble*

Am prepared to build phonographs for you from your blueprints, or if you wish will submit designs of my own.

Will build to fit your "selling proposition."

The easy way for you—

Let BROWN Do It

Just write me about it

CHAS. C. BROWN
350 E. Water St. Milwaukee, Wis.



People can't take their big Grafonolas away for the Summer. And yet that's the very time for music. Answer?—Portable Models for Vacationists.

Columbia Graphophone Co.
NEW YORK

ELABORATE PLANS FOR TALKING MACHINE MEN'S OUTING

Committee Makes Special Trip to Bear Mountain to Complete Arrangements on the Spot—Baseball Game and Other Sports for Attractive Prizes Are Scheduled for August 7

All arrangements have been completed for the annual outing of the Talking Machine Men, Inc., to be held August 7 at Bear Mountain, and, according to present arrangements, this outing will provide many attractive features for the dealers and their guests. Notwithstanding the fact that the steamboat fare has been increased during the past year, and the cost of the dinner has also been raised, the committee decided to charge only \$3 a plate, the same amount as last year; this charge including the steamboat fare in addition to the dinner. The association expects to have a deficit because of this very moderate charge, and is planning to make up this deficit from the club treasury.



President Coughlin

Through the courtesy of B. H. Roth, of West New York, N. J., a live wire Victor dealer, the entertainment committee of the Talking Machine Men, Inc., was given a chance to motor to Bear Mountain last month, and make arrangements for the outing. The trip was thoroughly enjoyed and the accompanying photographs present the committee during their stay at Bear Mountain.

Sol Lazarus, one of the most active workers on this committee, will donate the chest protector and mask for the ball game, and Mr. Roth will donate the baseball bats and the balls for the game. The association will also give interesting prizes for the various races, the official

schedule for which will be announced at a later date.

Talking machine dealers in local territory are evincing keen interest in this outing, and it is



Messrs. Roth, Lazarus, Mielke, Galuchie and Coughlin

expected that a banner attendance will reward the efforts of the entertainment committee to make this year's event a memorable one for the dealers. Last year's outing was very success-



H. Meilke Saving "Jim" Davin for the Army full, but the committee in charge of the 1918 event promises to make August 7, 1918, a red letter day for the members of the local talking machine trade.

MANY "BUTTERFLY" MOTOR SALES

Leonard Markels, New York, well-known manufacturer of Markels motors, etc., has been visiting the trade in the East during the past few weeks, and has called upon many of the leading manufacturers in this territory. He states that conditions are unusually pleasing for this time of the year, and wherever he visited the manufacturers expressed optimism and confidence in the business outlook.

Mr. Markels received large orders for the well-known Markels "Butterfly" motor, which is gaining in popularity day by day. This motor has many distinctive features that have made it a prime favorite with the manufacturers, and several of the houses who placed orders with Mr. Markels on his recent trips expressed their intention of using this motor exclusively during the coming year. In order to keep pace with the demand for the Markels products, Mr. Markels is planning to augment his factory space materially in the very near future, and has already taken the necessary steps in order to secure larger quarters for manufacturing purposes.

CATALOGS IN VARIOUS LANGUAGES

Pathé dealers received this week from the foreign-language record department of the Pathé Frères Co. several catalogs featuring Pathé foreign-language records which can be utilized to advantage in developing this important branch of the record field. Among these supplements are lists presenting Italian, French, Polish and Hebrew-Jewish records, and, as the demand for this type of record is growing steadily, these lists are issued at an opportune time. All of these lists feature records that were carefully selected for their particular appeal to the different races interested in this type of record, and the Pathé Frères foreign-language record department is planning to co-operate with the dealers in every possible way in developing foreign record sales.

Here is a Booth Proposition That Will Save You Money

We are in a position to build attractive sound-proof booths from \$100 up. We have been building booths, record racks, and store in-

teriors for three years, and can save you money on your installations. We use the best materials available and guarantee our work in every detail.

Let us quote you prices

H. MICKELAS - 387-389 South 1st Street - Brooklyn, N.Y.

WAR HAS LITTLE EFFECT ON PACIFIC COAST BUSINESS

Public Still Shows Great Desire to Own Talking Machines and Records—Stock Question the Only Problem—New Concerns Enter the Field—General News of Interest

SAN FRANCISCO, July 3.—The talking machine business seems less affected by the war than any other branch of the music industry. Liberty Loan drives, Red Cross appeals and War Savings Stamps subscriptions have followed each other in rapid succession, but they are unable to halt the buying of talking machines and records. The trade has done its duty in each of these money demands and the people of San Francisco have gone way over the top in every event, yet there is always plenty of money for talking machine music which appeals to the public, perhaps more than music in any other form. It may be because the talking machines make their appeal to the so-called common people that their popularity shows such steadiness amid the falling off in the demand for so many articles which were previously considered perhaps even more essential than they. This is the era of the common people. The man with the hoe, the hammer and drill, in other words, the mechanic is now the man who has the money, and he is buying what he wants. San Francisco mechanics are making more than ever before in history and the ranks of well-paid laborers are being constantly swelled by accessions from other ranks of life. With the multitude receiving high wages what is to prevent the continued success of the talking machine? Manifestly, only one thing is going to keep down future sales. That is the lack of stock. This is more or less a ticklish question with the dealers, and some makes of machines are being restricted seriously, but as yet in the gross there has been no shortage of talking machines in this market. Some of the dealers are very enthusiastic over their June business and none of them has found the month's sales to show a less volume than a year ago at this time.

Conditions Good in Northwest

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., and manager of the wholesale distribution of talking machines, has recently returned from the Northwest, where he visited the company's branch stores at Portland, Seattle, Tacoma and Spokane. He found that business was in good shape in that territory, especially in the cities where a great deal of shipbuilding is in progress and large payrolls prevail.

Increased Business on First Floor

Edward Humphreys, in charge of the record department of Byron Manzy, reports that there has been a large increase in the sales of records since the talking machine department has been moved to the first floor. Mr. Humphreys has had to bring in a number of records by express from the East in order to keep up with the demands of his customers.

F. B. Travers, manager of the Phonograph Shop on Stockton street, has just returned from the southern part of the State where he signed up several new agencies for the Sonora machine. He feels that this section of the State is pretty well covered with agencies for the Sonora, and with the prospective shortage in supplies he will probably not make further effort to appoint agents in that section.

Fred A. Dennison, district manager for the Columbia Graphophone Co., says that his stock of machines is about exhausted. However, he has a good stock of records and more are constantly arriving and this is keeping business lively for him.

Large Shipment of Pathé Machines

The Stern Talking Machine Corp. has recently received a large shipment of Pathé machines, and a number of other machines are on the road to this company. A demand has arisen for the higher grade Pathé machine at this shop and a number of the cheaper grades were exchanged this month for better instruments.

The Oakland and Richmond branches of the Stern Talking Machine Corp. both report very satisfactory business for the month.

C. E. Goehr, Western branch manager for

Pathé Frères, visited the Stern shop this month and later went to Los Angeles, where it is understood he is about to close a number of Pathé agencies.

Sherman, Clay & Co. say that both the wholesale and retail talking machine departments made a much better showing during the month than might be expected under the general condition of trade and the many demands being made upon the purses of the public.

Attractive Edison Window Display

The Edison Phonograph Shops, where the Edison is retailed in this city, frequently have very attractive window displays. The most recent of these displays was a large picture of a concrete viaduct of the Lackannock railroad. The window dresser compares this striking engineering feat to the Edison machine. Both are masterpieces of skill.

James J. Black, who is one of the directors of the Wiley B. Allen Co., and has charge of the talking machine department for that music company, recently took a trip through the southern part of the State in his machine. He was joined on part of his trip by Mrs. Allen and party.

Adds New Phonograph Department

The Irvine Music Co., which was formed by R. S. Irvine, formerly connected with the Eilers Music Co. in this city, has just added a phonograph department, which Mr. Irvine predicts will be a winner. Mr. Irvine has many friends both in and out of the music trade in this city and his new music house is establishing a reputation for reliability.

The Clark, Wise Music Co. has been featuring a small phonograph for vacation purposes and says that business has been especially brisk in this machine. Mr. Wise has just returned from his own vacation, which he spent in Portland, and while he was glad to get back to San

Francisco, which has been his home for so many years, he was full of praise for the northern city and said that the music business was booming in the "city of roses."

The Emporium, which is San Francisco's largest department store, has been conducting a birthday sale, and although there were no reductions made in prices in the talking machine department, the store reports that the large crowds attracted by reductions elsewhere purchased heavily of phonograph goods, especially of records. The sale of machines was also larger than usual for the period.

Plans for Allied War Exhibit

At the Allied War Exhibit, which is to be given in this city July 7-28, is expected to draw great crowds from the entire Bay region, and the talking machine men are preparing to attract the attention of the crowds by their window displays and meetings, a number of which have been scheduled during the progress of the show. The occasion is expected to attract greater crowds to San Francisco than any other event planned for the year and the music dispensers are going to take full advantage of it.

NEW QUARTERS FOR CRAFTS-STARR

RICHMOND, VA., July 8.—A. B. Seigel, of Brooklyn, N. Y., has been appointed a member of the traveling staff of the Crafts-Starr Phonograph Co., of this city, factory distributors for Starr phonographs and Gennett records. Mr. Seigel assumed his new duties last month, and has already achieved pleasing success in his visits to the dealers in this territory.

The Crafts-Starr Phonograph Co. has leased for a term of years a three-story building at 414 East Marshall street, which will be utilized for storage purposes. This building is a new one, which has just the right kind of equipment to make it ideal for warehouse use. Stocks are being accumulated rapidly, and the company feels sure that it will be able to render its dealers reasonably satisfactory service the coming season.



Harponola

MAKE YOUR PLANS NOW

Do not wait until the Fall season is here to secure your stock.

If you carry our line, place your order NOW.

If not, NOW is a good time to investigate.

Send for particulars.

CABINETS

Equipped or Unequipped
for Manufacturers
Jobbers — Dealers

Guaranteed and Manufactured by

THE CELINA FURNITURE CO.

CELINA :: :: :: :: :: :: OHIO

ST. LOUIS WHOLESALERS WATCHING FICTITIOUS ORDERS

Believe That Some Dealers Are Placing Orders Beyond Their Needs on Chance of Getting Larger Proportion of Actual Deliveries—Patriotic Records in Demand—Trade Situation Reviewed

St. Louis, Mo., July 5.—According to wholesale salesmen, the easiest thing in the talking machine line just now is to write a large order for a retailer. The hardest thing to do, according to the same authority, is to get the stock to fill that order. Some of the salesmen are of the opinion that a fair percentage of the orders now being filed are fictitious, as the dealers have at last realized that there is to be a scarcity of machines and they are placing orders for a larger number than they actually want or expect, with the idea that they will be filled proportionately.

Some of the orders given, however, are to be disappointed in this for one jobber, after noting the size of an order, wrote to the customer:

"We note the order recently given to our firm by you and we thank you for it. But we would like to know what reason you may have for expecting that your business within the next three months will exceed by 100 per cent. that of last year? This expectancy appears in your recent order and, also, we note that you have added the — machine to your list. Unless we are satisfied that you have a reasonable expectancy of this increased business, we shall be compelled to distribute new stock to you proportionate to your orders of last year."

The idea of basing distribution on last year's business appears to be very general. Jobbers and assemblers here are not expecting as much stock as last year and, apparently, have little hope of meeting legitimate demands for their merchandise and they are going to do their best to see that the unfair distribution based on fictitious orders does not work injury to the dealer who is playing the game fair and ordering what he thinks he will need and who will not yell when compelled to put up with a shortage.

The retail business is quiet. There is no mistake about that, especially in the city. It may be that some prospects have got tired of trying to get just the machines that they want and have given up, but there are not as many machine inquirers visiting the various stores as there was two months ago. The slump in inquiries set in just after the Red Cross drive and the trade has not entirely recovered. Practically every retail store is short of the lines of machines most in demand—usually those running from \$50 to \$175, according to the nature of the trade catered to by the store.

Some of the assemblers still have a fair display of machines, but they are going slowly and are turning down many orders at wholesale because they believe that they can sell most of

their output at retail to drop-in customers and in this way make more money and a larger profit than by selling at wholesale.

During the last few weeks representatives of the Air Production Board have taken from the local planing mills many panels made for talking machine cabinets. The planing mills, it appears, have been left free to keep on making these panels, but deliveries to their private customers are restricted closely and the stock must be at the disposal of the government at all times. Some of the assembly plants were well fortified with motors and arms but can use these only slowly under present conditions.

"Everybody is buying records," is the way a number of the retail men express the situation, after saying that the machine market is quiet. There appears to be a never-ending demand for the records and stocks are fairly well filled and at least good substitutes for the records in demand are on hand, so the receipts are running high.

Of course the "war stuff" is the strongest in the records sales, but a good many machine owners are seeking relief from the "war" by going back to standard music. This, of course, includes the long line of operas and renewed popularity is shown by folk songs. The latter vogue is believed to be due somewhat to the recent community sings. Now almost every public meeting begins with the public joining in several songs. "America" or the "Star Spangled Banner," of course, and then one or two others. "Dixie" is used a great deal here and "Onward Christian Soldiers," "Long, Long Ago" and "Old Black Joe" are other types. Many persons are learning that there really are words to these numbers, which they have known mostly as band pieces and after singing them themselves in the crowds they buy a record and listen to them at home, appreciating the beauties that have been hidden from them during their thoughtless days as a mere listener to the instrument.

John J. Schlichter, traveler for the Silverstone Music Co., has entered the military service and Retail Salesmanager Schlude has been promoted to take his place. President Silverstone will go to San Francisco with the Ad Club delegates for the big meeting there and will then go to Los Angeles or some other point south for the rest of the summer, hoping to entirely regain his health by fall.

The Rice-Stix Drygoods Co., The Witte Hardware Co., and the Phoenix Furniture Co., dis-

tributors in this city for the Vitonola talking machine, which is manufactured in Chicago by the Vitonola Talking Machine Co., all report an active demand for this product.

Wholesale Manager Salmon of the Columbia Co. is preparing to enter the army at any time now. His position in the draft list has had its ups and downs but his ward is nearing the end of the No. 1 list, which includes Mr. Salmon. He asserts that he is going to leave his customers all well sold on patriotic records that they can play and remember him by. And as he has a host of friends he will not be forgotten by them.

At Aeolian Hall much satisfaction is expressed with the trade prospects, both wholesale and retail. Manager Guttenberger of the Vocalion department says that only stock restricts their field of operations. The jobbing business is being extended slowly and only the most desirable dealers are being put on the list.

The Fourth of July Vocalion record made a very great hit here. Two of them were used as the center of a window display and the response was immediate. Buyers were attracted by the novelty of the colors and came in to ask questions, remained long enough to listen and then bought.

The entire list of Vocalion records has made a most decided hit. The favorable impression made apparently improves with time. This is the second month and already they have established a clientele.

At the end of the fiscal year, the first of the month, the improvement of the totals over the year before at Aeolian Hall was pronounced surprising to even those whose duty it was to keep a watch on them. The recent record business has been amazing.

It was told at Aeolian Hall that C. P. Byers, Vocalion manager at Cincinnati, had reported the birth of a son, named William Kale Byers. The announcement has resulted in heartiest congratulations being extended.

Manager Cone at the Artaphone warerooms says that he has only one complaint, that the callers there want to buy too many machines. "We are doing the best we can with the materials and labor available," said Mr. Cone, "but we decline to accept orders that we cannot fill nor to entirely forget our former customers. It really is distressing to have to refuse to talk to a man ready to give you a check for merchandise, but such things must be done. The man I least want to see is the man who wants to talk about 100 machines."

Two new styles of Artaphones with spruce sound boxes have been on exhibition at the Artaphone warerooms recently and have attracted much attention.

AMERICAN

AMERICANS embody all the good qualities and special features of phonographs, clear in tone, beautiful in design, finest finish, smooth running motors.

We stand back of every American



No. 22



No. 13



No. 5



No. 8



No. 9



No. 10



No. 11

American Phonograph Co.
39 Fountain Street, N. W.
GRAND RAPIDS MICH.

**Just the thing for Automobilists !
A Military Trunk Grafonola Outfit,
sturdy, light, companionable—
easy to sell.**

**Columbia Graphophone Co.
NEW YORK**



UNITED STATES TRADE BALANCE IS THREE BILLIONS

Figures for First Year of Our Participation in the War Show an Approximate Balance of \$3,000,000,000 in Our Favor—Imports Increased Nearly \$350,000,000 Over Preceding Year

WASHINGTON, D. C., July 5.—The United States closes its first fiscal year as a participant in the great war with a trade balance of approximately \$3,000,000,000. Exports for the fiscal year will total \$6,000,000,000, as compared with \$6,290,048,394 in the twelve months ended June 30, 1917. Imports increased from \$2,659,355,185 last year to about \$3,000,000,000 this year.

Such a showing was regarded as very gratifying by Government experts and no uneasiness is felt because the trade balance declined \$630,693,209 as compared with 1917. Steps are being taken, however, to retrieve the loss as fast as possible in the coming year by a fuller utilization of available tonnage in foreign trade, especially small boats not needed for transatlantic service, which can be used to carry surplus manufactures to Latin-American countries and reduce the shipments of gold made necessary by the United States becoming a debtor nation of the other pan-American republics.

Gold Flows to South America

The increasing flow of gold to South America was one of the most striking features of world trade in the last twelve months. Products of the Latin-American countries—meat, grain, rubber, hardwood, nitrates, tin, platinum—have been bought in large quantities by the Allies, which

have had less and less goods to ship in return as the war progressed. The result has been that the Latin-American countries have been paid in gold, which they hardly have been able to spend.

Imports of South American goods by the United States alone in the last twelve months have totaled nearly \$600,000,000, while exports to the same continent have been only about half as much. The United States also is a debtor to Asia, Oceania and Africa, despite the growth in sales to countries of those continents. Europe and North America, including Canada, through which is shipped much of the exports going to Great Britain, continue to look to this country as their great source of supply.

U. S. Rationed Neutrals of Europe

The European neutrals were strictly rationed by the United States during the fiscal year. Exports to Denmark, Norway, Sweden, the Netherlands and Spain were cut in some instances as much as 90 per cent. Denmark received only about \$5,000,000 worth of goods from this country, as compared with approximately \$50,000,000 in 1917.

Restrictions on shipments of many commodities had less effect on the total value of trade than on the volume, because of steadily increasing prices for almost everything.

The loss in the trade balance was due largely to decreased exports of manufactured goods.

APPRECIATES WORK OF STAFF

The staff of the Otto Heineman Phonograph Supply Co. was advised the first of the month by Otto Heineman, president of the company, that in view of the fact that June had been the biggest month in the history of the company both in sales and in the orders booked, a \$5 War Savings Stamp would be distributed to every member of the office staff and every foreman employed in the factory. In addition a \$5 bonus was also given to the members of the staff, and this tangible distribution reflected Mr. Heineman's appreciation of the efforts of his force during the month of June. Incidentally, it is interesting to note that this is the fourth War Savings Stamp that has been given to the Heineman employes, and many of the employes are also working earnestly in behalf of the War Savings Stamp movement in their social fields.

NEW BRUNSWICK CO. STORE OPENED

The Brunswick Munn Music Co., of Ft. Dodge, Ia., opened its headquarters at 1021 Central avenue last week. This store is one of four branch stores operated by the same concern in Iowa, the other branches being in Cedar Rapids, Cedar Falls and Waterloo. A. L. Adams is the manager of the new store, which will handle a full line of pianos and players, in addition to Brunswick phonographs and records.

VICTOR RECORD BY THE FLONZALEYS

Famous Quartet Plays a Mendelssohn Selection on First Recording for Victor Co.

The big feature of the Victor Co.'s record list for August is the announcement of the first record to be made by the famous Flonzaley Quartet, recognized at the present time as one of the leading, if not the leading, organizations of its kind in the country. Thus the Victor Co. adds another bright star to the galaxy of famous recording artists and organizations, whose efforts find an outlet through the medium of Victor records. The first record made by the Flonzaley Quartet is "Canzonetta" from Mendelssohn's "String Quartet in E Flat," Op. 12, No. 2, and said to be a most excellent exemplification of the musicianship of the Flonzaleys. More records by this famous quartet will shortly make their appearance in the Victor list.

MODERN MOULDING FOR WALL BOARD

MEMPHIS, TENN., July 6.—The W. R. Friedel Co., of this city, is receiving many inquiries from dealers throughout the country regarding its new system of utilizing modern moulding for wall board in the construction of demonstration booths. The company has worked out detailed schedules to tell the dealers just how to utilize these mouldings, and all of the material covered in these schedules, with the exception of the mouldings, may be purchased locally if the dealer prefers. This system, which embodies many distinctive features, has been heartily endorsed by several of the leading talking machine companies, who believe that it can be utilized to excellent advantage by the dealers in the construction of demonstration booths.

Genuine Period Styles

Authentic adaptations of Adam, Louis XVI, Sheraton and Queen Anne periods, harmonizing perfectly with the styles whose names they bear, are a feature of the case work on the Marvelous

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

Give us the Opportunity to tell you more about this and other sales-making features of MAGNOLA construction, by sending us your name and address.

We have a handsome catalog, illustrated in colors, that tells Magnola's story—and is yours for the asking.

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.

The BEST TALKING MACHINE NEEDLE

On the Market—Packed in Counter Salesman



50 Needles to a box and they retail at 10c. per Box.

60 Boxes to a package \$6.00.

This package costs you \$3.90 net.

Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

The Fred. Gretsch Mfg. Co. 60 Broadway
Brooklyn, N.Y.
Manufacturers of Musical Instruments
Canadian Wholesale Agent, H. A. BEMISTER!
10 Victoria St., Montreal, Can.

WHOLESALE EXCLUSIVELY

from the

Two Biggest Cities in the U. S. A.

the 2 Largest Distributors

New York
Talking Machine Co.
119 W. 40th. Street,
NEW YORK

Chicago
Talking Machine Co.
12 No. Michigan Ave.
CHICAGO



FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN,
Manager

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., July 10.—The record situation has seen much improvement within the past month, and as a result the wholesale trade of Chicago was partially able to satisfy the demands made upon it for standard numbers. However, the relief was not great enough in any particular instance to enable the wholesalers to entirely take care of back orders, but enough standard records of all makes came in in numbers large enough to show that the manufacturers were doing their best in order to relieve the situation.

There is still a large demand for the medium and high-priced machines, but this, as is well known to the trade, cannot be taken care of due to the lack of labor and shortage of material. The machines which are being shipped are coming through on schedule time and the wholesalers are not experiencing much trouble due to railroads. Shipments of the small table machines have been coming in in fair quantities and the demand for these instruments has been taken care of in a fine way. In general the wholesale dealers report that the demand made upon them by the Chicago retailers in no way approaches the demand made upon them by the country dealers.

In the retail trade it seems as though the demand for patriotic and popular record numbers will never be satisfied. The dealers are experiencing some difficulty in continually turning down their clientele and in trying to unload what they have in stock. As far as operas and classical numbers are concerned it is an easy matter to satisfy the local trade, but the dealers are finding it hard to get enough of the popular numbers and military dance music. This demand is being taken care of in a small way at present, more so perhaps within the past month than with any other month so far this year and from present indications the retail dealers are anticipating further relief along these lines to come gradually.

H. A. Beach Entertained

H. A. Beach, head of the Victor traveling department, accompanied by Messrs. Yeager and Browning, Victor travelers for Illinois and Ohio, were recent visitors to the Chicago trade. During the visit here Mr. Beach was entertained at a basket outing by L. C. Wiswell, manager of the Victor department of Lyon & Healy, and

Mrs. Wiswell and daughter. Mr. Wiswell took the party in his auto for a visit to the Great Lakes Naval Training Station, and from there the party motored to Hubbard Woods for luncheon. After luncheon Mr. Wiswell drove Mr. Beach back to the Great Lakes Station, where he boarded the electric car for Milwaukee. It is the intention of Mr. Beach to make a tour of the Central States territory before returning to his headquarters at Camden.

Attractive Lyon & Healy Window

The Lyon & Healy show window which faces both the corner of Wabash and Jackson is very attractively fitted out depicting a fishing camp. A figure representing the fisherman, dressed in appropriate costume, is standing in the foreground dangling his line in the bubbling brook that flows around the window wherein there are quite a number of live brook trout. The background is decoratively arranged to represent a wood and immediately in back of the fisherman there is erected a pup tent, in front of which there is a campfire burning. The conventional Victor dog is replaced by a stuffed brindie bull, which is chained to a tree stump near the tent. By the side of the campfire there is a small table Victrola, suggesting "music in the camp" and bearing the caption, "Take a Portable 'A-Camper' Victrola Outfit and Carrying Case With You."

Had Shorter Vacation Than Usual

L. E. Noble, manager of the wholesale Victor department of Rudolph Wurlitzer Co., has just returned from a week's vacation trip to Lake Koshkonong, Wis., where he was accompanied by his wife and child. Mr. Noble was unable to stay the customary two weeks on his vacation this year, owing to business matters which needed immediate attention, but anticipates being able to return for another week's rest-up about the first of September.

Harold Huemoeller, Illinois wholesale Victor traveler for Rudolph Wurlitzer, was called to the colors the latter part of June and is now in training at Camp Grant. He was one of Manager Noble's best men and had been connected with the Wurlitzer Co. about a year.

Move Offices

Sam J. Turnes, advertising manager for Brunswick-Balke-Collender Co., has had his department removed from the general office building

at 633 South Wabash to No. 163. This is the store room formerly occupied by the retail Brunswick Shop, prior to its removal to the present location. Mr. Turnes has his new offices attractively fitted out and is very well pleased with the new location as well as the bevy of beautiful and charming young stenographers he now has as his assistants.

Increase List Prices

The Vitrola Talking Machine Co. has just announced an increase in the retail listings of their product which is now in effect. The increase embraces the entire Vitrola line, and is as follows: No. 25 is increased to \$27.50; No. 50 to \$55; No. 67 to \$85; No. 100 to \$110; No. 125 to \$135; No. 150 to \$165; No. 175 to \$190. These increases it is stated will allow a larger margin to the dealers. It is also stated that the new 175 will soon be supplied in Circassian walnut. Jeffrey B. Schiff, sales manager of the company, stated that business has been very favorable with him and both the eastern and western business is very good. "We have opened up several new accounts around the country," he continued, "and the dealers are having a very good demand for high priced goods. The growth of this demand has been very noticeable during the past six months. We will soon have ready for the trade a beautiful period model of the Louis XIV design. This is of the table type machine equipped with a large and powerful spring motor playing both lateral and vertical cut records. It is very artistically designed and will be equipped with a new style tone chamber built especially to conform with this type of machine. It can be had in any of the woods desired and looks especially beautiful when finished in either the antique or Circassian walnut. The new instrument will be known as the Vitrola Model No. 17.

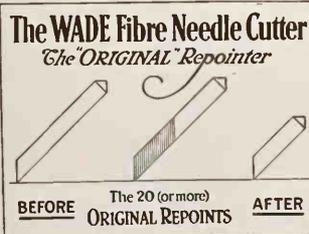
New Incorporation

A new company to be known as the Illinois Talking Machine Co. has just been incorporated under the State laws of Illinois with \$5,000. The officers are Edwin Frankel, president; J. L. Isaacs, treasurer, and Garret Woodward, secretary. The new company, it is stated, will manufacture high-grade cabinet talking machines. The first model to be put upon the market will be known as the "Verdiola" grand concert. The

(Continued on page 69)

THE "WADE" FIBRE NEEDLE CUTTER

assures "20 or more" *Original* New Points to each Fibre Needle



—and therefore is the most economical Fibre Needle Cutter on the market. You know the many advantages of using Fibre Needles—more natural reproduction; more tunes for one cent; no wear and tear on records, etc., etc., but, do not make the mistake of buying anything but the best Fibre Needle Cutter.

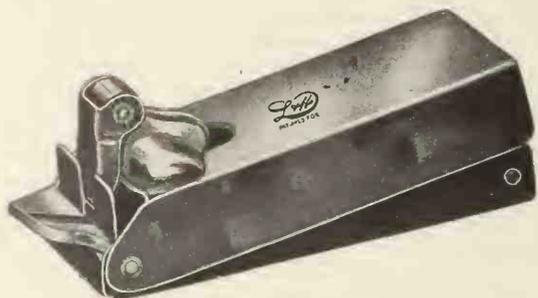
The Wade { is the oldest Fibre Needle Cutter on the market—
sells on demonstration—
never fails to give satisfaction—
is made in two styles—\$1.50 and \$2.00.

Usual trade discounts—Write for samples or Order from your regular Distributor



WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

Lyon & Healy



L. & H. Fibre Needle Cutters and Needles

- ☐ Increased production has enabled us at last to have on hand an adequate supply of this most popular Fibre Needle Cutter.
- ☐ It is so simple in construction as well as in operation that it has become one of the largest selling Victrola accessories.
- ☐ Fibre Needles are economical. They reduce needle cost because they can be used several times. They never injure the record.
- ☐ Send for a trial order of *Lyon & Healy Fibre Needle Cutters* and B & H Fibre Needles.

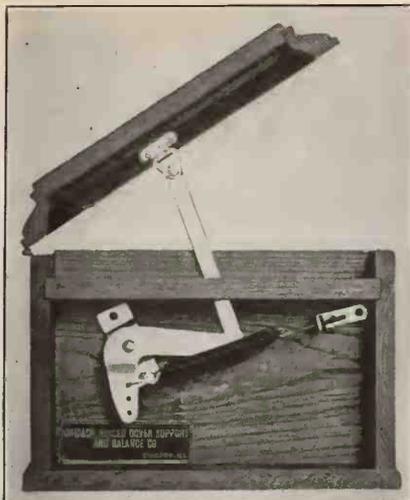
Are You Using Our New Window Card Service?

Art Window Cards (Size 14x22) featuring the best selling new Victrola Records, illustrated in colors, \$1.25 per month. Orders accepted now for the August 1st release.

Everything Known in Music

Lyon & Healy

Victrola Distributors
CHICAGO



(Pat. Applied For) COVER BALANCE No. 1

What's Wrong With Your Sales?

Why is your competitor getting all of the business? Your cabinet work is just as good as his, BUT his equipment (which is 50% of the battle) is "turning the trick."

The Chicago Cover Balance

was the first cover balance in the field and has proven its worth by the fact that over 75 of the best known makes of talking machines are equipped with it.

EQUIPMENT COUNTS

The cover is "PUT" and "STAYS PUT"

WE ALSO MANUFACTURE CONTINUOUS AND EMPIRE TOP HINGES

Chicago Hinged Cover Support and Balance Co. 2242-44 W. 69th Street
CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 67)

business offices and salesroom will be maintained in suite 411, 56 West Washington street, and the factory, which is equipped with the latest and most up-to-date machinery for the manufacture of talking machines is located at 1234-36 West Van Buren street. The sales will be handled by both Mr. Frankel and Mr. Isaacs and the manufacturing end of the business will be conducted by Mr. Woodward, who by the way is well known to the talking machine trade of this city and familiar with every detail in the manufacturing of talking machines. The new company expects to have models of the line on display in their showroom in the general offices within a few weeks.

J. H. Steinmetz a Busy Traveler

J. H. Steinmetz, president of the Empire Talking Machine Co., is spending a great deal of his time in traveling lately, having but recently returned from a week's trip to New York. On his return he brought back news that will be received with much joy by Empire dealers. The good news is that he expects to be able to announce something big regarding a new edition of Empire records about August 1. Upon his return from New York Mr. Steinmetz spent a day in Chicago and then left for Culver, Ind., accompanied by his son, John, Jr., who but recently matriculated as a student in the well-known Culver Military Academy. After taking leave of his son Mr. Steinmetz went to Indianapolis, where he spent several days in looking after the Empire factory in that city and calling on the trade.

Emerson Co. in New Quarters

After much difficulty experienced, due to being held up by workmen remodeling their new suite of offices at 7 East Jackson Boulevard, the Emerson Phonograph Co. at last made the move and are now comfortably located in their new headquarters. A lengthy description of these new quarters appeared in the reading

columns of the World some time ago. Manager F. W. Clement is now in a better position to take care of his trade, owing to the increased stockroom and shipping facilities. The stockroom alone occupies about four times the space he had at his old location. The increased amount of stock and shipping facilities has enabled him to put on additional help both in the stock and shipping rooms as well as adding to the stenographic forces. Manager Clement is very well satisfied with the present business conditions and states that the business for the summer months was by far greater than he had dared anticipate. Mr. Clement recently spent several days entertaining H. L. Leeming, general manager of the Emerson Phonograph Co., who was in Chicago on a short business visit.

Gold Star on Service Flag

The Chicago office of the Columbia Graphophone Co. has placed a gold star on its service flag in memory of Gregory A. Dorian, who was killed in action with the marines on April 30. Mr. Dorian was one of the most lovable and well liked of the Columbia office force and had been connected with the billing department for quite a while. He was a son of the late John Dorian, who formerly managed the Chicago Columbia office and who, by the way, was famous for what is said to be the biggest deal ever pulled off in the annals of the phonograph history. This brave young American soldier was also a nephew of Marion Dorian, chief auditor for the Columbia Co.

Improvement in Record Situation

"We have been receiving some excellent shipments from the Victor factory lately," stated G. P. Ellis, sales manager of the Chicago Talking Machine Co., and from present indications it looks as though these good shipments will continue to come through. The standard numbers that were out of stock for several months

past came in in fairly good number and those dealers who had patience profited thereby.

However, we were not able to give entire relief to the record situation, only partly, but it helped out materially in filling back orders. The decrease in the receipt of talking machines from the Victor factory for the past six months was to be expected because of the tremendous difficulty being experienced by them due to both labor and material shortage. In spite of these difficulties, however, the shipments received during these months were wonderful. From present indications there is no telling at what rate we will be able to receive machine shipments from the factory, but we are optimistic and therefore expect that there will be a favorable increase gradually."

Good Demand for Brunswick

"Shortages of both labor and material continue to be the main factors governing the production of talking machines," stated H. B. Bibb, general manager of the phonograph division of the Brunswick-Balke-Collender Co., "and if it were not for these two factors the manufacturing trade in general would far surpass its wonderful production record of last year. It can be readily seen by those in a position to know just what the number of talking machines produced this year would amount to as based upon the number of orders that are being received. With ourselves we are away behind on orders and expect to be so for the balance of the year. We find that the demand for talking machines is inclined towards the higher priced instruments and our records show that the demand for our number 175 machines is greater than any other."

Like the B. & H. Repointer

The B. & H. Fibre Mfg. Co. report that the demand for the B. & H. Repointer for sharpening fibre needles is steadily increasing as the

(Continued on page 71)

TRANSFER NAME-PLATES

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

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

Samples, Suggestions and Sketches Furnished Free

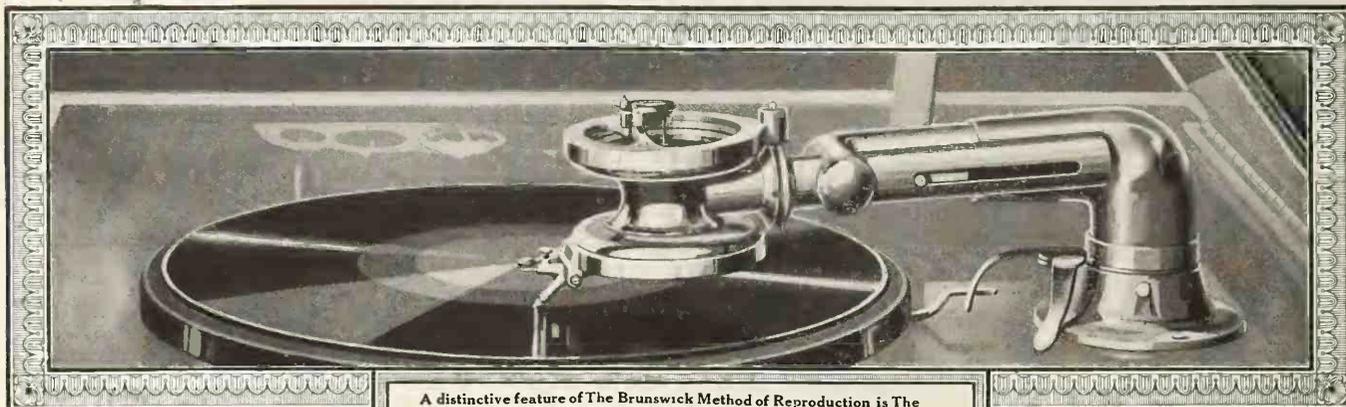
THE MEYERCORD COMPANY, CHICAGO

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



The Brunswick

ALL PHONOGRAPHS IN ONE



A distinctive feature of The Brunswick Method of Reproduction is The Ultona, pictured above, in position for playing a Fat-e Record. The Ultona is instantly adjustable to play any record, whatever make.

Tones Hitherto Lost

Now Brought Out in Rich Clarity by
The Brunswick Method of Reproduction

ASK your customer to think of the finest toned phonograph he ever heard, the loveliest record — then think of it played infinitely better.

Tell him that such is no longer an ideal — but an accomplished creation — an actual, buyable improvement.

Once a person hears The new Brunswick Phonograph he will voluntarily discard old conceptions, old standards. Each record gains new significance!

Such a bettered instrument was inevitable. Some instrument was certain to offer the advantages now presented in The Brunswick Method of Reproduction.

This is one of the greatest achievements in phonographic history — opening a new epoch.

Brunswick Tone now commands first consideration. And people are asking themselves if

they can be content with less. Few can.

Never So True

The simplest way to prove the added charm of Brunswick tone is to choose the most difficult records of all and play them on The Brunswick. Then suggest to your customer to compare this with other reproductions.

Piano records afford the severest test. Also the records of symphony orchestras.

On The Brunswick, piano notes are piano-like. Reproduction is perfect.

There is not the slightest suggestion of the zither nor the harp, a resemblance which has often disappointed when piano records were played.

In every comparison, you can convince your customer of Brunswick superiority. Make as many tests as he wishes. He will never hear The Brunswick's equal.

The Latest Way

The Brunswick Method of Reproduction includes the playing of all records, whatever make. This is accomplished by The Ultona, an entirely new and exclusive reproducer. It is instantly adjustable, presenting to each type of record the exact needle, diaphragm and weight.

Each record is played at its best, according to its own requirements. No other phonograph offers The Ultona.

Another feature of The Brunswick Method of Reproduction is the all-wood Tone Amplifier, built like a violin. No metal is used in this delicate throat — the sound waves have an opportunity to expand and contract in a natural way. Thus metallic and harsh notes are ended.

In a dozen ways The Brunswick Method of Reproduction is far in advance. No one can afford even to think of a phonograph without hearing The Brunswick first.

The Brunswick Retails from \$32.50 to \$1,500

DEALERS: If you have not received the latest Brunswick proposition, write today. For those prepared to do a large business, we offer an unusual opportunity. Our proposition is a money-maker.

Branch Houses
In Principal Cities of United
States, Mexico and
Canada

The Brunswick-Balke-Collender Company
General Offices: Chicago

Canadian Distributors:
Musical Merchandise Sales Co.
Excelsior Life Building
Toronto

(1225)

FROM OUR CHICAGO HEADQUARTERS (Continued from page 69)

trade and through them the owners of machines become acquainted with its merits. "Once the customer learns how to use the Repointer properly he becomes very enthusiastic regarding its use," said President F. D. Hall, "and we have received many letters telling us of the improved tone produced through its use and that the needle re-pointed with our device reproduces the record better than when it is taken straight from the package. The principle on which this Repointer was made is becoming recognized as the correct one. It is the natural method. Anything that is to be pointed is shaved on the side like a lead pencil. The machinist in grinding a tool grinds on the side. This method not only saves the needle, but produces a most perfect point." The company's letter files are becoming crowded with letters from both dealers and users testifying to the satisfaction of the B. & H. Repointer.

Increasing Price of Magnola Talking Machines

The demand for the Magnola talking machine in all styles is not only increasing steadily, but continues to tax quite seriously the facilities of the company's large plant. Such persistent demand is of course gratifying, although the equally persistent rise in cost of production militates against the otherwise perfect happiness that would reign in the Magnola offices.

President Otto Schulz has recently been obliged to notify his dealers of increases in the retail prices of Magnola styles. Magnola 65 is now to retail at \$75, Magnola 85 now retails at \$100, Magnola 100 at \$125 and Magnola 150 at \$175. Wholesale discounts remain as liberal as before, so that this general raising of prices will enable Magnola dealers to sell at a better profit. This action is forced upon the Magnola Talking Machine Co. by pressure of actual manufacturing conditions and is quite in line with the policy of other leading manufacturers.

Magnola is now produced in seven styles, ranging from the moderate priced Magnola 75 to the elaborate and beautiful Magnola 200, in pure Adam style, with veneers, hardware and finish equal to that of the finest piano, with extra large and powerful motor, sound-box and tone chamber. All Magnola models, save the lowest priced, have the vertical filing cabinet built in, for record-filing, while all styles without exception have universal sound box playing all makes of record, tone-graduator for controlling loudness at will and tone wave deflecting system in tone chamber for assuring clear reproduction.

The handsome Magnola catalog, illustrated in colors, has proved to be a potent sales maker among prospective purchasers and copies of it will be mailed to any dealer who would like to see what good sales helps the Magnola Talking Machine Co. supplies to its retail representatives.

Magnola is now in its third year of continuous production and has been thoroughly tested in respect of all its special constructional features. The company is controlled by the stockholders of the famous M. Schulz Co., manufacturers of the famous M. Schulz Co. pianos and player-pianos, of which more than 130,000 have been made and sold. The M. Schulz Co., founded in 1869, is one of the most powerful factors in the music trade of the Middle West.

A Seasonable Cognomen

Wm. E. Cotter, manager of the talking machine department of Thos. E. Wilson & Co., is very jubilant over the advent of a new small daughter at his home last month. She will be known as "June," after the month of her birth.

A Splendid Showing

A visit to the factory of the Chicago Hinged Cover Support & Balance Co., 2242 West Sixty-ninth street, the other day, found the officers in charge of its destinies very well satisfied with the situation as viewed from their standpoint. The Chicago cover balance is the original device of the kind and its remarkable progress since it was first put on the market about two and a half years ago is shown by the fact that no less than

seventy-four manufacturers of talking machines are regularly using it on their product.

The company foresaw the present conditions in the material market and provided against them. They have a stock of steel on hand sufficient to take care of their normal demands for many months to come.

J. L. Abbott, manager, has just received the conventional post card announcing that his son, Russell Abbott, who was very recently in training at Ft. Sam Houston, San Antonio, Tex., has arrived safely in France. He is a corporal in the quartermaster's department.

Tells of Prosperity in the South

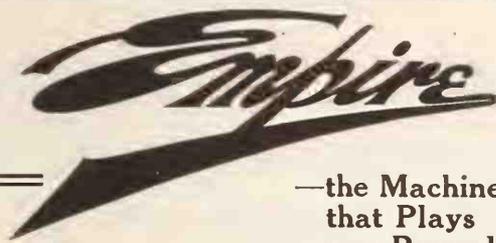
Westervelt Terhune, manager of the Columbia Graphophone Co.'s wholesale branch at Atlanta, Ga., was a caller on the Chicago trade this week. "One who has not actually studied conditions existing in the Southern trade at present," stated Mr. Terhune, "cannot conceive of the wonderful proportions to which it has grown within the past year. The tremendous amount of war work going on down South,

combined with the large crops of last year, has been a great stimulus to the Southern trade and they have plenty of money and are spending it. We anticipate a very favorable fall and winter season in the South, which is based upon the Government's statistical reports that the cotton crop will be next to the biggest one ever picked in the South. The biggest cotton crop we ever had down there was in 1914, but the increased prices that growers are getting for their cotton this year will make the coming crop far overshadow the receipts of 1914.

W. W. Wilson Visits

W. W. Wilson, manager of the educational department of the Columbia Graphophone Co., New York, was a visitor to Chicago recently. While here Mr. Wilson spent several days in conference with the salesmen of the Chicago branch and held a number of interesting meetings during which new and improved educational features were advanced for the benefit of the dealer handling the Columbia line.

(Continued on page 72)



—the Machine that Plays any Record

It will pay you to look into this popular line of Talking Machines. The Empire Talking Machine has every worth while feature of all other makes in addition to several exclusive features. Dominates all others in perfection of tonal quality and sales value.

The Empire stands second to none in design and finish and enables you to meet the tastes and requirements of every buyer. Made in eleven models, prices at retail from \$32.50 to \$500.00.

We also make a line of Empire records which retail at popular prices. These are vertical cut records and are played with the reproducer in the vertical position. Selections consist of popular vocal and instrumental and high class grand opera numbers.



Model A 1
Price \$150.00

EMPIRE RECORDS
RETAIL AT
POPULAR PRICES



Ask Us
for a
"Dorothy Booklet"

Write today for our complete catalogs of Empire Machines and Empire Records, and full information regarding our Splendid Dealer Helps

Empire Talking Machine Co.

JOHN H. STEINMETZ, President

429 South Wabash Avenue

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 71)

G. C. Vining With Columbia

Geo. C. Vining, one of the oldest members of the Chicago trade in length of service, is now connected with the Chicago branch of the Columbia Co. in the capacity of assistant to C. F. Baer. He succeeds R. C. Peere, who a few months ago was transferred from the Columbia Kansas City office to Chicago, Mr. Peere having gone back to the Kansas City branch. The change was made necessary owing to the ill health of Mr. Peere's wife. Mr. Vining is one of the "old land marks" in the Chicago trade, having started his career with the W. W. Kimball Co. in 1885.

Traveling Men on Vacation

H. L. Woodward, H. H. Michael and V. K. Tremblett, all travelers for the Chicago Talking Machine Co., are spending the month of July rusticated at Clear Lake, Iowa, where they have taken a cottage. The party was accompanied by Mrs. Woodward and golfing and swimming will be the main features of the event. Mr. Woodward travels Iowa and Wisconsin

for the company, Mr. Michael covers Michigan and Indiana, while Mr. Tremblett looks after the Illinois trade.

G. P. Ellis, sales manager of the Talking Machine Co., E. A. Garard, of Powell, Garard & Co., brokers, and Charles J. Tressler, general attorney for Swift & Co., packers, have taken the Gray cottage at Grand Beach, Mich., for several weeks. The three gentlemen, accompanied by their wives, will leave Chicago, July 20, and will indulge in golfing and bathing.

OkeH Records in Demand

S. A. Ribolla, manager of the Central States division of the Otto Heineman Supply Co., stated that the past month of business has kept him on the go continually from morning until night. "We are having an unusually heavy demand for motors, tone arms and supply parts from this division," said he, "and there is a rapidly growing demand for our new OkeH records. These new records are of the hill and dale cut, ten-inch, double-face and can be played with a steel or sapphire ball point. We have received our

Equip Your Phonographs With Perfect Automatic Brakes

Samples
\$1.00 Each
Cash with order

State make
of tone arm used



Also made
with long
brake shoe
for 1 inch
offset

Patented Aug. 28, '17

Simple construction and easily attached.
Made in four styles to fit any make of tone arm.

Write for attractive quantity price

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

Phonographs and Equipment

Phonograph Value is based on the
Standard of Equipment used

Realizing the truth of this statement and what it means to the dealer and his future success,

Hiawatha Phonographs

are equipped with the highest standard of construction, of *Motor*, *Tone Arm* and *Reproducer*, which conform with the *beautiful cabinet* and *artistic lines* of the **Hiawatha**.

Hiawatha Phonographs enable the dealer to put his stamp of approval on each sale and be assured of only the normal percentage of mechanical trouble, which will result in a satisfied customer and increased business.

The **Hiawatha** is made in four attractive models, retail priced at \$40, \$65, \$115 and \$175.



Style 100

Hiawatha Phonograph Company

209 South State Street
CHICAGO, ILL.

advance bulletin which shows a selection of thirty numbers, and we understand from headquarters that we can expect an increase of at least fifteen numbers each month. As yet we cannot supply the trade from this office for the new records, but expect to be in a position to do so within a few weeks." P. L. Baerwold, who formerly was Eastern sales manager for the Otto Heineman Phonograph Supply Co., has been transferred to the Chicago office where he will assist Mr. Ribolla.

Adds Columbia Record Library

The talking machine department of the A. M. Rothschild department store has added a Columbia record library to its department. This store has handled Columbia machines for several years, but never handled the records. Manager George Israel stated that they are enjoying a brisk business in his department and that there is a tremendous demand for popular numbers.

Sergeant Denig to France

Sergeant Geo. F. Denig, who was formerly connected with the Chicago Talking Machine Co., sailed for France with his contingent on June 28. After enlisting in the service Sergeant Denig was stationed with Hospital Unit 14 for a period covering about four months at Camp Dodge, Ia.

"Does It Play All Records?"

Certainly **MAGNOLA** does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the **MARVELOUS MAGNOLA**.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our *handsome illustrated catalog* chock full of information concerning the wonderful construction system of **Magnola** and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 72)

In Service at the Front

Ray Orwig, Frank Johnson and Clarence Britton, three of the boys who were formerly connected with the various departments of the Talking Machine Shop, are now fighting at the front in France. In all there are seven members of the Talking Machine Shop now in the service. Four still are here in training, but only too anxious to get over with their fellow workers in order to get a crack at the Hun.

Wiswell on Trade Conditions

L. C. Wiswell, manager of the Victor department of Lyon & Healy, made a short trip to Pittsburgh last week in order to make a comparison with the business conditions of both Pittsburgh and Chicago. "I made a round of the houses in Pittsburgh and since coming home I have visited a number of places here in Chicago and I find that the conditions of both cities are very similar. The machine situation has eased a little and records are in big demand. The retail business is fair, but the wholesale is slowed down a little. There is nothing to worry about, however, as regards the business of the past month for an investigation of the records shows that the business carried on was practically the same as last year."

Makes Good Connections

G. W. Fricke, treasurer of the Lakeside Supply Co., stated that he made several excellent connections for both mica diaphragms and sapphire needles. He is now in a position to take care of the trade and supply its wants for mica diaphragms in all sizes and any quantity. The connection made for the jewel needles, which, by the way, are both sapphire and diamond point, was made with one of the largest lapidaries, making these articles in this country. Mr. Fricke also stated that they are filling a great number of orders for their new one position tone arm and that the Lakeside rotometer is in great demand.

Cash Business Only

Harry Martin, of Kohoka, Mo., who is the Victor dealer of that town and also handles a line of well-known pianos and players, was a recent Chicago visitor. Mr. Martin stated that he is enjoying a very good trade in his town and is selling his talking machines out for cash only, and has no trouble in getting away with it.

The New Hiawatha

The Hiawatha Phonograph Co. made their first shipments the latter part of last week from the new factory at Geneva, Ill. Sales Manager Moynahan states that they are highly pleased with the facilities offered by the new plant which, in many respects, are far in advance of those of the old factory at Ottawa, Ill. While the styles and models remain practically the same, there have been numerous minor changes in design, which in the aggregate add considerably to the appearance and value of the machine.

In response to the demand in their trade for a large machine built on the massive order they now have in work a new model which will be ready for shipment in ten days. It will be fifteen inches in height, exceptionally attractive design and will retail at \$175. The other Hiawatha models retail respectively at \$40, \$65, \$85 and \$115. The new addition they now have enables the dealer to supply a machine for every pocket.

Automatic Container Co.'s Display

The Automatic Container Co. have their entire line of record containers on display in the Furniture Manufacturers' Exhibition Building at 1319 Michigan avenue. The furniture manufacturers hold their exhibitions in this building semi-annually during the entire months of both July and January. These exhibits are always well attended by the furniture dealers from all over the United States, and full and complete lines of all kinds of household furniture are shown. The Automatic Container's exhibit occupies a large space on the third floor of this building, which by the way is the main one, there being two other exhibitions used in conjunction with this one, the other buildings being located a few blocks away.

Six Best Sellers for the Month

Edison announces the six best sellers for the month as follows: "Elegie" and "O Solo Mio (My Sunshine)"; "O Dry Those Tears!" and "Of in the Stilly Night"; "Somewhere in France is the Lily" and "When Johnny Marches Away"; "Johnson 'Jazz Blues'" and "Umbrellas to Mend"; "Darktown Strutters' Ball" and "They Go Wild, Simply Wild, Over Me"; "U. S. Army Camp Songs."

The Pathé six best sellers for the month are: "Ten Little Bridesmaids" and "Stop, Look and Listen"; "Fancy You Fancying Me" and "The Further It is From Tipperary"; "His Wonderful Irish Brogue" and "Do You Want Us to Lose the War"; "Hawaiian Nights" and "Somewhere in Hawaii"; "Our Country is in it Now" and "Your Lips are No-Man's Land but Mine"; "Lights Out" and "Liberty Lads."

The six best Columbia sellers for the month are: "Just a Baby's Prayer at Twilight" and "Fancy You Fancying Me"; "Regretful Blues" and "Ev'rybody's Crazy 'Bout the Doggone

Blues but I'm Happy"; "The Story Book Ball" and "Musical Sam From Alabam"; "Just Like Washington Crossed the Delaware (General Pershing Will Cross the Rhine)" and "What Are You Going to Do to Help the Boys"; "There's a Little Blue Star in the Window" and "Mammy's Little Pansy"; "We Stopped Them at the Marne" and "Hike! Hike! Hike!"

Emerson announces the best sellers as follows: "The Russians Were Rushin"; The Yanks Started Yankin'" and "We Stopped Them at the Marne"; "They Were All Out of Step But Jim" and "'N' Everything"; "The Last Long Mile" and "A Little Bit of Sunshine from Home"; "Take Me Back to Dear Old Blighty" and "Keep the Home Fires Burning"; "There's A Long, Long Trail" and "The Missouri Waltz"; "National Emblem" and "Gate City."

The six best Victor sellers for the month are: "The War Baby's Lullaby"; "Little Mother of Mine"; "The Volunteers" (March) and "Liberty Forever" (March); "Your Lips are No

(Continued on page 74)



TONE ARM and REPRODUCER



Has Honestly Earned Its Reputation for the Exceptional Quality, Purity, Clearness and Sweetness of Its Tone.



Showing the Empire Reproducer turned back to permit insertion of needle



Showing the Empire Tone Arm set in position for playing vertical cut records

It is adjustable to any position without the use of set screws and the convenience of its throw-back position for inserting the needle will make an extra appeal to the retail purchaser.



Plays Any Make Record

The wonderful quality of its tone will add to the distinction of any machine.

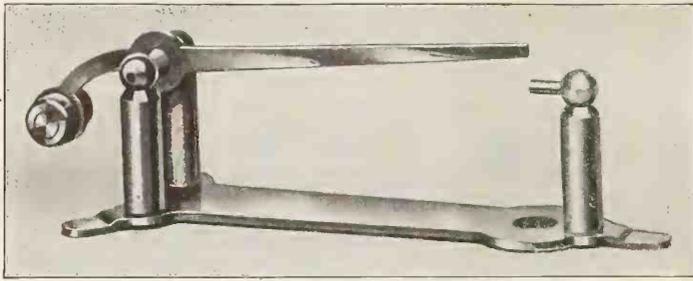
The Empire Tone Arm and Reproducer can be furnished in several lengths. When ordering samples be sure to state the measurements from center of turn table to center of horn hole on motor board.

This company is directed by men who have spent years in the production and marketing of phonograph parts, and know from actual experience how to produce the kind of tone arm and reproducer most suitable from the dealer's and consumer's standpoint. Our tone arms will increase your talking machine sales as they are given preference by the consumer, which means more profits for you.

Write our Chicago Office for Descriptive Circular and Quotations

THE EMPIRE PHONO PARTS COMPANY

Sales Office: 427 So. Wabash Ave. - - Chicago, Ill.
 Factory: - - - 1102 W. 9th St., Cleveland, Ohio



(Actual Size)

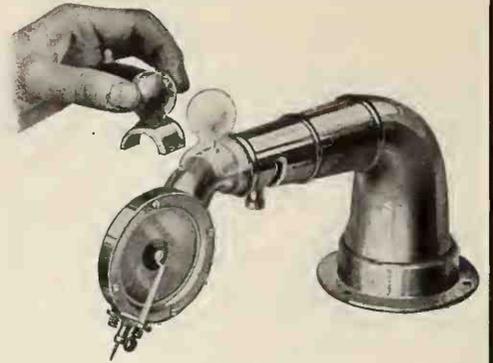
Lakeside Rotometer. Retail Price \$2.50

Calibrated so swinging arm is level with pointer at 78 or 80 revolutions per minute. Patents Pending.

We have a large quantity of both Edison and Pathe Sapphire Needles. Write for prices. We can supply you with first-grade, clear Brazilian Micas, any size, any quantity.

LAKESIDE SUPPLY CO., Inc.
 202 South Clark Street Tel. Harrison 3840 CHICAGO, Ill.

NOW PLAYS ALL RECORDS IN ONE POSITION
LAKESIDE ROTOMETER
ARM 4



RETAIL PRICE \$7.50 EACH

Prices to Fona Fide Dealers

| | |
|-------------------------|-------------|
| Sample | \$4.00 each |
| Lots of 6 to 11 | 3.75 each |
| Lots of 12 to 49 | 3.50 each |
| Lots of 50 to 100 | 3.25 each |

A further slight reduction on yearly contracts in 100 minimum lot shipments PATENTS APPLIED FOR

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 73)

Man's Land But Mine" and "Our Country's In It Now"; "What Are You Going to do to Help the Boys" and "Keep Your Head Down, Fritzie Boy"; "From the North, South, East and West" (Lauder).

Will Embark for France

George B. Wiswell, secretary of the West Music House, Joliet, Ill., has offered his services as war secretary to the Y. M. C. A. for overseas duty in France, and he has been accepted. He reports at the overseas headquarters in New York for duty on August 5, and expects to leave for the war zone immediately. Mrs. Wiswell and her child will reside with her mother at Pana, Ill., until Mr. Wiswell returns.

New Puritan Sales Manager

Irving B. Tow, formerly of the Geo. P. Bent Co., is now connected with the firm of James B. Orth & Co., factory distributors of the Puritan phonographs and records as sales manager.

This company was recently made jobbers for the Paramount records and expect to have quite a large stock of these new records on hand very shortly.

John Pishotta, who also was formerly connected with the Bent Co., as secretary to Still R. Harcourt, manager of the retail piano department, is also with James B. Orth & Co. as secretary to Mr. Orth.

Visitors and Personals

Geo. Wiswell, of the West Music Co., Joliet, Ill., a brother to L. C. Wiswell, manager of both the wholesale and retail Victor departments of Lyon & Healy, was a visitor to Chicago this week.

L. R. Weager, Illinois traveler for the Victor Co., is spending about three weeks calling on the Chicago trade, after which time he will return to the Victor factory at Camden.

C. F. Baer, assistant manager of the Chicago

office of the Columbia Graphophone Co., is spending a week with his family at his summer home at Lake Catherine, Antioch, Ill. As is customary at this time of the year Mr. Baer anticipates spending the week-end vacations with his family at Lake Catherine and returning to his office each Monday morning.

H. S. Leavitt, of the Howard Furniture Co., St. Paul, Minn., called on the Chicago trade this week.

D. M. Groulx, of Green Bay, Wis., was a recent visitor here.

C. M. Crandall, of Scott & Crandall, Fremont, Mich., recently visited Chicago for several days.

Fred Sherman, of Sherman, Clay & Co., San Francisco, was a recent caller on the Chicago trade. Mr. Sherman had been in the East and was en route to headquarters at Frisco.

C. L. Bryant, manager of Gregory's Music House, Saginaw, Mich., spent a few days in Chicago recently.

Geo. P. Cheatt, proprietor of the Music Shop, Springfield, Ill., was in Chicago recently, having just returned from a week's Eastern trip.

Robert Elbel, of Elbel Bros., South Bend, Ind., was in Chicago last week on business.

H. H. McCLANAHAN KILLED

Victor Talking Machine Traveler Killed in Airplane Accident

MEMPHIS, TENN., July 1.—Harvey H. McClanahan, of Lewisburg, Tenn., was killed last week in an airplane accident. He had been in training for the aviation service for several months and would have received his commission as a lieutenant on the 15th of July. Mr. McClanahan had been connected with the Houck Piano Co., of Nashville, Tenn., for a number of years and later acted as manager of the Grafonola department of the Phillips & Buttorff Co. Following that he became a traveling salesman for the Victor Talking Machine Co. and was working in Tennessee territory at the time of enlistment in the aviation section. He was about 30 years of age and is survived by a widow.

BRUNSWICK MAN WRITES SONG

St. Louis, Mo., July 5.—K. McInnis, who is manager of the wholesale phonograph division of the St. Louis branch of the Brunswick-Balke-Collender Co., has just written the words and music for a patriotic war song entitled, "I Love You, Canada." It is stated that this song, which was published some time ago, has made a tremendous hit in Canada, and that this fact was brought to the attention of the Pathé Frères Phonograph Co., and they decided to make recordings of it and introduce it to the music lovers of the United States. The new song will be presented in the August issue of the Pathé records. Mr. McInnis has written other popular and classical songs, and is very well known throughout the country as a music writer.

A Tonal Wonder

The Morenus Phonograph has won widespread recognition because of its unusual tonal quality. The novel all-wood horn which enters at the bottom (not the top) of the scientifically constructed tone chamber has proven itself astonishingly efficient in securing a most pleasing tone and a remarkably faithful reproduction of the record.

The Equipment is high grade in every respect, plays both types of records, has cover support setting top at any desired angle, original tone moderator, etc.

The Morenus cases are superb productions in every respect.

The MORENUS is in 3 STYLES

- A. OAK, - - 48 inches high. Retail price, \$110
- B. MAHOGANY, 48 " " " " 125
- C. OAK and MAHOGANY, 50 inches high, Retail price, - - - - 150

*Very liberal discounts to the trade
 Send for our new descriptive catalog*



Style B

The MORENUS PIANO CO.
 342 West Huron St. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 74)

BEAUTIFUL EMPIRE ART MODEL

Art Instrument of Queen Anne Design Made by Empire Talking Machine Co. Wins Praise

CHICAGO, ILL., July 8.—The Empire Talking Machine Co. now have on display in their ware-rooms at 429 South Wabash avenue one of their new Empire art model period style talking machines of the Queen Anne design. This new instruments, which by the way, was announced to the trade in the news columns of The World last month, is the first of the type to be produced at the Empire plant and is of genuine mahogany, the dimensions being length, 55 inches; width, 25½ inches, and height, 40 inches. The accompanying illustration shows very clearly the delicate and artistic beauty of the hand-carved decorations and grill. The workmanship is of the fine quality which is characteristic of all Empire instruments. This new model is fitted with two secret doors, which are placed above the record containers. The patent cover supports as well as all exposed metal parts are gold

plated. It is equipped with a high-grade electric motor and gold plated Empire tone arm, reproducer and automatic stop. The supplies



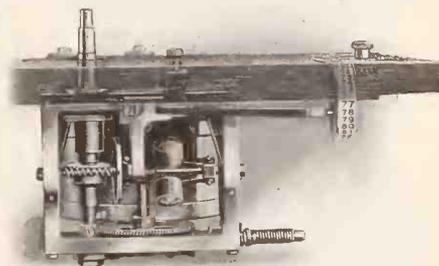
Art Model Empire—Queen Anne Design furnished with the Queen Anne model are a diamond jewel needle for Edison records and a sapphire ball point for playing both Pathé and

Empire records. A leather packed velvet Empire record cleaner as well as a full set of record albums are also supplied. It is announced by the Empire Co. that machines of this type will be furnished in three woods, either mahogany, walnut or oak, and can be had only upon special order. The retail list price is \$500.

ANNOUNCE THE NIGHTINGALE, JR.

Attractive Addition to Their Phonograph Line Announced by the Nightingale Mfg. Co., Chicago—Equipment Used is of the Best

CHICAGO, ILL., July 8.—The Nightingale Mfg. Co., of 422 North Armour street, this city, announce the Nightingale Junior, an attractive addition to their line of Nightingale phonographs. In design it follows the general lines of the style 200, which is illustrated in the company's page advertisement elsewhere in this issue. It is forty-four inches in height, nineteen inches wide and twenty inches deep. It can be fur-



Stephenson Motor Used in the Nightingale nished either in black walnut, American Circassian walnut, regular mahogany, antique brown mahogany and the three favored oak finishes, golden, fumed and waxed oak. Like the other Nightingale models it is equipped with the Stephenson precision-made motor, a fact which assures dealers handling the line the minimum of motor troubles, and an assurance of satisfaction on the part of the dealers.

"From the commencement of our business," said Mr. Wolper, the president, in a talk with The World, "we have gone on the principle that nothing is too good for the Nightingale, and we have endeavored both in the selection of equipment and in the construction and building of the cabinets, which, by the way, are made entirely in our factory, to spare no expense in producing a machine that will add prestige to the dealer and secure for him increasing and permanently profitable patronage."

Mr. Wolper recently returned from an eastern trip during which he not only secured some excellent orders from established dealers but made some very desirable new accounts.

MUSIC HAS AN HYGIENIC VALUE

Well-Known Physician Declares Melody Is a Prophylactic Against Depression

Dr. Nathan Gordon, of Local Board No. 157, New York, is a strong advocate of plenty of music for the soldiers, and recently sent a check for \$75 with which to purchase a machine for the Tank Corps at Camp Colt, Pa. In discussing the question of music and the soldier, Dr. Gordon said:

"There is no question whatever of the great hygienic value of music to the boys at the front in their scant hours of relaxation. Music is a prophylactic against depression and the anti-septic of the soul. It would prevent and cure a great many mental and physical ills among the soldiers."

MUSIC IS A MORAL LAW

Music is a moral law. It gives a soul to the universe, wings to the mind, flight to the imagination, a charm to sadness, gaiety and life to everything. It is the essence or order, and leads to all that is good, just and beautiful, of which it is the invisible but dazzling, passionate and eternal form.—Plato.

The **VITANOLA**

Combines: Popularity and Profit



Trade Mark Registered



The increasing popularity of the Vitanola with phonograph dealers is due to two primal reasons, viz.: a machine that gives absolute satisfaction—and agency proposition that is fair and liberal. These are the two essentials of any merchant's success with a talking machine. If the machine doesn't give satisfaction the merchant can't sell it at any profit, either to himself or the manufacturer. If the agency proposition isn't fair and liberal, the merchant can't afford to handle the machine. Some of our agencies make big money considering the amount of time they give to the Vitanola; anywhere from fifteen hundred to five thousand dollars per year.

You only need to hear the Vitanola to know that your customers will buy it. In tonal purity and absence of all foreign sounds—in exceptionally accurate and life-like reproductions of voice, the Vitanola is a marvel.

Seven Vitanola Models

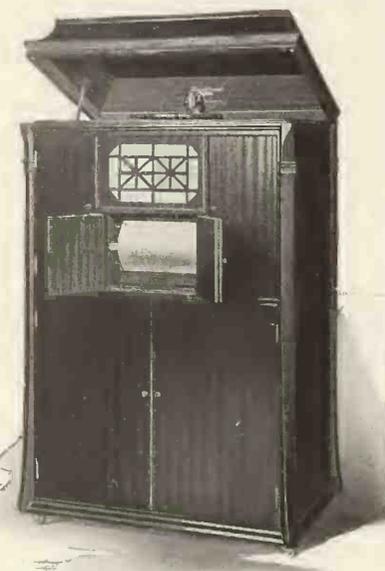
\$25 to \$175

Vitanola Talking Machine Co.
501-509 West 35th Street :: Chicago, Ill.

Send for complete descriptive literature and Agency proposition

Another Seeburg Triumph!!

The Phono-Grand



Height 55 inches. Width 34 inches

NOT much larger than an ordinary talking machine cabinet but a combination of both a player piano and a talking machine.

The case design of the PHONO-GRAND is highly artistic and made in a number of beautiful designs to harmonize with the most artistic parlors and music rooms.

The player piano of the PHONO-GRAND is remarkable for its tone quality. It plays all regular 88-note player rolls and is especially adapted for the Q. R. S. Expression Rolls.

The talking machine of the PHONO-GRAND is of the highest type and plays all standard records either lateral or vertical cut.

Both instruments are controlled by separate electric motors. The compactness of the PHONO-GRAND permits its use in places that do not allow space enough for both a player piano and talking machine. The PHONO-GRAND is not an experiment but a demonstrated success.

J. P. SEEBURG PIANO CO.

Leader in the Automatic Field
REPUBLIC BLDG. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

BRUNSWICK ADVERTISING SERVICE

Unusually Artistic Posters Just Gotten Out for Trade Which Should Prove of Value

CHICAGO, ILL., July 10.—The advertising department of the phonograph division of the Brunswick-Balke-Collender Co. is working full capacity in turning out new advertising service for their dealers. The latest addition to this service is a folder which contains cuts and list prices of the entire well-known Brunswick line, as well as several cuts showing the



Brunswick Girl Poster

new Ultona reproducer and Brunswick new all-wood tone amplifier. This is printed on a large sheet of paper on one side only and in such a way that when unfolded everything will be before the reader's eye without the bother of turning the folder either around or upside-down while being read.

Since the announcement was made some time ago that the Brunswick Co. was preparing for its dealers some large steel outdoor advertise-

ing signs numerous requests have been made for samples, and quite a number have already been sold. Orders for five hundred of the Brunswick Girls have already been received and sent out. This cut-out is a portrait of a very beautiful, life-sized young lady, in an attitude of rapture with hands clasped and so made that when used as a window decoration and placed before a Brunswick phonograph she appears to be looking down on the machine and listening. It is in colors and size five feet three inches tall and the appearance is very life-like and startling. The Brunswick Co. has made arrangements with the printers of the Brunswick Girl so that the dealer may have them for three dollars, which, by the way, is but half the price, the Brunswick Co. paying the other three dollars.

The big steel signs, ten by twenty-eight inches, which are offered to the dealer at a price of twenty-five dollars a hundred, are also in demand and orders have been taken for seventy-five hundred of these at present. These signs are steel backed and lithographed, not painted, in colors with embossed lettering. The colors are baked on, thereby making the signs weather-proof and permanent. The big sign has holes punched in it so that it can be nailed on any suitable surface or fastened to a wire fence. The type is bold and can be easily read more



Plays All Records

JUST YOU HEAR
The
Brunswick
ALL PHONOGRAPHS IN ONE
DEALERS NAME
AND TOWN

One of the Brunswick Steel Signs

than one hundred feet away. The dealer's name and location is printed in black at bottom.

SALESWOMAN GUESSED WRONG

Stuttering Customer Was Not Impressed With Rendition of "K-K-K-Katie"

PORTLAND, ORE., July 5.—The other day a man and a woman entered the talking machine department of the Wiley B. Allen store and when Mrs. Olga Binder, in charge of the record department, approached them the woman said they wanted some records, but would first like to hear some before making selections. The man, meantime, remained silent. Mrs. Binder asked what was preferred and the woman replied: "Something funny."

So Miss Binder put the popular trench stuttering song "K-K-K-Katie" on the machine. An ominous, disappointing silence followed the rendition of the song for a few moments. Then the man said:

"I-I-I d-d-d-don't l-l-like tha-that re-re-record."

They bought some others, however, but no stuttering ones.

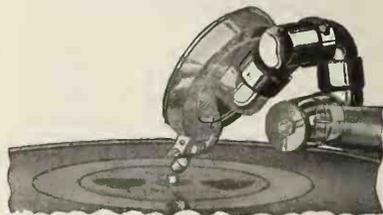
TAKES CHARGE IN SPRINGFIELD

Manager Hornberger, formerly of the talking machine department at the McAlpin department stores in Cincinnati, has resigned to accept the management of the Columbia department recently installed in the Wren department store at Springfield. Mr. Hornberger is well known in talking machine circles, and has every prospect of making a good showing at Springfield. The Edw. Wren Co. conduct the largest department store in Springfield and one of the best equipped in the State.

Mary Pickford has provided eight talking machines for Y. M. C. A. huts and two for the K. of C. clubhouse at Camp Kearney, Cal.—gifts which are much appreciated.

The OROTUND and SUPERIOR

Attachments, Tone Arms and Velvet Running Jewel Points



If you want to play the wonderful new Edison and Pathe records with the least amount of surface sounds and produce the best quality of music, you should use the Superior and Orotund attachments made to fit the Edison, Victor and Columbia machines.

Do not forget our attachments will not damage records when operated according to instructions. The cut shows our universal attachment used to play all makes of records on the Victor machine.

IMPORTANT

In ordering samples please state the kind of finish wanted, viz.: nickel or gold, also describe the tone arm, old or new.

Write for quantity prices and descriptive circulars.

COMBINATION ATTACHMENT CO.
20 Jackson Boulevard, East, Chicago, Ill.

MEETING OF PORTLAND ASSOCIATION

Dealers Collecting Used Records for Soldiers—Discuss Interest Question and the Benefits of the Organization—Agree to Early Closing

PORTLAND, ORE., July 5.—Twenty-seven members were present at the June meeting of the Portland Talking Machine Dealers' Association at which a business meeting and banquet brought forth some interesting trade chat and paved the way for an entirely new patriotic movement.

L. D. Heater, manager of the Columbia Graphophone Co., made the suggestion that all dealers should endeavor to obtain used records from customers for the soldiers at the Post Hospital, Vancouver Barracks, Wash. Mr. Heater told of visiting the hospital and learning from the soldiers that they are tired to death of hearing the tunes played and replayed from the few records they have and they begged for a few new ones. Mr. Heater suggested placing boxes in the windows of the stores with labels calling for donations. E. B. Hyatt, president of the association, was a warm advocate of Mr. Heater's plan and he asked all the dealers to give it their hearty support. All present said they would do everything possible to help, and since the meeting every store in Portland handling talking machines has had a window devoted to this cause and donations have been remarkable.

One of the dealers declared this week that the movement has actually resulted in a big increase in business because customers have been bringing in records of which they were tired, placing them in the box for the soldiers and then buying new ones for use at home.

Some interesting data was given on interest charges, dealers who have taken up the practice reporting that the plan is working out far better than they expected. A committee which had been appointed to interview all the dealers relative to early closing on Saturday evenings reported that the plan had been adopted by all the music dealers in Portland.

President Hyatt made a short talk on the advantages of the association, pointing out that in little more than a year the membership had grown to a point where it embraces virtually every house in Portland. He placed stress on the kindly feeling which has grown up among the various houses of the city as a result of the association. The keen, bitter rivalry of former years seems to have passed, Mr. Hyatt said, and has been replaced by a sort of get together spirit in which the trade has been greatly benefited. The monthly meetings have done much to aid the business and the president pointed out many of the material advantages which have resulted, including increase in initial payments, doing away with letting records out on approval, early closing on Saturday, interest on deferred payments, etc.

CARUSO IN MOVING PICTURE FIELD

Enrico Caruso, the great operatic tenor, whose Victor records are universally popular, has at last signed a contract with the Famous Players-Lasky Corporation and will start to work on his first picture, which is to be an Arctcraft production, about the middle of the month. Jesse L. Lasky announces that it will not be a screen version of some opera, as was supposed, but an original story written especially for the tenor. It will be filmed in New York or Fort Lee. Caruso is expected to make two pictures this summer.

RECOVERING FROM OPERATION

Adolf Heineman, assistant general manager of the Otto Heineman Phonograph Supply Co., New York, is recovering at Mt. Sinai Hospital after a series of minor operations. During his stay at the hospital Mr. Heineman has received telegrams and letters from his many friends in the trade throughout the country, who trust that this popular "veteran" will soon return to his desk and take charge of the many activities under his direction.

TALKING MACHINE AIDS GUNNERS

Popular Airs Ground Out to Cheer Men While They Fought the Foe

A despatch to the New York papers from "An Atlantic Port" under date of July 6 says: "Conducting artillery fire to the accompaniment of popular airs played on a talking machine is one of the latest stunts engaged in by the Yankees on the American front in France.

"This was the statement to-day of Lieutenant-Colonel Thomas Stanyan, of the Salvation Army, on his arrival from France, where he was sent on a special mission by Commander Booth.

"He visited and inspected every hut and dug-out occupied by Salvationists, covering 1,000 miles in an automobile in nine days.

"Commandant Hughes, of Akron, O., was in a dugout playing a machine to the six men of a gun crew," said Stanyan, "when the order came to shell the German line. The men rushed out, calling to Hughes to bring along the machine.

"Hughes complied. While the men worked the gun Hughes ground out popular airs with the machine perched on a stump. A gas shell spoiled the program. Hughes, brave, but not cautious, was gassed and is now in a hospital."

VOCALION CHANGE IN PROVIDENCE

Tilden-Thurber Corp. in That City Takes Over Local Vocalion Co. and Opens Special Department for Featuring That Line

PROVIDENCE, R. I., July 8.—The Tilden-Thurber Corp., of this city, has taken over the business of the Vocalion Co. and will open a separate department devoted exclusively to the Aeolian-Vocalion phonograph and the new Vocalion records. The Vocalion Co., which operated its branch in Providence from the main New England store in Boston, has retired from the field in this city; but the Vocalion products will receive splendid representation in the warerooms of the Tilden-Thurber Corp. This company is one of the best-known retail houses in New England, and will institute an aggressive campaign in behalf of Vocalion products.

Thos. W. Hindley, who has been manager at Vocalion Hall since last winter, will join the traveling staff of the Vocalion Co. in Boston, with headquarters in that city. The Tilden-Thurber Corp. will take over all the contracts, etc., made by the Vocalion Co. and will continue collections and the other detail work incidental to the business.

LOUISVILLE DEALERS ORGANIZE

Talking Machine Retailers Form New Association at Meeting on July 2

LOUISVILLE, KY., July 5.—The launching of the Talking Machine Dealers' Association of Louisville was accomplished with great enthusiasm at a meeting on July 2 at the Hotel Watterson, when most all the dealers in the city turned out and enjoyed a pleasant dinner together. Everyone became better acquainted and good fellowship seemed to be the spirit of the meeting, while problems of mutual interest were discussed.

The officers of the association are B. L. Loventhal, of the Grafanola Co., president; W. A. Frank, of J. Bacon & Sons, secretary; J. S. Calveard, of the La Hamonie Co., vice-president; G. A. Shafer, of Stewart Dry Goods Co., treasurer. The following appointments were made by the president: C. A. Taylor, of Taylor & Gaber Co., chairman of executive committee; H. V. Boswell, of Kaufman-Straus Co., chairman of press and publicity committee; H. Korte, of Herman-Straus Co., chairman of grievance committee.

Firms in New Albany and Jeffersonville and other adjacent localities to Louisville have come into the association, thus greatly widening its influence. These dealers have organized with a desire for friendly acquaintanceship and a free and frank interchange of ideas for the advancement and development of their respective business, so that the interests of each individual member will be promoted. It is estimated that much good is going to be derived from the many subjects that will be brought up at the next meeting to be held Tuesday, July 16, 12:30 noon, at the Hotel Watterson.

JOINS CANADIAN SALES FORCE

A. E. Landon, formerly assistant manager of the Philadelphia branch of the Columbia Co., has been appointed a member of the Columbia Canadian wholesale organization, with headquarters in Toronto. Mr. Landon will work under the direction of James P. Bradt, general manager of the Columbia Co.'s Canadian interests, and judging from his success as a member of the Columbia sales staff, he will be a welcome addition to the Canadian organization.

O. M. Adams has opened a new music store at Marysville, Kans., handling Brunswick phonographs and Holland pianos

THE VEECO WAY

Takes all the Uncertainty out of the ELECTRIC OPERATION OF TALKING MACHINES

The improved VEECO electric motor is designed primarily and exclusively for Talking Machines. It is smooth and noiseless in action and practically fool-proof. Standard models run on any voltage from 100-125, A. C. or D. C., without adjustment. Other models for any voltage from 6-250. Furnished mounted on 12 or 12½ inch mahogany board ready to install, or without board, all ready to mount on such board as used by the manufacturer.

With the VITRALOID turntable, supplied with the motor, it makes a complete motor unit for high class machines.

Send for a sample NOW and place your order at once for early fall delivery.

THE VEECO COMPANY

248 Boylston St.

Boston, Mass.

THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE FOR TALKING MACHINE MANUFACTURERS' USE



"Take a Grafonola with you"

**—A mighty potent argument this
Summer. Use it for all it is worth.**

**Columbia Graphophone Co.
NEW YORK**

VISITORS EXPRESS APPRECIATION

Enthusiastic Over Merits of OkeH Records Made by Otto Heineman Phonograph Supply Co.—Hadley Symphony Orchestra to Make Records—Motor Orders Received in Large Quantities—Unusual Demand for Needles

"During the past few weeks we have received visits from many well-known talking machine jobbers and dealers in different parts of the country, who called at our offices and laboratories to investigate our 'OkeH' record," said Otto Heineman, president of the Otto Heineman Phonograph Supply Co., in a chat with The World. "These callers have included record experts and recognized authorities, who inspected every minute detail of the 'OkeH' record before passing judgment on our product.

"I am pleased to say that without a single exception, members of the trade have expressed their entire satisfaction and approval of the 'OkeH' record. They have commented particularly upon the fact that the surface noise on this record had been reduced to a minimum, and have expressed pleasure at the list of well-known artists which are recording for our library. Our record manufacturing plant is now in full operation, and judging from the orders already received this factory will be obliged to work to capacity throughout the year to keep pace with the demand.

"We have endeavored to record selections that will not only appeal to the popular taste, but will also meet with the approval of discriminating and critical music-lovers and musicians. In other words, we will strive to give the public a 75-cent record that, in addition to a library of popular music, will comprise a repertoire of standard compositions of recognized musical merit and quality. With this object in view, we have arranged to have records made by well-known string quartets, etc., and will also include in our library symphonic records made by the Hadley Symphony Orchestra conducted by Henry Hadley, who is very well known in the concert and musical worlds. Incidentally, this orchestra is under contract to make records for our company exclusively. We will also present in the 'OkeH' record lists, 'cello solos, piano solos and orchestra selections, which we are sure will meet with popular favor.

"We have received large orders during the

past fortnight for our motors, tone arms and sound boxes from phonograph manufacturers throughout the country, and in view of these orders, I believe that the phonograph business in this country is going through the same experience as England and Canada did during the early part of the present war. It seems that during wartimes there is created a tremendous

situation is concerned, I hope that our customers will continue to be as patient and forbearing as they have been in the past, especially in view of the fact that we are turning out large quantities of textile pins, comb, faller, feeder and card pins for the United States Government. This work has been going on at the Dean factories in Putnam, Conn., since the war started,



Otto Heineman at His Desk

demand for phonographs and records, which are recognized as the most satisfactory home entertainment during such days, while for the boys in the camp and in the trenches they are becoming more in demand day by day, and they are being sent abroad and to the cantonments in large quantities.

"As announced last month we have restricted the production of our motors in order to co-operate with the Government from a labor standpoint, and in order to use less raw material. We find that this curtailment has met with the general approval of our trade, and we are concentrating our activities on the production of Heineman and Meisselbach motors, tone arms and sound boxes along efficient lines that we hope will give our clients satisfactory service and at the same time enable us to co-operate with the Government's requirements.

"As far as the Dean talking-machine needle

and is continuing with unabated energy. Of course our trade understands that these Government orders take precedence over all talking-machine needle requirements, but as our Newark plant has just started operation, we hope to be able to increase our needle output materially in the near future.

"I may mention that we received in the last week in June, the largest single needle order that I believe has been received by a needle manufacturer during the past few years. This order called for a vast amount of Dean steel needles and as it was received from a talking-machine company of international prestige, we consider it an unusual tribute to their merits."

AN INTERESTING NUMBER

The July issue of the "Columbia Record," the house organ published monthly by the Columbia Graphophone Co., made its appearance this week, and as usual contains many interesting and timely items for the use of dealers throughout the country. These items are based on the practical experiences of representatives and therefore furnish invaluable information for the development of Grafonola and record business. In this issue attention is called to several new moving picture slides that were recently prepared for the use of Columbia dealers, and there are the usual number of attractive window displays prepared by dealers in different sections. The service department contributes its quota of suggestions, which contain a summer appeal for the benefit of Columbia representatives.

WALTER S. GRAY

SAN FRANCISCO

NEEDLES

*Pacific Coast Jobber for the Best in Talking
Machine Trade Accessories*

CHRONICLE BUILDING, SAN FRANCISCO

TALKING MACHINE AIDS PATRIOTISM OF CLEVELANDERS

Dealers Well in Evidence in Fourth of July Celebration—Intern German Records—What Leading Members of the Trade Report Regarding Business—Most Popular Record Sellers of Month

CLEVELAND, O., July 5.—The Fourth of July marked a new epoch in Cleveland patriotism in which music, and particularly talking machines and dealers in them, played an important role. The Fourth pageant was one of the longest and most spectacular ever seen in the city and its leading suburbs.

Talking machine dealers were well represented on all committees and the store decorations and displays of instruments, records, music rolls and other goods were never equaled in the city. The Eclipse Musical Co. and the Collister & Sayle Co. had especially attractive window displays.

During the Wagar Park dedicatory exercises in Lakewood the May Co.'s music department furnished the instruments used during an interesting program.

Talking machine dealers are still hoping that more goods will be available later along. The demand for machines and records was never so strong. Competition is very keen, but clean business methods mark the efforts of Cleveland dealers to market their stock, due in some measure to the influence of the Talking Machine Dealers' Association of Northern Ohio.

The Brunswick-Balke-Collender Co. reports a splendid trade in Brunswick phonographs, which have met with much success locally.

The Collister & Sayle Co., retailer of Victor records, reports a splendid June business, and the July start is equally as good, considering that music lovers are away from the city.

"Going as usual" is the way Charles K. Bennett, president of the Talking Machine Dealers' Association of Northern Ohio, speaks of his own business, that of the Eclipse Musical Co., of which he is general manager. "We are doing all we can to keep business up to standard because business going and not in a stagnant condition will aid in whipping the Kaiser and his Hun soldiers."

The B. Dreher's Sons Co. is making an attractive display of talking machines and records in the firm's Euclid avenue store. Henry Dreher is a great golf player, but he keeps one eye on his firm, which is one of the oldest and most progressive in Cleveland.

Practically all of the talking machine dealers have discarded the sale of records "interned" during the war period by the action of their association some weeks ago. Records which reproduce vocal or instrumental selections in the German language and those of pro-German artists are barred from sale. While the action took out of sale stock about 1,000 titles new records have taken the place of those barred from sale.

The Fischer Co., Pathé distributor, reports a good June business and prospects for splendid trade during July.

Among the most popular records of the month, judging from the public demand, are:

Columbia—"Ballet Music From Faust," by the Metropolitan Opera Orchestra; "Fancy You Fancying Me," by Edna White Trumpet Quartet; "We'll Do Our Share," by Robert Lewis; "What'll We Do With Him, Boys?" by the Peerless Quartet, and "Hike, Hike, Hike," by the same.

Pathé—"Calm as the Night," by Katherine Howard; "Whispering Hope," by Lilian Heyward and Louise Brentwood; "If He Can Fight Like He Can Love, Good Night Germany," by Arthur Fields; "They Were All Out of Step But Jim," by Constance Farber.

Victor—"I'm Sorry I Made You Cry," by Henry Burr; "Forget-Me-Not Waltz," by McKee Orchestra; "Freedom for All Forever," by Reginald Werrenrath, and "Gems Are Going Up," by John McCormack.

Starr—"Tell Me, Beautiful Maiden," by Frida Benneche, in French; "On the Road, Home, Sweet Home," by Campbell and Burr; "Silver Heels," by Van Eps Trio, and "Bring Back My Daddy to Me," by Henry Burr.

According to Dan J. Nolan, manager of the music department of the May Co., his firm, a department store, is doing a splendid summer business in selling Victor talking machines and records.

The Muehlhauser Brothers Piano Co. is doing a good summer business in the sale of Sonora phonographs. The firm offers machines ranging in price up to \$1,000 each.

Beuscher's music store has some very attractive window displays of Victor talking machines and records, which have come in for a considerable measure of praise. This store is one of the most artistic in Cleveland.

FORM WAR SAVINGS STAMP SOCIETY

Every Employee of New York Talking Machine Co. Enrolls—Those Who Are "Over There"

The members of the staff of the New York Talking Machine Co., Victor wholesalers, have formed a War Savings Stamp Society, and are already entitled to a 100 per cent. flag for their efforts, every employe of the company being enrolled. The society is receiving the active support of Arthur D. Geissler, president of the company, and Roy J. Keith, general manager. Miss Florence Roskam is secretary and treas-

urer of the society, and her efforts are producing splendid results.

Morris Owens, formerly a popular member of the company's traveling staff, and now in the Artillery Corps of the U. S. A., has left for France to "do his bit over there." John Connolly, who is also a member of the company's staff, left for France some time ago as one of the "Fighting Sixty-ninth," and has been in active service for many months. Kenneth Moore, a brother-in-law of Arthur D. Geissler, and a lieutenant in the Aviation Corps, left Saturday for France.

VOCALION RECORDS BY CRIMI

First Records by the Noted Tenor Advertised Last Sunday by the Aeolian Co.

The Aeolian Co., New York, featured in its advertising last Sunday a Vocalion record made by the distinguished operatic tenor, Giulio Crimi. This well-known artist has recorded several selections for the Vocalion library, including numbers from "Cavalleria Rusticana" and "Pagliacci."

Giulio Crimi has won international success as a tenor and his Vocalion records have been demonstrated the past week at Aeolian Hall, winning high praise from critics and music lovers, who believe these records will meet with a ready sale throughout the country. This famous tenor will record exclusively for the Aeolian-Vocalion record library.

The Performance



OF the Gloria Steel Needle both in maintenance of quality and in prompt delivery, at the uniform prices in the quantities sold, insures substantial profits.

Our special proposition to the trade is comprehensive. It shows how you can sell a better product to your customers at pre-war prices. And it also explains how you can make bigger profits. Write us for a copy of plan K.

Gloria Phonograph Supply Co., Inc.
200 Fifth Avenue, New York

Wm. A. Condon, Sole Agent for

GLORIA
NEEDLES



IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade enquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C. ENGLAND

Sell Foreign-language Records!

A profitable department—small investment—quick turn-over—good service. Write for details.

**International Record Department
Columbia Graphophone Co.
NEW YORK**



READJUSTMENT OF PRICES AND DISCOUNTS ASKED FOR

Declared That Present Margin of Profit Is Below Pre-War Standard and Not Sufficient to Meet Increased Business and Living Costs To-day—Increased List Prices Suggested

There is apparently a well-defined movement among talking machine wholesalers and dealers throughout the country looking to a general readjustment of retail prices and discounts on both machines and records, or more particularly an upward adjustment of list prices and the fixing of discounts that will permit of a larger margin of profit for both the wholesaler and the dealer.

It is maintained that through some readjustments in the past in the matter of list prices and discounts the profits of both factors in the selling branch of the trade are smaller than they were in pre-war days, despite the fact that list prices have jumped. This in the face of the fact that, owing to stock shortage, the majority of houses are handling only 75 per cent. or 80 per cent., and in some cases even less, of the business handled in normal years, that increased taxation must be met, that salaries have been increased from 20 per cent. to 40 per cent. through necessity, and that every element entering into the business overhead has advanced.

As one prominent member of the trade put it: "Every increased expense in the business, and they are many, has had to be met out of my company's income, and at the same time both gross and net profits have been decreased despite the raising of the list prices. In the first place my volume of business has decreased over 20 per cent., due to inability to get goods. Then the profits have been subjected to another cut to meet excess profits and other taxes, and on top of this the salaries of my employes during the past two years have been increased on the average of 40 per cent. At the same time my discounts as a wholesaler are smaller than they were before the war. It is a condition that will have to be remedied, and remedied at an early date.

"The solution lies in having the manufacturers increase list prices 10 per cent. or so, and then readjust the discount so that the price the wholesaler must pay for the machine or records will approximate the sum he is called upon to pay to-day. In other words, the increase in list prices should go in toto to the wholesaler, who will in turn pass a fair proportion of it to the dealer. Under the present conditions the wholesaler has been compelled to accept a smaller profit on the capital invested, and has also been compelled to impose the same condition on the retailer. The wholesalers and retailers do not want to profiteer, but they want to make a living profit on the limited volume of business they are able to do.

"The automobile manufacturers who have had their output curtailed have met the situation by increasing list prices of their cars to a point where the profit realized on the smaller number of cars produced would, in a measure, equal profits on a normal output. By increasing the list prices and giving the increase to the whole-

saler and dealer, the talking machine manufacturer can accomplish practically the same result. The action, however, will have to come from the manufacturer. It is, of course, understood that a wholesaler or retailer can, under the present interpretation of the laws, sell machines and records at any price he sees fit, but at the same time the companies publish list prices on both machines and records, and any man with a bit of business sense knows that the list price is always the maximum price. In talking machines the public has been educated to accept it as the established price. Any change in a list price on the part of the seller is always a discount from, and not in addition to, that stated price, and, therefore, a new list price must be established before wholesalers and dealers can expect any relief.

"It has taken a good many years to build up the industry, and whether those years of effort are lost or not will depend upon the manner in which the business is conducted during the strenuous period of the war. Wholesalers and retailers must increase the salaries of their assistants to keep their trained organizations intact, for otherwise the employes are going to go into other fields where the remuneration is more generous. With their staffs practically wiped out, and with wholesalers and dealers failing to make a fair living profit under present conditions, it is only natural that employers themselves will look around to find some more remunerative field for their efforts. This will mean that selling organizations will disintegrate and that the labor of years spent in building up such organization has gone for naught. This may be overdrawn a bit, but the fact is things

cannot continue as they are. There must be found a way to give the selling interests of the trade sufficient profit to carry on.

"There may be some question about increasing list prices on machines, but it must be remembered that a machine that sold for \$200 ten years ago did not in any way come up to the instruments now being offered in the neighborhood of \$100. It is therefore seen that a \$10 or \$15 raise on a machine of this type will not in any way interfere with the volume of sales, especially as machines are scarce. In the matter of records it will be remembered that ordinary, single-faced records, ten years ago when money was not so plentiful, sold readily at \$1. Why couldn't the double-sided record of greatly improved quality bring the same price to-day, and the difference be divided between the wholesaler and retailer?

In addition to the member of the trade just quoted, other wholesalers, jobbers and dealers have voiced similar opinions, and some of them have pointed out that the increase of 25 per cent. in freight rates just adds a little more to the problem. It is very probable that some definite movement will be taken at an early date to bring about a general readjustment of the list price and discount question along the lines advocated by the sales interests. Just what form the movement will take has not been announced. From reports that have come to The World office from various sections of the country, however, it would appear that the subject is being widely discussed.

NEW ENGLAND AGENTS FOR CHENEY

The Royer Talking Machine Co., of Boston, who have been appointed New England agents for the Cheney Talking Machine Co., are developing an excellent following for this instrument down East.

Bring Those Jobs Out of Hiding

The value of your "job lots" will not be increased by keeping them on your shelves.

Bring them out into the daylight. Let us sell them for you.

We are in the market to buy for cash everything in Phonograph parts, accessories, etc.

Get in touch with us at once

THE PHONOGRAPH CLEARING HOUSE, Inc.

51 EAST 42d STREET, NEW YORK CITY

Edison Message No. 24

Encourage Community Singing

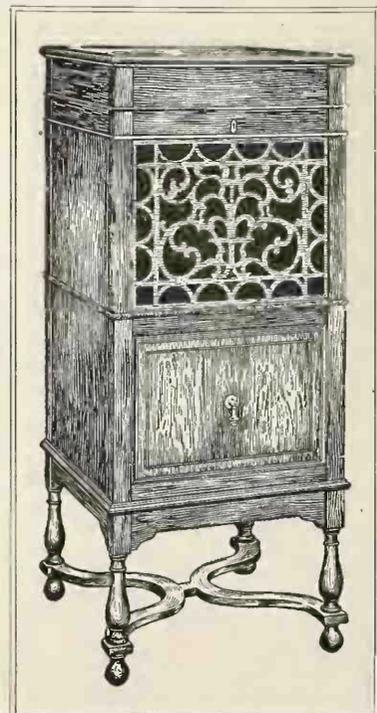
A RECENT editorial in the Musical Monitor says that one outcome of the war will be "recognition of the power of the greatest of all arts—*music*." This power will be exercised in many ways, but perhaps not more effectively than in the development of community singing.

Harmony is the soul of music. Music, especially in the form of community singing, is one of the most effective mediums for welding together the miscellaneous types that go to make up the American people, and which diversity of interest keeps more or less aloof from each other.

The Edison dealer who interests himself in community singing will help to stimulate a general interest in music which cannot fail to be of benefit to his community and of profit to himself.

A singing community is a fertile field for the Edison dealer.

THOMAS A. EDISON, Inc.
ORANGE NEW JERSEY



Official Laboratory Model New
Edison—William and Mary Cabinet,
executed in American Walnut.

Present Trade Situation and Its Problems Reviewed by Talking Machine Wholesalers

CONSERVATION THE WATCHWORD

By Chas. F. Bruno, C. Bruno & Son, Inc.,
New York

The watchword of the whole nation is Conservation and each day brings home to us more strongly the need for it. We are working on a wartime basis and every dealer should do likewise. This is imperative in order that the Government needs be supplied to their full measure. You all know the conditions in transportation and shortage of labor. By retrenching wherever possible and changing your methods you can eliminate much unnecessary work. Plan to help the wholesaler maintain as satisfactory service as possible during these unusual times. For instance, if it is necessary that you know what your wholesaler is shipping you, send your record order in duplicate and request him to cross off the numbers filled and mail back the copy.

In your own shop there is unlimited opportunity for Conservation. Every dealer has on his shelves records not classed with the best sellers. Make them such. Many of them are excellent records in themselves—disregarded because unknown. Study them, interest your clerks in them, get out attractive folders describing and advertising them and your supply will soon fall short of the demand. In the matter of machines, feature those you have in stock, particularly the small types. There is a market for them, but you must find it and not wait for it to find you.

Every unnecessary item of clerical labor saved for the wholesaler, every record and machine already in stock that you can sell, means that much advance toward the goal of Conservation. Conform your business to existing conditions with determination to save and serve and you will be ready to forge ahead when Liberty and Democracy have triumphed.

MUST SECURE BETTER TERMS

By John G. Corley, the Corley Co., Richmond, Va.

The music business, like other enterprises, will continue to feel the gradual curtailment due to war conditions as the Government's requirements increase for labor and raw material, which goes without saying that the music business will suffer a greater curtailment. This, however, will not be without its advantages, as the dealers will improve their terms and secure more cash business. Just as the output is decreased, terms will be increased, and we will get nearer a cash basis. These conditions, which have decreased the output, have proven a salvation to the piano business. The prices have advanced and the terms shortened. A dealer can no longer follow the old plan of selling on nothing down and anything a month, for when he goes to the manufacturer now for stock, he will be met with this question, "How do you want to pay for them?" and in many instances the manufacturer will demand cash; certainly the terms, if given, will be very short. This result has brought around desirable conditions. The piano merchant, as a general rule, is selling his goods at a uniform price. The old plan of charging Mary Smith \$50 more than Mary Jones paid is no longer in evidence, and may it please God that it will never return, but that instruments will be sold at uniform prices and on terms the dealer can pay for his stock.

Now, to the talking machine dealers. It is true that the distributors have been unable to supply sufficient stock to meet the ever-increasing demand for Victrolas and records. The trade, however, is healthy, and customers do

not make up their minds now that if they cannot get one style they will take no other, consequently this has been most helpful to the dealer, because when he does not have one style his customer will take another type.

The great shortage would not exist with the record and be so keenly felt if the sales organizations all over the country would bring to the attention of their customers the splendid numbers right in their stock. It is a little difficult to get the clerks to see this point. A customer will come in and ask for a certain number, and should it not be in stock the clerk makes no further effort to interest the customer. This must be changed to meet the general condition. Customers must be shown the stock of the dealers. The wonderful numbers in all stocks will find ready sale if they are properly shown to the customer. We very frequently hear salesmen say, "Well, we lost so many sales to-day, or this week, because we did not have them in stock." Of course, for these particular numbers the sale was lost, but the main point, as I see it, is to present and sell your customers other numbers, as this is the best way to meet the big demand for records. In other words, we must have stock conservation as well as food conservation. By carefully guarding and conserving it we help, in a way, towards winning the war.

INTERESTS OF DAY COME FIRST

By William H. Nolan, the Louis Buehn Co., Philadelphia

In these times when individual and corporate interests must be set aside for the interests of the day, the preservation of democracy and the saving of humanity, there is no time to consider personal interests at the sacrifice of the cause to which every firm and individual should be absolutely dedicated.

Nevertheless, engaged as we are in the merchandising of a product which contributes so vitally to the mental, physical and spiritual welfare of the nation, we should "carry on" our work with the realization that people, now as never before, need the inspiring, invigorating and restful influence of music.

There is no question that people are seeking places of amusement, attending concerts and lectures in greater numbers than ever before, showing clearly the need for diversion, relaxation and stimulation. This is recognized in England and the Government is calling back entertainers and musicians from the front, so that the people who must work with power and inspiration will not be denied that which contributes most to creative life.

Our own Government has realized this fact, and even though various conditions have materially lessened the production of our own product—Victrolas and Victor records—they have not by any means been classified as non-essential.

Salesmanship of the highest order, aggressiveness in the finest degree should be the rule of every person engaged in the Victor industry, selling that which we have or can get rather than bemoaning the fact that there is some merchandise we are unable to procure.

Take not only an inventory of your stock but an inventory of your present equipment and selling methods. Realize that to profit now and to insure your profits in the future you must dig deeper than ever before into the stock of the hundreds of records you are carrying on your shelves and into your community for sales opportunities.

Do not make the mistake that has been made in the past by many dealers of accepting poor instalment business; for now is the time to

realize on the good cash business which is available through wage earners making the biggest salaries they have ever enjoyed.

You will attract and get these cash sales and the steady stream of cash record trade, not by the old appeal or by pre-war methods, but by connecting up the need of the product which you are selling with the actual need of the people for it. In this way you will be doing your part and make the people realize that music is an essential and not a luxury.

The achievements of the past, the present supremacy and superiority of the Victor line, the ever forging ahead policy, cause one to trust and believe to the point of absolute loyalty in the power of the Victor Co. to weather the present conditions, coming through supreme as before in all things—perfection of product, bigness of vision, power of production and fairness in their business dealings.

CONDITIONS IN MIDDLE WEST

By Arthur A. Trostler, Schmelzer Arms Co.,
Kansas City, Mo.

I am going to dwell on "Conditions in the Middle West." Never have I seen such crops as we are having in this part of the country. I remember a few years ago when we had a bumper wheat crop of about ninety million bushels, which sold at a price of about 65 cents, when to-day we have one hundred million bushels, selling for over \$2 a bushel. Can you conceive such a condition? This is only one item. You take the corn, alfalfa, oats and other items, the prices they receive to-day and what it means for the merchants.

Victrolas are not being sold, they are simply being bought by the farmers and the people in the cities. We have been unable to build up a stock of any type of Victrola. As fast as they arrive, just so fast they are shipped to our dealers. Conditions in this territory are such as we have never experienced before. We have dealers coming in to see us every day and they say, "Ship me anything with a Victor trademark," because it can be sold.

We are enjoying a very healthy business, and if we could just get the goods, there is no telling of the volume we would be able to do. The dealers throughout this territory are optimistic. We had a great many of them in last week during the Rotary convention, and they have a different line of talk than they have had heretofore.

In conclusion, allow me to say our dealers are not in a position to build up any stock, therefore, we fear that the market on Victor goods will be very low this fall.

JOBBERS WORK TO HELP WIN WAR

By George E. Mickel, Mickel Bros. Co.,
Omaha, Neb.

This year, as never before in our nation's history on Independence Day, we do not proclaim our patriotism by fireworks and pyrotechnical display, but by going about the nation's business, and that is—to help win the war. We must each one of us get the conception that there is but ONE big business in this country, it matters not whether we are running a talking machine factory, a bank, or plowing corn, these are all subsidiary to the one main object—winning the war.

I believe that our association acted wisely when it decided not to hold the national convention this year. This requires that each executive officer make greater exertion for the good of the organization. The times require

(Continued on page 85)

Today and the Future

OWADAYS I do but little traveling and little soliciting. I make but few calls. Nowadays business problems are complex the problems of labor and of raw materials.

And it is the policy of Stephenson, Inc., to care for, to protect, their present day customers rather than to solicit new business.

But I look forward to the future with faith and confidence. I look forward to the day when, with still greater manufacturing facilities and unlimited sources of raw material supply, I can serve a greater number of manufacturers with the Stephenson Precision Made Motor.

Cordially yours,



Vice-President

STEPHENSON, INC., One West 34th Street, New York

PRESENT TRADE SITUATION AND ITS PROBLEMS REVIEWED

(Continued from page 83)

that each man in his line of business must spend more thought on ways and means than ever before.

We must put on a "Tom Sawyer" front, some whitewash, with a sunny smile and a cheery word.

The Victor Talking Machine Jobbers' position is no different than that of many other lines. The tearing of hair because of shipments that are not large enough and after they HAVE been shipped do not arrive, gets us nothing. We want to continually keep in mind that we are marketing the biggest and most popular line of talking machines in the world. Futile individual efforts will accomplish but little, but abiding by and following well-defined principles will bring us ultimate success.

We can do our bit by exercising a spirit of cheerful co-operation. We grow by continually altering our views. The last word is never said, and, as conditions change, our opinions must be adjusted.

The meeting of the bigger men in our line has always inspired us with stronger purpose, higher ideals and greater enthusiasm, and we all anticipate that some time in the near future we will have the privilege of renewing these acquaintances.

MEETING WAR CONDITIONS

By J. Newcomb Blackman, President Blackman Talking Machine Co., and National Association of Talking Machine Jobbers

Those industries which are doing everything possible to voluntarily and efficiently meet the present war conditions, having always in mind the great reconstruction period which is sure to follow the war, are not only safeguarding the solid foundation on which their business has been built, but are insuring it for the future. In recommending to its membership the cancellation this year of its usual annual convention, the executive committee of the National Association of Talking Machine Jobbers did so in the spirit of meeting patriotically war conditions. Our conventions have always involved considerable expenditure of time and money, by reason of distance traveled and the usual entertainment features. Had the convention been held as ordinarily, the festivities would have been largely curtailed or eliminated.

Then, again, aside from the advantages of patriotic co-operation in the war program, there is at present little opportunity to shape constructive policies. This, of course, is owing to the fact that, starting with the factories, trade is curtailed and regulated in a manner best suited to give first consideration to war needs. The factories are not in a position to explain their relations with the Government, and such restrictions as may be necessary in carrying out their obligations for the manufacture of war munitions or general conservation of material and labor. In view of this, it seems best that any matters considered of sufficient importance to be taken up with the factory for the selling side of the business can best be presented through the executive committee, or even a special committee; and this plan has been followed, and probably will be found the wisest one for the future.

The war has been, and we hope will prove, a constructive pruning knife for all industries. In the talking machine business the pruning has taken the form of curtailed product, and enforced restrictions, which will bring about needed economies. On the other hand, the great need of labor and corresponding high prices of wages introduces a serious problem for the distributors and dealers who are not engaged in war work. The factories, no doubt, will maintain full activities, although a large percentage of production may necessarily be Government work. The present standard of excellence represented in the product and selling personnel of our industry has been brought

about by the cumulative effort of about twenty years. Patriotic merchants are willing to make any necessary temporary sacrifice through curtailed product and reduced sales as well as profits, but it is to be hoped that this process will be one of a pruning nature, which will not cut so deep as to seriously injure or kill the industrial plant. In other words, distributors and dealers have the same constantly rising costs of doing business. This, of course, means that their overhead has steadily increased. The factories have met like conditions by raising their prices, and so far such raises have been very small compared with similar merchandise; in fact, records and machines to-day, with even considerable further advance, would represent value much greater than was given only a few years back. It is customary in all lines of business to have a retail selling list price, and this has always been regarded by the buyer as the maximum price. This custom has been so uniform that it is quite impossible for a dealer to charge more than the list price without holding himself easily subject to severe criticism as exacting an unfair profit from customers.

In order that the trade can continue the efficient representation which the factories must have if we are not to deteriorate as an industry after the war, the margin of profit must be maintained. This is especially so when everything points to continued curtailment of product, which will bring about a corresponding reduction in sales—otherwise talking machines will quickly go back into the bicycle shop and among the kitchen utensils. The talking machine shop should have a special organization, trained to intelligently serve the public—therefore, cannot safely be reduced or lowered to the plane of the variety store. Future increased prices, owing to additional taxes and other war expenses, will probably be necessary. The factories will do well, in my opinion, to leave sufficient margin between the distributor's cost and the list price, to enable the distributor to sell the dealer at a price which will give him a good margin of profit when selling at list prices.

To keep the home fires burning in the talking machine business we must keep the business running. The pruning process will eliminate the drones and parasites, but when our employes, now in the service, return as "Victorious Heroes," I know of no better way to insure a welcome than to say that we are able to offer them an opportunity to resume the activity of their brains and training where they will produce the best results.

Concluding, may I say that if we can all curtail, sacrifice and adjust all business and social life during the war, spreading out the burden as thin as possible, the trying period of reorganization will not be the great problem that many fear. Labor will not have been so shifted and business so upset or ruined that resumption would be impossible for a long period of time. Our Government officials are realizing the importance of doing this, as indicated by the recent establishment of a War Labor Bureau, which will have in mind conserving labor in each locality, and avoiding the costly disorganizing effect of industries constantly bidding against each other for labor. War activities, it seems, will now be spread more evenly throughout the country, thus making the labor problem an easier one, to say nothing of that of housing labor.

The talking machine industry has made great strides to eliminate the first hasty reference to it as among the so-called "non-essentials," but there is much more that should and can be done. A large part of the money spent in advertising should be used in furthering the sale of Liberty Bonds, War Savings Stamps, and in aiding the Y. M. C. A., Red Cross and other patriotic drives for funds. Machines and records should be used to the utmost to inspire those at the front and at home. The power of

music has been felt and aided victory in the past, and with the help of the entire trade another year will show much greater strides in that direction.

DISCUSSING NEW WAR REVENUE BILL

Treasury Department Suggests 20 Per Cent. Tax on Musical Instruments—Matter Now Under Consideration by Ways and Means Committee

As The World goes to press the new War Revenue bill is still the subject of the hour before the Ways and Means Committee in the House of Representatives at Washington. The Treasury Department has made a number of suggestions in the matter of taxes to be levied on the various lines of industries, the department's figures being based, it is said, upon returns under the present law. The trade will be interested to know that the Treasury Department suggests a 20 per cent. tax on all musical instruments which, it is understood, will include talking machines and records. It is not likely, however, that any such drastic tax will be levied against this industry when the matter is finally threshed out.

At the hearings held before the Ways and Means Committee some time ago preparatory to the drafting of the new law at which representatives of various industries appeared, the talking machine trade was ably represented by Marion Dorian, of the Columbia Graphophone Co., New York. Mr. Dorian pleaded strongly for a repeal of the present tax, which he declared had had a serious effect on the industry and emphasized as a reason for leniency the part that the talking machine is playing in supplying music and entertainment for the fighting men in the army and navy, as well as maintaining the courage and patriotism of the people at home. He declared that no other musical instrument was used so extensively as the talking machine in military life.

TALKING MACHINE MEN, INC., MEET

Next Session Scheduled for July 17—Philadelphia Association Officials Invited to Be Present at the Meeting in Woolworth Building

E. G. Brown, secretary of the Talking Machine Men, Inc., is doing some excellent work in the interests of that organization, this work including the presentation of a report of what occurs at the various meetings. Mr. Brown put the report of the last meeting in rather original form by arranging it so that the first letter of each line appeared in red, and when read in sequence spelled "Talking Machine Men, Inc."

The next meeting of the organization will be held in the assembly room of the Merchants' Association in the Woolworth Building on next Wednesday afternoon, July 17, at 2.30 o'clock. An invitation has been extended to the executive committee of the Philadelphia Association to attend the meeting, and it is hoped that a delegation from the City of Brotherly Love will be present.

L. C. MCCHESENEY TAKES A REST

It took the orders of a physician to make L. C. McChesney, director of advertising of Thomas A. Edison, Inc., leave his desk for a temporary rest. Mr. McChesney, therefore, has been enjoying, or rather enduring, a brief respite from business cares at his home in Orange, leaving Arthur J. Palmer at the helm during his absence.

The Yahr & Lange Drug Co., of Milwaukee, distributor of the Sonora phonograph and records in Wisconsin and Upper Michigan, has announced the appointment of Julius Koepke, Whitewater, Wis., as a new retail dealer in Walworth County. The representation in Milwaukee County is confined to eight retailers of the Sonora, six of whom are located within the city of Milwaukee.

PITTSBURGH TRADE ENGAGED IN MANY ACTIVITIES

Accomplishing Results in Featuring Standard and Foreign Records—Association Doing Good Work—Victrola Before Educators' Association—Changes in the Various Sales Staffs

PITTSBURGH, PA., July 6.—Despite the depletion of sales organizations, due to voluntary enlistments in the military service of the country, and likewise the operation of the draft, coupled with the continued stock shortage, talking machine wholesalers and dealers in this city are doing exceedingly well, considering conditions. The main effort, of course, is concentrated in the selling of standard records and particularly of foreign records, for Pittsburgh has a foreign population that makes the handling of the latter records well worth while. Incidentally, the members of this foreign population are making plenty of money and are willing to spend it for both machines and records.

The interesting news of the month revolves around the activities of the Talking Machine Dealers' Association of Pittsburgh, which followed up its action in advising the internment of all records of German flavor for the period of the war by resolving to withdraw all advertising support from the newspapers printed in the languages of nations at war with the United States. The full text of the resolution appears in a special story in another section of *The World* this month.

Inasmuch as a number of talking machine men are already in service, or are planning to go into service, a movement is on foot to have the association keep in touch with these men, whether in this country or in France, and keep them advised regarding the happenings in the local trade, and thereby keep their interests in the industry alive.

Those attending the convention of the National Educators' Association held in this city last week had strongly impressed upon them the educational value of the Victrola and Victor records through the efforts of Miss Lillian A. Wood, who is in charge of the Victor educational department of the C. C. Mellor Co. Dur-

ing the week Miss Wood arranged a special series of folk dances by local school children to the music of the Victrola and also demonstrated the use of the talking machine in training in penmanship, history, geography, general music study and in other ways. Refreshments were served to those who attended.

The Starr Phonograph Co., of Pennsylvania, who act as distributors for Starr phonographs and Gennett records, report notable progress for those lines in the Pittsburgh district, the company securing very good supplies of both machines and records, due largely to the efforts of H. G. Niles, secretary-treasurer of the company, who keeps in close touch with the Starr factory in Richmond, Ind. A number of prominent dealers have been added to the company's list, among them being the J. M. Hoffman Co., the prominent piano house, and also the Dawson Bros. Piano Co.

The latest machine, designed particularly for the use of fighting men, which has come to the attention of the Pittsburgh trade is the army and navy style Pathéphone. This machine is built with a special view to hard service, and has made a distinct impression, and it was not long before several had been sold to military organizations, as well as to civilians who desired something of the sort for use on camping trips.

Aeolian-Vocalion records which were introduced here some time ago through the medium of the talking machine department of Kaufmann & Baer Co., of which H. C. Hornberger is manager, have met with great success. The Vocalion phonographs are already well known here, and associated with that machine and backed by the Aeolian Co.'s reputation, the new records were accorded a hearty reception. Sales of Vocalion records are on the upward trend.

P. W. Kline, manager of the talking machine department of the Rosenbaum Co., has entered

the military service, and has been succeeded by F. G. Passoth, who has long been connected with various houses in the local trade. Another member of the local trade who has entered the service of his country is W. R. Roberts, formerly connected with the wholesale talking machine department of the C. C. Mellor Co. He is now in the navy.

A unique feature recently introduced by the Columbia Music Co., under Manager John Henk, is a service department where all makes of machines may be adjusted or repaired, and where owners may procure first-hand information regarding the care and operation of their instruments.

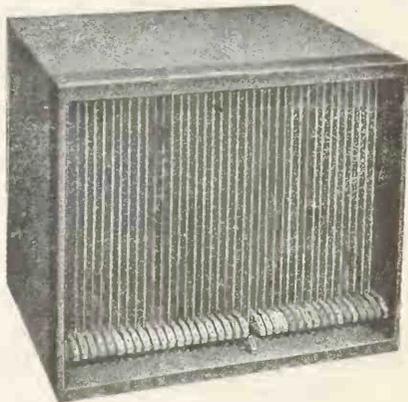
KIMBERLEY CO. OPEN IN NEW YORK

Manufacture the Kimberley Phonographs—Act as Jobbers for Thomas Motors

The Kimberley Phonograph Supply Co. has just opened offices at 206 Broadway, New York, and, in addition to manufacturing a complete line of "Kimberley" phonographs, will also act as Eastern jobbers for the Thomas Dayton motors, tone arms and sound boxes. The company has advised the trade that it is ready to supply the dealers with a line of machines retailing from \$40 to \$200, and arrangements have been completed whereby the company will manufacture its own cabinets in a well-equipped factory up State.

W. Brand, formerly associated with the Otto Heineman Phonograph Supply Co., is general manager of the Kimberley Phonograph Supply Co. He recently visited the trade in the East, and made several deals whereby the "Kimberley" phonograph will be represented by retailers in important trade centers.

Harry Stadlmair, son of Henry Stadlmair, vice-president and general manager of C. Bruno & Son, Inc., has joined the U. S. Aeronautical Corps, which specializes in the cutting of spruce timber for aeroplane construction.



Style 70—Retail \$10.00

7 IN 1

Seven strong points in our feature is a powerful selling argument.

1. Controlled entirely by gravity. Will not get out of order.
2. Non-abrasive individual record compartments.
3. Records cannot warp, scratch or mar and are kept clean.
4. 10" and 12" records can be filed in any compartment indiscriminately.
5. In beautiful oak and mahogany finish. Polished, waxed and dull finish.
6. Automatic out signal shows "when and where" a record is missing.
7. Filing and finding a pleasure. Get the desired record when it is desired.

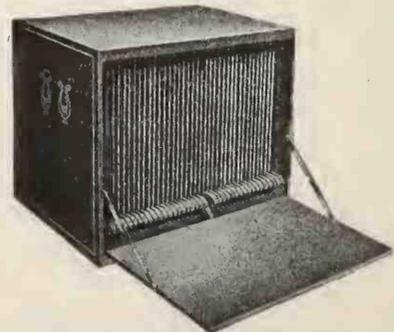
COLUMBIA DEALERS: Eject-o-files are built to fit the style 75 and others. Slip them in as they are wanted. Why carry that big stock of 85's, etc., when the Eject-o-file does the trick? "The Eject-o-file is Efficient" and you are in business for dollars and cents.

VOCALION DEALERS: A receptacle for records that can be slipped into your style F.-G.-H.-J.-&-K. They are "built to fit." Wonderful convenience and a powerful selling argument. Ask the Salesman.

EDISON DEALERS: Eject-o-files are built to fit the style C-150 and 100. Many dealers are reaping the benefits. Why not you?

"BUILT TO FIT" any machine and a powerful asset for any dealer. Why offer Albums, Envelopes and other antiquated methods of filing to your customer? Eject-o-files are modern and efficient. Prices are phenomenally low.

The "sectional Eject-o-file," an auxiliary cabinet, compact, large capacity. Can be conveniently placed on table, stand, etc., or stands especially adaptable can be had. Beautiful and artistic, mahogany and oak finish, polished, waxed or dull. Each section a complete unit, can be added to, one upon the other, you know, sectional bookcase idea.



Style 60—Retail \$15.00

EJECT-O-FILE SALES CO.

216 W. Saratoga Street

Baltimore, Md.

PERSHING RECORD NOW READY

Dealers Can Now Get the Famous Message of the American Commander From the Columbia Graphophone Co.—The Nation's Forum Idea and What It Means in Developing Patriotism

Deep down in the hold of an unnamed ship that navigated the death-infested waters of the submarine zone there has come to America a document that is destined to live as long as civilization itself; a message sure to take rank as one of the conspicuous milestones in the slow and tortuous march of human liberty through the ages from the very dawn of history.

It is the clarion call of the foremost warrior of the greatest nation under the heavens—an appeal spoken amid the storm and stress and frightful carnage of Armageddon, which, through the marvels of modern science, shall echo to countless generations unborn.

This priceless object is the matrix of a phonograph record on which General Pershing registered in his own voice an appeal for unflinching support of the army, which will be thundered forth from phonographs in patriotic meetings, rallies, school, club and social gatherings, and in homes throughout the length and breadth of the land. The massive copper master record from which the thousands of phonograph discs are now being struck off by the Columbia Graphophone Co. in its Bridgeport factory will find its resting place in the national archives, where the historic documents of the country are treasured.

These records are now on sale. They are being distributed through the dealers of the Columbia Graphophone Co., every one of whom is expected to co-operate heartily in the sale of an article which every patriotic American citizen will want in his home.

To secure the Pershing message recorders were sent to France by the Nation's Forum, armed with letters from Washington and equipped with the most efficient type of voice registering apparatus. The serial battle of Picardy and Flanders was at its height when they reached American field headquarters, yet no time was lost in setting up their plant and getting to work. It is easy to imagine the difficulties encountered in recording Pershing's words with the thunder of guns wafted from the distant fighting line and the roar and clatter of military activity at hand.

When an acceptable record finally was secured the wax impress was rushed to London and given its copper shell which forms the master matrix. This was done to avoid the possibility that atmospheric conditions aboard ship might destroy the delicate wax had the latter been forwarded. As already explained, several shells were made and carefully concealed at distant European points as a further protection, and the original copper matrix was started on its perilous voyage to America.

The Columbia Graphophone Co., because of the vast patriotic value of this record, is making the duplicate records without profit, in order to assist in getting them into every home in the country.

The broadcast distribution of this Pershing record will mark the initiation of a plan long under preparation to employ the phonograph for patriotic propaganda and which has taken form in the organization of the Nation's Forum, with headquarters in Aeolian Hall, New York.

The germ of the idea out of which this movement grew had its inception in the brain of Guy Golterman, a prominent attorney of St. Louis. The value that Mr. Golterman emphasizes in preservation of these wartime addresses for posterity has the attention of the Government, and of noted educators. Immediate benefits will be derived through a nation-wide school of patriotism.

Wm. S. Parks, manager of the Columbia branch at Baltimore, was a visitor to New York recently, bringing with him optimistic reports of the business situation in his territory.

EXECUTIVE COMMITTEE TO MEET

Arrangements are now being made for a meeting of the executive committee of the National Association of Talking Machine Jobbers, with the place and date still unsettled. President J. N. Blackman of the organization has been in communication with the various members of the committee, and some important matters will be taken up and discussed at the session.

CHEERY REPORT ABOUT BUSINESS

LOUISVILLE, KY., July 10.—H. B. Boswell, manager of the talking machine department of the Kaufman-Straus Co., Inc., this city, has just returned from a trip to the South and reports a greatly increased business with the Southern Edison and Columbia dealers, who view the outlook most optimistically. Mr. Boswell states that his department has the best business in its history, for instance, the month of June showing an increase of 200 per cent. over the same month of last year. The talking machine department of the Kaufman-Straus Co. is moving into its new and larger quarters, which will undoubtedly add to the development of this business.

The Pathé line of phonographs and records is being splendidly advertised in Denver, Colo., by the Daniels & Fisher Stores Co. Albert Doan, manager of the department, recently issued some very attractive leaflets.

REPORTS BIG DEMAND FOR RECORDS

J. M. Kohner, Sales Manager of Lyraphone Co., Has Excellent Western Trip—Inaugurate New Methods of Dealer Co-operation

J. M. Kohner, sales manager of the Lyraphone Co. of America, manufacturers of the Lyric records, returned early last week after an eight weeks' trip visiting the trade in the South and Middle West. Mr. Kohner is well pleased with the results and states he found the demand for records very heavy and the prospects for both summer and early fall business to be very healthy. The distributors, he said, are making heavy shipments to the trade in their localities in both the popular records and the standard catalog.

Several new methods of co-operating with the trade and in giving their records additional publicity have been arranged for by the company. Among these is a new attractive display card with an easel back in which the monthly record releases can be inserted. This always brings the card up to date and the company feels at the same time it is more attractive than the hangers they formerly used. The monthly catalog has been entirely rearranged in style and these are sent out with the imprint of the jobber or the dealer on them when the same is arranged for.

W. C. Volk is now manager of the Edison Shop of A. F. Odell, Quincy, Ill.

**COLUMBIA DEALERS
HERE'S A MONEY MAKER**



NICKEL PLATED
25 CENTS



Patented Sept. 26 and Oct. 2, 1906
Sept. 10, 1907 and Nov. 27, 1917
Others Pending



GOLD PLATED
50 CENTS

Gives
A CLEAN SWEEP

And
Leaves
A Clean
Track



For
the Needle
to Run in

Sample Brush and price list mailed FREE
to authorized Columbia Dealers

Advertising matter supplied with orders

Manufactured by

Blackman
TALKING MACHINE Co.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

TALKING MACHINE MEN'S MEETING

Many Subjects of General Importance Discussed and Acted Upon at Recent Gathering

An interesting, and at times exciting, meeting of the Talking Machine Men, Inc., was that held in the rooms of the Merchants' Association on Wednesday, June 19, in the course of which a long pending question whether the talking machine jobbers should enjoy active or associate membership was finally settled by voting that the by-laws be amended to admit jobbers and wholesalers only as associate members. This was done, although the constitutionality of the action was strongly questioned by some.

Another event of interest at the meeting was the presentation of the resignation of Landay Bros., Inc., the Victor wholesalers, which was offered in a lengthy letter from Max Landay, president of the company, in which he condemned the resolution passed by the executive committee of the Talking Machine Men, Inc., recently endorsing the action of the New York Tribune in the criticism by that paper of Landay Bros. advertising. Mr. Landay in his letter termed the action of the executive committee a "star chamber proceeding." In the course of the meeting I. Kurtz inquired of the president why he and Max Landay, as members of the executive committee, were not notified of the meeting at which the resolution in question was adopted. The resignation of Landay Bros. was accepted, after a vote of thanks had been given to Mr. Landay for his work in behalf of the organization, and particularly in building up its membership.

The question of wholesalers operating retail stores, thereby, as it was termed, competing with the dealers while enjoying a wider margin of profit, was again brought up at the meeting, and resulted in a heated discussion, some dealers urging that orders be placed only with such wholesalers as did not sell at retail themselves. One prominent wholesaler took occasion to defend his operation of retail stores,

claiming that his retail interests had been in a large measure "wished on him" and had taken them up only to protect his own business.

In the course of the meeting a telegram from Wm. H. Richardson, of the Talking Machine Dealers' Association of Los Angeles, Cal., was read in which he made inquiries regarding wholesale discounts now in effect in the East. It was found that there was a difference in discounts in the Eastern and Western sections of the country, but it was learned that Los Angeles dealers had managed to have the matter adjusted to their satisfaction.

The communication from the Talking Machine Dealers' Association of Los Angeles brought up again the question of the organization of a national body, many members believing that the formation of a national organization was quite feasible at the present time, owing to the existence of a number of local associations which might possibly merge into one.

One of the interesting subjects of discussion were the plans for the annual outing of the organization which will be held on August 10 at

COLUMBIA RECORD INDEX ISSUED

Practical Booklet of Value to Record Owners Just Off the Press—Attractive Vacation Folder

The Columbia Graphophone Co. has just issued an attractive booklet that has considerable practical value entitled "An Index for Columbia Records and Musical Menus." In this booklet there is listed a comprehensive repertoire of Columbia records; ten records from each of the major classes of music being listed under their respective headings. The selections included are representative of everything that is worth while in music and entertainment, and were selected from the general Columbia catalog.

Following the list of each set of ten suggested records are blank spaces which can be utilized to fill in data regarding records of individual choosing. There is a right hand margin on each page for index information. In the fore-



Read the Trade Mark carefully, hear the machine, and you'll agree that it is truly

The World's Musical Instrument
Improves All Records

Send for our Special Proposition

HOFFAY TALKING MACHINE CO., Inc.
3 West 29th Street New York City

Bear Mountain. Excursionists will leave the foot of West Forty-second street on the Albany Day Line Boat at 9 a. m. A dinner will be served at the Bear Mountain Inn, and there will be games of all sorts and other entertainments.

The Jersey Talking Machine Co. was elected to membership in the organization and several applications were received.

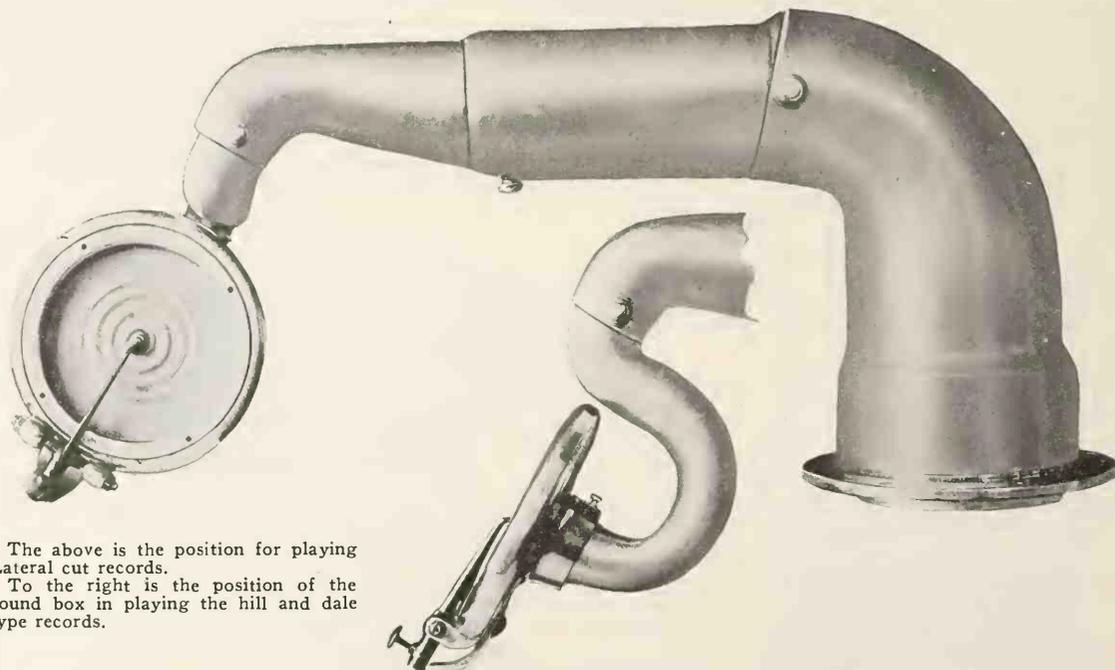
A grievance committee, consisting of Theodore Arison, E. H. Smith and J. Schick, was appointed to take up various matters of importance not handled at the regular meeting of the association.

The secretary's salary was increased from \$150 to \$200 per year.

word of this interesting booklet there are presented several excellent suggestions regarding the filing and indexing of records, whereby the owner of a Grafonola can secure maximum efficiency in the arrangement of a record library.

A timely four-page folder has just been issued by the advertising department of the Columbia Co. featuring Columbia Grafonolas suitable for vacation use. This folder is attractively designed, and in addition to presenting illustrations of two table Grafonolas, contains a selected list of records that cannot fail to give enjoyment to music-lovers. The front cover of the folder is appropriate for vacation time, showing thumbnail illustrations in colors carrying out the idea of a Grafonola for the mountains, for the seashore and for the dance. On the last page of the folder is reproduced one of the larger models of Grafonolas, and there is sufficient room on this page for an imprint of the dealer's name and address.

Introducing The PARR CENTRAL—UNIVERSAL TONE-ARM



The above is the position for playing Lateral cut records.

To the right is the position of the sound box in playing the hill and dale type records.

The Parr Central-Universal Tone-Arm is offered to the manufacturers who desire a tone-arm, playing all types of records, giving perfect reproduction, and is so simple in arrangement as to be fool-proof. The Parr Central-Universal Tone-Arm, together with the Parr Magnetic Reproducer, embodies all the known principles of sound reproduction, and has in addition Parr patents to facilitate their use.

The Parr Tone-Arm is adjustable to any length required. The needle always rests at the same point, setting in the direct center

in playing either position. This has been the objective of all past tone-arm productions. Means are incorporated for taking up the wear, thereby overcoming any tendency for loose joints, which is the chief cause of "chattering."

The design of the tone-arm permits perfect playing of either type of record without additional attachments. The sound-box can be turned, allowing the needle to be changed with ease, and by a reverse movement the box returns to its normal playing position.

PARR MANUFACTURING CO. (Manufacturers of the Parr Magnetic Reproducer) **One Union Square, New York City**

SOUTHERN CALIFORNIA TRADE BUSY

Enormous Demand for Machines and Records Difficult to Fill—Many Changes in Sales Force, Owing to Men Going to Front

LOS ANGELES, CAL., July 4.—It really was astonishing how business increased during the month of June over the preceding months. The demand for both machines and records was steady during the whole month, and a great many of the larger models in all makes were sold. Of course, the local dealer is up against the same old proposition as of old, his inability to get the goods and this is certainly a great handicap. It is very discouraging to have good prospects lined up for machines and then not be able to supply them when they are ready. However, this does not seem to be merely local, but all over the country, as some of the houses have found out when trying to get goods from the Eastern jobbers, for they seem to be in as bad a condition as the ones on the Coast. There has been some talk of the dealers comparing stocks, especially records, and then trading the ones that they are long on among themselves. This has been tried out in the East and has been very successful.

A great many changes have taken place during the last six months in the sales forces of the different dealers. A great many have been called to the army or navy and still others have taken up some other branch of work.

All of the Los Angeles music houses are proud of their records during the various "drives" this year, and all without exception have gone "over the top" every time.

W. S. Gray, 530 Chronicle Building, San Francisco, has been in Los Angeles the last ten days. Mr. Gray, who for years was Coast manager for the Columbia Co., with headquarters in San Francisco, is now handling talking machine trade accessories and he reports business good in the large territory which he covers.

C. S. Ruggles, of Sherman, Clay & Co., local Victor jobbers, says that he cannot get enough goods. Both machine and record shipments seem to be moving very slowly, and he never knows when a car starts from Camden, N. J., just when it will arrive in Los Angeles. Mr. Ruggles has been remodeling his showrooms.

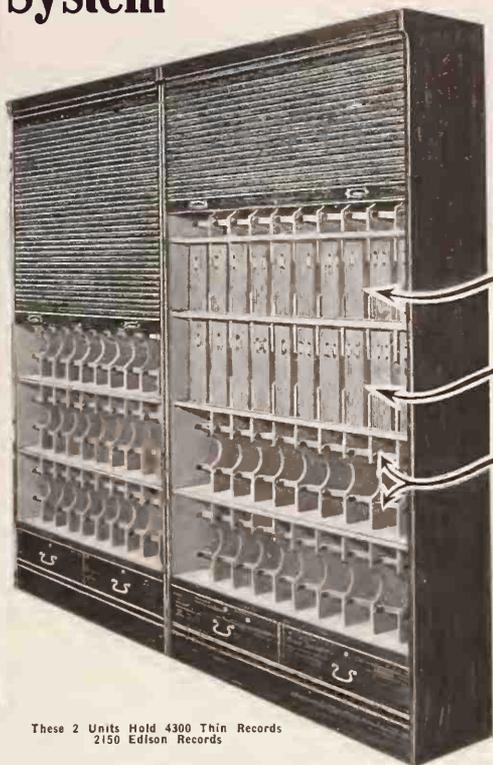
William Hobbs Richardson, manager of the talking machine department of the Southern California Music Co., has just returned from Camp Lewis, Wash., where he went to bid his brother, who is going to France, goodbye.

Harold Jackson, manager of the talking machine department for the Wiley B. Allen Co., has lost all of his boys, and now has to depend entirely on girls for salespeople. Mr. Jackson made several large sales during June, among them being an electric Victrola XVII and a Louis XV, Edison model 375.

Raymond G. Smith, better known to the trade as "Cy" Smith, and for many years connected with the sales force at the Southern California Music Co., has gone to join our fighting force and is now enrolled on the honor list of the United States. Mr. Smith will take a two months' course, under Government instructors, at the Normal School in this city. This class, about 650 in number, will specialize in mechanics.

O. A. Lovejoy, manager for the Edison Phonograph, Ltd., wholesale, is very well satisfied with business in general and says that the outlook

You Need This Record System



1 Clerk does the work of 2. Every Record at your finger tips. Code Signals Sell the Records you have, similar to those called for—which are out of stock. (Very important under present conditions.)

A simple Automatic Re-Order System shows what you need. The Sales Record indicates profitable sellers.

350 10" Records in Each Section.

Adjustable for 10" and 12" Records

Soft Flat Springs Hold Records Straight Up and Prevent Warping

A Locking Roll Top Prevents Dust and Theft

These 2 Units Hold 4300 Thin Records 2150 Edison Records

If it doesn't increase your sales and save you time, it is returnable for full credit.

Write for our Catalogue and list of distributors.

Regular Models for all size Records.

Immediate Shipment from stock.

OGDEN SECTIONAL CABINET CO., Inc. LYNCHBURG VA.

is fine. They have received several large shipments lately, which puts their stock in very fair condition. This company has moved from the second to the ground floor, and now have one of the best equipped jobbing houses on the Coast.

Lyon-McKinney & Smith are doing a nice business in the Brunswick line, and have lately received a shipment of new machines—among them some of the art models.

PRICE CUTTING BEING CONDEMNED

By Federal Trade Commission as Unfair Trade Practice—Comments by N. Y. Times

The question of price cutting versus price stability in the trade field was the basis for a very pertinent and timely editorial in the New York Times of Monday, July 8, which we feel sure will be read with interest by talking machine men. It read:

"The public is so in love with price cutting that the Federal Trade Commission is bold, in condemnation of it as an 'unfair' trade practice. Last week the commission dismissed the complaint against a tobacco company as 'unfair' because it refused to sell to a firm which refused to maintain prices. The commission also ordered a leading mail order house to desist from advertising cut prices on the ground that the size of its business enabled it to do so. The fact was that the company sold \$780,000 of sugar at a loss of \$196,000, and looked for its profit in the degree to which the 'bait' was taken by bargain hunters. If advertisements of that sort are taboo, and if a reputation as a price cutter is enough to bar him from rank with other buyers, long steps have been taken toward the establishment of prices on a national basis.

"The action of the commission is surprising, for it has been looked to for popular action. It thus takes issue with many decision of the courts sustaining price cutting as a legitimate device to attract trade. The conflict between

the commission and the courts is no more marked than that within trade circles, there being strong factions in support both of price cutting and price maintenance. If price maintenance is stopped by local price cutting, there will be a loss of goods which will not be produced for local markets, and which cannot be produced for national markets at local cut prices. Millions are spent in establishing national markets for trade-marked goods which it would be a loss to the public to be deprived of. On the other hand, other millions are spent in attracting buyers by more or less delusive but undeniably attractive cut prices. The profits, of course, are made on other goods, and the local sellers are indifferent to the loss and embarrassment of nationalized products.

"It is a pretty quarrel, and might as well be settled by the common sense of the bargain hunters as by the action of courts and commissions. The necessity of such action suggests that bargain hunters have been deficient in price judgment, and that they have needed governmental guardianship of their interests against those who would profit by their fondness for being humbugged."

PISCATORIALLY INCLINED

W. G. Pilgrim, assistant general manager of the Otto Heineman Phonograph Supply Co., and A. S. Ribolla, manager of the Chicago branch, left Sunday for a few weeks' rest at Grand Beach, Mich. Both of these popular talking machine men took along a complete set of fishing paraphernalia, and as Mr. Pilgrim has promised to distribute the results of his fishing efforts among his associates in New York, his work is cut out for him for the next two weeks.

A petition in bankruptcy was filed last week in the Federal Court by officers of the Artofola Talking Machine Co., Springfield, Ill. The liabilities were listed at \$22,863.86 and assets at \$20,400.

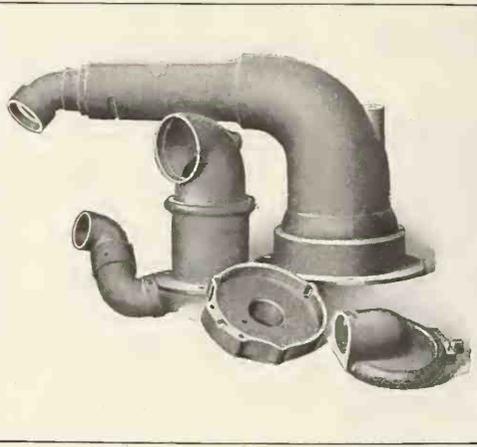
FOR SALE

25 SHARES

Victor Talking Machine Co. Common Stock at \$725

WILLIS O. HEARD

LAFAYETTE BUILDING PHILADELPHIA, PA.



DOEHLER DIE-CASTINGS

for tone arms, sound boxes and talking machine attachments are STANDARD throughout the industry.

Of the many instruments produced to-day from the most prominent makes down, the greater number, by far, are equipped with Doehler die-cast tone arm and sound box.

The enormous output of our three large plants permits of advantages to the users of die-castings, as regards prices and deliveries, not otherwise possible.

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT
BROOKLYN, N. Y.
WESTERN PLANT TOLEDO, OHIO. NEW JERSEY PLANT NEWARK, N. J.

BUSINESS CONDITIONS NEVER BETTER IN PORTLAND, ORE.

Money Plentiful for Purchase of Talking Machines and Records, Owing to Growth of Shipbuilding and Thousands of Soldiers in the Camps—What Members of Trade Report

PORTLAND, ORE., July 5.—Business conditions in the talking machine field in Portland have never been better than in the last month. Dealers report sales as good as in the feverish holiday season and some of them are at a loss to account for the remarkable growth of sales as compared with the summer business of former years.

Unusual prosperity in this section, brought about, doubtless, from the enormous shipbuilding industry which in the last year has added more than 35,000 persons to the payroll in Portland and has added between 75,000 and 100,000 persons to the population, is given as the chief reason for the big growth of business. These high-paid workers are spending their money freely and talking machine dealers trace directly no little part of their increased sales to the shipbuilding industry.

Another potent factor in increasing business is the healthy condition of the lumbering industry, Portland's greatest asset. Millions of dollars are coming in each week from this source, the demand for spruce and fir lumber never having been so great.

Many thousand soldiers, it is not permitted to say how many, are stationed at Vancouver Barracks, Wash., just across the Columbia River from Portland, engaged in the work of getting out spruce for the Government airplane program. These men are paid, in addition to the \$33 from the Government as soldiers, the regular wage paid woodsmen, millworkers and lumbermen in private mills and the result is they have been spending freely of their comparative wealth. Not a barracks house at Vancouver but is supplied with its talking machine and the boys are ready purchasers of records and machines.

Still another factor which has had a noticeable effect on at least one branch of the industry is the loss of many stenographers in the big business houses. The Columbia Co. reports installing 125 dictaphones in the offices of the Oregon-Washington Railroad & Navigation Co. here to take care of the loss of stenographers. "Several of the shipyards have also ordered dictaphones," says L. C. Callahan, manager of the department at the Columbia.

Sales of Victrolas have been excellent at the

G. F. Johnson Music House and the record department, too, has been keeping up its end. Robert Callahan, manager of the Victrola department, is happy because for the first time in six months he has a complete stock of Victrolas on hand.

The Sonora phonograph continues to hold its own according to Thomas Wilkinson, manager of the Bush & Lane Co., sole agents here. Sonoras, Victors and Columbias have been selling well at the Bush & Lane house. James Loder, manager of the talking machine department, who has been suffering with a severe attack of grip, is recovering and is back at work.

The war has made further inroads into local talking machine staffs, and new material seems scarce. Patrick A. Murphy, one of the best salesmen of the Bush & Lane Co., is preparing to leave to fight for Uncle Sam. W. H. Schmidke, assistant manager of the Columbia Graphophone Co. here, has been taken in the draft, and has been replaced by Louis Older, a former member of the Canadian Army, who was wounded in service and was given an honorable discharge.

W. L. LeBanway, in charge of the phonograph department of the Graves Music Co., has gone to Camp Kearney, Cal., and has been succeeded by C. A. Newman.

B. B. Jones is now traveling for the local branch of the Columbia Co. He was formerly manager of the Spokane branch.

Several members of the Columbia Graphophone Co. staff, L. D. Heater, manager, L. C. Callahan, R. E. Haight and D. C. Kibble, went on a fishing excursion to Lewis River in Washington, and, they say, caught "lots of fish." Mr. Callahan made the biggest catch.

G. F. Johnson, head of the G. F. Johnson music house, has returned from New York City, where he attended the recent trade conventions, being the only representative from the Pacific Northwest. He visited Chicago, St. Louis, Denver and San Francisco on his way home.

Ervin Erenyi, of the G. F. Johnson music house, has severed his connections with that firm and is now with the Bush & Lane piano house. Mr. Erenyi is one of Portland's best-known salesmen.

E. B. Hyatt, proprietor of the Hyatt Talking Machine Co., says he did a splendid business in June, high-priced Victrolas, Edisons and Columbias having the preference. Miss Jessie Meighen and Miss Emma Reynolds have been kept very busy the past month in the record department. Mr. Hyatt says that business is so far ahead of that of last June that there is no chance for comparison. So good has business been that the firm has bought another fine new delivery truck.

Edison machines have been selling rapidly at the Meier & Frank store, J. H. Matney, depart-

ment manager, saying that business in talking machines has never been better than in the last month. The Meier & Frank Co. sends ten to fifteen records each month to the Red Cross, Camp Lewis, and the Spruce Division.

F. B. Travers, Northwestern manager of the Sonora Phonograph Corp., reports that business is fine all over the Pacific Coast. He is on his way to the factory in New York to push shipments to his territory.

The talking machine business has proved a big surprise to H. A. Calef, of the Calef Furniture Co. Last December Mr. Calef began selling Pathé machines and records. The big call for machines and the steady growth of the department was much more than Mr. Calef anticipated when he took a few machines at first as an experiment.

Mr. Calef says it is much easier to sell a Pathé than it is to sell furniture.

Twenty-five per cent. down is asked and obtained on all machines sold at the Seiberling & Lucas house. While fewer machines are disposed of at these terms than at the old 10 per cent. down figure. Frank Lucas says he finds the results are far more satisfactory. Sales of Brunswicks and Victrolas were unusually good in June and a great increase in the volume of records sold is reported.

Ten Brunswicks were sold in the month by the

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President
General Offices
711 MILWAUKEE AVENUE
CHICAGO
Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

"NICHOLSON" New Catalog Showing New Styles RECORD CABINETS

strictly high-grade construction at prices
BELOW COMPETITION

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

K. NICHOLSON FURNITURE CO. Chase City,
Virginia
Sectional Bookcases and Record Cabinets

**Earl Fuller's Rector Novelty Orchestra—
Jockers Brothers—Marimbaphone Band—
Prince's Orchestra—snappy, catchy dance
hits by every one in the Columbia July
Dance Collection.**

**Columbia Graphophone Co.
NEW YORK**



Wakefield Music Co., which is mighty good for a small house with keen competition. C. Guy Wakefield, manager of the company, is making extensive alteration and enlargements, in fact, doubling the floor space.

C. B. Cordner, a prominent talking machine man of Portland, Ore., was not present at the last monthly meeting of the Portland Talking Machine Dealers' Association. The arrival of C. B. Cordner, Jr., on that evening detained the happy father. The little son is a fine, handsome boy.

The summer schools attended by teachers, which are numerous here, will have an opportunity of listening to Miss Elizabeth O'Connor, the educational representative of the Victor Co. Miss O'Connor will use the Victrola at the different schools and will endeavor to interest the teachers and show them the importance of the talking machine as an aid to the development of the practical as well as the artistic and musical studies in the Portland schools.

REPRESENTS WIDDICOMB IN EAST

P. Paul Graef Appointed This Week—Eastern Offices at 105 West Fortieth Street, New York

Announcement was made this week of the appointment of P. Paul Graef, president of the American Piano Bench Co., 105 West Fortieth street, New York, as Eastern representative for the Widdicomb phonograph, manufactured by the Widdicomb Furniture Co., Grand Rapids.

These phonographs are designed in Chipendale, Queen Anne and Adam periods, and are made in grand and upright models. They are equipped with a tone modulator and a Stephenson double spring motor.



**Place Your Orders
TO-DAY**

for

Mutual

**TONE ARMS AND
SOUND BOXES**

"Mutual Products Have Made Good"

Mutual Talking Machine Co., Inc.
145 West 45th Street, New York

SCARCITY OF STOCK THE GREAT PROBLEM IN DETROIT

Dealers Much Concerned About Securing Sufficient Stocks of Machines and Records to Meet Fall Demands—Purchasing Power of the People Increasing—The General Situation Reviewed

DETROIT, MICH., July 10.—The outlook for a scarcity of talking machines and even records this fall seems to be very apparent, and dealers now have become accustomed to such reports. They feel that no other condition can possibly prevail in view of the war, the tightening up of the labor and material markets for war production work. There is certainly a scarcity of certain models right at the present and this also applies to many records. Dealers do not complain because there is no demand for goods, but rather because they cannot secure the merchandise that is the greatest in demand. Every line of talking machines and phonographs has its best selling styles, and it is these styles that the manufacturers seem unable to supply in the quantities that dealers would like. From talking with dealers covering every make of talking machine we know their stock is none too big and that the chances for them getting increased shipments are most remote, unless the unexpected should happen. Of course, right now, dealers are not so worried because July and August are always the dull months of the year, but they are hoping that something could be done to assure them of merchandise next fall when business always picks up. October, November and December are the best months naturally for the talking machine dealers, and yet the jobbers are not holding out any encouraging news for those months. "We would be glad to fill your order if we had the merchandise, but under the circumstances we can simply say to you we are sorry and that we will fill your order as soon as the goods come in." These words are typical of what is contained in letter after letter written by jobbers to dealers.

C. H. Grinnell, manager of the wholesale division of Grinnell Bros. talking machine department, is one jobber who does not mince words about the situation, and he believes it would be a whole better for the industry if there was more frankness in expressions by manufacturers, jobbers and retailers regarding the seriousness of the situation.

The furniture exhibition, or exposition, at Grand Rapids in the month of July has been

attracting many hundreds of retailers from all parts of the country, and the event has proven profitable for a number of talking machine manufacturers who have displays with men in charge. Burton Colver, of the Cheney Talking Machine Co., was among those who arrived in Grand Rapids early, and whose firm, by the way, has a permanent exhibit in the furniture city.

R. B. Alling, of The Phonograph Co., is adding new retailers right along out of the Detroit territory, and anticipates a big improvement in business after the first of September.

Ed Andrew, of the J. L. Hudson talking machine department, attended the music show in New York City during the month of June. The Hudson store is short on Nos. 11 and 14 model Victrolas.

Wallace Brown, the Brunswick dealer in Detroit, says that June was actually a much better month than he had anticipated, and that in going over the books he beat June of a year ago. Mr. Brown now operates a branch in the Polish district of Detroit, which is doing a good business.

Charles Smith, of the Detroit Music Co., Columbia dealers, says that June was a better month than May, and that both machines and records sold well.

J. H. Goldberg, the Gratiot avenue, eastside dealer, is still doing a very large business in foreign records. He is the biggest customer of the local wholesale office of the Columbia Co. on foreign records. Mr. Goldberg has always made a specialty of this class of business.

This is vacation season and in making the rounds we found a great many department managers and dealers on their annual vacations.

We hope in our next letter to report more encouraging conditions in the local field. We reiterate that there is a good demand for talking machine products and that the greatest difficulty is to get them from the jobbers and manufacturers.

The cabinet-making plant of W. C. Green & Son, Loveland, Col., has been purchased by the Jackson Phonograph Co., for the purpose of manufacturing talking machines.

KIMBERLEY PHONOGRAPH SUPPLY CO.

We are now ready to offer the trade a complete line of high-class machines, retailing at \$40, \$60, \$100, \$125, \$150, \$200 and \$250. Every machine is guaranteed in every detail, and this house has a recognized financial and credit standing. Immediate deliveries guaranteed. Write today for further details.

Eastern jobbers for Thomas Dayton Motors, Tone Arms and Sound Boxes. Complete stocks always on hand. Prices quoted f. o. b. New York

206 Broadway, New York

W. Brand, Manager

- ALABAMA.**
Anniston.
Birmingham.
Dotban.
Mobile.
Montgomery.
Selma.
- ARIZONA.**
Naco.
Flagstaff.
Phoenix.
Nogales.
Tucson.
Yuma.
- ARKANSAS.**
Helena.
Fort Smith.
Jonesboro.
Little Rock.
North Little Rock.
Pine Bluff.
Texarkana.
- CALIFORNIA.**
Antioch.
Bakersfield.
Calexico.
Cedarville.
El Centro.
Eureka.
Fresno.
Hayward.
Hemet.
Hollister.
Indio.
Los Angeles.
Loyalton.
Oakland.
Modesto.
Monterey.
Oxnard.
Napa.
Pineville.
Sacramento.
San Bernardino.
San Diego.
San Francisco.
San Jose.
Santa Ana.
Santa Rosa.
Stockton.
Sullivan.
Susanville.
Yacaville.
Watsonville.
- COLORADO**
Denver.
Colorado Springs.
Grand Junction.
Pueblo.
- CONNECTICUT**
Bridgeport.
Hartford.
New Haven.
Waterbury.
Williamsville.
- DELAWARE**
Dover.
Georgetown.
Wilmington.
- DIST. OF COL.**
Washington.
- FLORIDA**
Miami.
Jacksonville.
Key West.
Pensacola.
Tampa.
- GEORGIA**
Augusta.
Atlanta.
Brunswick.
Columbus.
Savannah.
Macon.
Rome.
- IDAHO**
Boise.
Moscow.
Pocatello.
St. Anthony.
Twin Falls.
- ILLINOIS**
Alton.
Aurora.
Bloomington.
Calro.
Cobleco S.
Danville.
Decatur.
East St. Louis.
Galesburg.
Joliet.
La Salle.
Peoria.
Pontiac.
Quincy.
Rockford.
Rock Island.
Springfield.
- INDIANA**
Evansville.
Fort Wayne.
Indianapolis.
South Bend.
Terre Haute.
- IOWA**
Cedar Rapids.
Council Bluffs.
Creston.
Davenport.
Des Moines.
Forest City.
Mason City.
Ottumwa.
Sioux City.
Waterloo.
- KANSAS**
Ablene.
Dodge City.
Hutchinson.
Kansas City.
Parsons.
Topeka.
Wichita.
- KENTUCKY**
Asbland.
Louisville.
Covington.
Henderson.
Lexington.
Newport.
Paducah.
- LOUISIANA**
Alexandria.
Baton Rouge.
Jennings.
Monroe.
New Orleans.
Shreveport.
- MAINE**
Augusta.
Bangor.
Portland.
- MARYLAND**
Baltimore 4.
Cumberland.
Hagerstown.
Salisbury.
- MASSACHUSETTS**
Boston 4.
Springfield.
Worcester.
- MICHIGAN**
Detroit.
Grand Rapids.
Port Huron.
- MINNESOTA**
Minneapolis.
St. Paul.
- MISSISSIPPI**
Ackerman.
Greenwood.
Gulfport.
Hattiesburg.
Jackson.
Meridian.
Pascagoula.
Vicksburg.
West Point.
- MISSOURI**
Hannibal.
Kansas City.
Jefferson City.
St. Charles.
St. Louis 2.
Sikeston.
- MONTANA**
Billings.
Butte.
Glasgow.
Great Falls.
Havre.
Helena.
Lewistown.
Miles City.
Missoula.
- NEBRASKA**
Hastings.
Paterson.
North Platte.
Omaha.
- NEVADA**
Gardnerville.
Reno.
- NEW HAMPSHIRE**
Berlin.
Dover.
Franklin.
Manchester.
- NEW JERSEY**
Atlantic City.
Camden.
Gloucester City.
Jersey City.
Orange.
Paterson.
Trenton.
- NEW MEXICO**
Albuquerque.
Deming.
Roswell.
Santa Fe.
- NEW YORK**
Buffalo.
N. Y. City 16.
Rochester.
Syracuse.
- N. CAROLINA**
Charlotte.
Elizabeth City.
Kinston.
Monroe.
Newbern.
Raleigh.
Wilmington.
- N. DAKOTA**
Bismarck.
Fargo.
- OHIO**
Akron.
Athens.
Canton.
Cincinnati.
Cleveland.
Columbus.
Dayton.
Hamilton.
Lima.
Mansfield.
Marietta.
Morton.
Portsmouth.
Sandusky.
Springfield.
Steubenville.
Tiffin.
Toledo.
Washington.
C. House.
Youngstown.
Zanesville.
- OKLAHOMA**
Ardmore.
Enid.
Holart.
Lawton.
McAlester.
Muskogee.
Oklahoma City.
Tulsa.
- OREGON**
Astoria.
Eugene.
Medford.
Pendleton.
Portland.
- PENNSYLVANIA**
Allentown.
Altoona.
Chester.
Erie.
Harrisburg.
Johnstown.
New Castle.
New Kensington.
Oil City.
Philadelphia 6.
Pittsburg 2.
Reading.
Scranton.
Williamsport.
York.
- RHODE ISLAND**
Providence.
- SO. CAROLINA**
Charleston.
Columbia.
Marion.
Sumter.
- SO. DAKOTA**
Huron.
- TENNESSEE**
Chattanooga.
Clarksville.
Columbia.
Copper Hill.
Jackson.
Knoxville.
Memphis.
Nashville.
- TEXAS**
Amarillo.
Austin.
Beaumont.
Brownsville.
Dallas.
El Paso.
Fort Worth.
Galveston.
Houston.
Laredo.
Paris.
San Antonio.
Smithville.
Waco.
- UTAH**
Logan.
Ogden.
Salt Lake City.
- VERMONT**
Bellows Falls.
Burlington.
Montpelier.
Rutland.
- VIRGINIA**
Alexandria.
Danville.
Newark.
Newport News.
Norfolk.
Richmond.
Roanoke.
- WASHINGTON**
Aberdeen.
Bellingham.
Everett.
North Yakima.
Seattle.
Spokane.
Tacoma.
Walla Walla.
Wenatchee.
- W. VIRGINIA**
Charleston.
Johnstown.
- WISCONSIN**
Green Bay.
La Crosse.
Madison.
Milwaukee.
Oshkosh.
Superior.
- WYOMING**
Cheyenne.



Need Men?

Let's look in these 400 Branches FIRST!

Before you make a move to hire men see what men the Government can find for you.

On the map are spotted the 400 offices that the Government has established for this one purpose of helping manufacturers find men.

They blanket the country. And in addition there are 20,000 U. S. Public Service Reserve agents who reach down into every little hamlet where there is labor to be had.

U. S. Employment Service makes no charge for its service. It is supplying the labor for the shipyards. It is supplying a daily growing number of manufacturers working on war orders. It is the one way to reduce the labor turnover and increase production. Use it when YOU need men.



United States

Employment Service

U.S. Dept of Labor
W.B. Wilson Secy

Contributed through Division of Advertising



U. S. Gov't Comm. on Public Information

This space contributed for the Winning of the War by
THE TALKING MACHINE WORLD

CROIX DE GUERRE TO W. G. PORTER

Former Member of New York Talking Machine Co. Staff Covers Himself With Glory

Roy J. Keith, vice-president and general manager of the New York Talking Machine Co., Victor wholesaler, received word this week that W. G. Porter, formerly one of Mr. Keith's executive assistants, had received the Croix de Guerre for bravery under fire.

Mr. Porter left for France last year as a member of the Princeton Ambulance Unit, and since



W. G. Porter

that time has seen active service "over there." Full details regarding his winning of the Croix de Guerre have not yet been received in New York, but many of the New York Talking Machine Co.'s staff predicted long ago that "Bill" Porter would cover himself with glory if given a chance to see active service in France.

THRIFT STAMPS IN ADVERTISING

I. Riesenburger, of Flushing, Gives Thrift Stamps for Tinfoil to Be Donated to Red Cross—Gave Away 800 Stamps at Opening

I. Riesenburger, who operates two furniture stores with large Victrola departments in Flushing, N. Y., and an exclusive Victrola store in Bayside, is showing an excellent business and patriotic spirit by presenting a Thrift Stamp to every child bringing a pound of tinfoil to his store. The plan has proven most interesting to the children, and there are dozens of them engaged in collecting the foil. Incidentally, the interest of the parents has also been aroused, and the sale of machines and records has been stimulated thereby. On September 10 Mr. Riesenburger will present \$10 worth of Thrift Stamps to the child who has turned in the most pounds of tinfoil, and will also give a second prize of \$5 for the second largest amount. He expects to collect at least a ton of tinfoil, which he will donate to the Red Cross at a special Red Cross celebration to be held on September 15. Mr. Riesenburger is a great believer in the value of Thrift Stamps for advertising, and at the recent opening of his new store at 36 Main street, Flushing, he presented a Thrift Stamp to each visitor who registered; 800 stamps were given away on the opening day and an excellent prospect list thus accumulated.

Joseph F. Higgins, purchasing agent of the Otto Heineman Phonograph Supply Co., returned recently from a visit to the company's factories at Springfield, Mass., and Putnam, Conn., where the company's record plant and Dean needle factories are located, respectively. While in New England Mr. Higgins took advantage of the opportunity to place a number of orders for materials and supplies that will be needed by his company the coming year.

INTRODUCE NEW TONE ARM

Parr Mfg. Co. Announce the Parr Central-Universal Tone Arm—Its Features

The Parr Mfg. Co., New York, manufacturers of the Parr magnetic reproducer, announce that they are now ready to send samples of a new universal tone arm of their own make which embodies a number of exclusive features. It is to be known as the Parr central-universal tone arm, and it is stated by those connected with the company that the new product will play either the lateral cut or hill and dale type of records without any additional attachments. Mr. Parr, president of the Parr Mfg. Co., in speaking of their new tone arm, said: "We decided some time ago to manufacture a tone arm of our own make, which would not only be a valuable adjunct to the Parr reproducer, but could also be used for sound boxes of other makes. However, our decision was only in answer to the large number of requests we have received from time to time from manufacturers who are now using the Parr magnetic repro-

ducers and who are desirous of getting an entirely new tone arm."

Mr. Parr stated that some of the exclusive features of their tone arm were: "The fact that it is adjustable to any length required—the position of the needle which is always at the same point in playing either type of record—and the ability of the tone arm to take up any wear, thereby overcoming the tendency for loose joints, which is one of the chief causes of chattering."

The Parr central-universal tone arm is of very artistic design and many orders have been booked from manufacturers who have been using the company's reproducers.

OGDEN SECTIONAL CABINET LIKED

Judging from the way orders are reaching J. B. Ogden, of Lynchburg, Va., there is an increasing appreciation evident of the merits of the Ogden sectional record cabinet and sales system. Despite shortage of stock and labor Mr. Ogden is filling orders without any serious delay.

LYRIC RECORDS

Are Different!

Because:

- 1. They are more musical**
- 2. Of their wonderful natural tone**
- 3. There is no scratch**

This should appeal to you, Mr. Jobber, and to you, Mr. Dealer, because these are the qualities demanded by the discriminating and up-to-date purchaser of phonograph records.

LYRIC RECORDS can be played without an attachment on all machines equipped with the universal tone-arm; and on old-style machines, by using a standard attachment.

The LYRIC CATALOGUE includes all that is best in the world's literature of standard songs, operatic arias, instrumental solos, band and orchestra records, etc.

New Bulletins issued monthly, giving the best of the new song hits and dances.

JOBBERS write for terms and full information.

DEALERS write for catalogue and name of the wholesale distributor for your district.

Immediate Deliveries in Any Quantity



LYRAPHONE CO. OF AMERICA

12-14 West 37th Street - - - - New York, N. Y.

BALTIMORE A BUSY TALKING MACHINE TRADE CENTER

Business Excellent, But Trade Somewhat Retarded Through Lack of Sufficient Stock—Changes in Sales Staffs, Owing to Draft—Columbia Dealers Meet—What the Trade Reports

BALTIMORE, Md., July 5.—Talking machine business is showing to good advantage with the majority of dealers in the retail lines, but the jobbers for the most part are still sounding the "shortage of goods" story. Meanwhile the shortage of goods is getting to be more or less chronic with some of the dealers, yet despite lack of goods they are showing very good results on the ledger, and would be able to add materially to their profit and sales if they could get all of the goods they could sell.

Several of the Baltimore dealers have received word of the action of the Pittsburgh dealers' association banning all records that have any semblance of German, and some have even gone so far as to ban all records by German composers. No action will be taken by the Music Dealers' Association as a body on this line until the fall meeting, but without any concerted action dealers have boxed up their German records and interned them, as it were. So few German records are being kept by some of the firms in the stock, that customers find it difficult to procure them to-day. There has been a big run on Bohemian, Italian and Greek records here and one of the firms making a specialty in international records has been doing a very fine business.

Patriotic records have the call with most of the firms, and many of the old-time records that have been in stock for a long time are now being sold without any trouble. Those firms that are fortunate enough to carry two lines have been able to make virtually a killing in record sales, because what one line has been lacking the other has had.

W. C. Roberts, for E. F. Droop & Sons Co., Victor wholesaler, reports that June has gone 30 per cent. ahead of the same month a year ago. Both machines and records, especially the back number records, have been coming in very well recently, and Mr. Roberts says that they will continue to come in. Victrola 11, the \$115 machine, is selling very well, and Victrola 16, the \$225 machine, is having the call. Mr. Roberts spent several days at the factory during the month and was rewarded by having more machines come to him. Jack Bowen, in charge of the company's record department, made a trip to the factory for back records and evidently accomplished his mission, for stock has been coming in very good. He is now motoring in Virginia. Morris Kirch, of the sales staff, motored through Pennsylvania for his vacation and is back on the job. William Reiser, of the sales staff, is at Atlantic City, and Miss Sadie Thompson, chief bookkeeper, leaves for Atlantic City this week.

For the Columbia Graphophone Co., W. S. Parks, manager of the Baltimore and Washington branches, showed an increase over last June, but not as great as he would have liked to have it. This, he says, was due to the fact that he was not able to get as much goods as he could place. He was at the factory and at the general offices of the company in New York and made a big effort to get more goods.

O. F. Benz, of the general sales manager's office of the Columbia Co., made an address to the salesmen of the local offices, and T. J. Porsky, of the international record department,

New York, was in Baltimore for two weeks working up this department.

Mr. Parks made a trip through eastern Virginia and came back optimistic over business conditions in the section. Lyman Bryan, who for many years was identified with the sale of automobiles, has joined the city sales forces, and W. T. Sibbett is in charge of the western part of Virginia, succeeding William Korhammer, who is now in service.

Another meeting of Columbia dealers was held during the month, and Van & Schenck, who were appearing at the Maryland Theatre, spent several hours entertaining the Columbia folks at their headquarters. There were 112 persons on hand and all were made thoroughly happy. A platform that can be put up and taken down in sections has now been made, and after Van & Schenck concluded their entertainment Mr. Parks brought out some of the August records and obtained dealers' opinions on them. Later all hands took part in dancing for more than an hour. Among the visitors to the Columbia Co. during the month were J. E. Friedburg, of the Virginia Mercantile Co.; Emmet Thompson, Warsaw, Va.; B. H. Sommers, Ellicott City, O.; R. L. McDowell, of H. C. Grove, Inc., Washington, D. C.; E. K. Staley, of the Van Wickle Piano Co.; J. P. Roller, Luray, Va., and J. W. Legun, Berkeley Springs, Va.

A. P. Petit, who came into the talking machine business almost a score and a half years ago, is in charge of the Baltimore headquarters of the Brunswick-Balke-Collender Co. He is optimistic over his new line and expects big things to come out of it. He says he is only opening a few accounts and is seeking only high financial corporations to handle the line. Machines have started to come in fairly well, but he could use more than he is getting. Two new accounts have just been added by the company, these being the O'Dell Hardware Co., Greensboro, N. C., and the Phelps Armistead Co., Roanoke, Va.

I. Son Cohen, of Cohen & Hughes, Inc., reports a good retail business, but the wholesale business is being held back because of lack of goods. June this year did not reach the mark of the previous year during the same period. Mr. Cohen is just back from a two weeks' vacation in the Green and White Mountains, and is plunged into hard work. H. M. Little, in charge of the retail department of the Cohen & Hughes, says June exceeded expectations, and that the buyers were of a better class than they had been handling for some time.

Jesse Rosenstein, of the National Piano Co., Pathé distributor, reports very satisfactory business with his line with goods coming in better. The firm has just taken on another building on Howard street, across from their present showrooms. The new building will give the firm much increased space and permit of better displaying of goods.

Miss Mary Haas has been placed in charge of the talking machine department of The Leader, Columbia dealers. Miss Haas succeeds Charles Cahn, one of the sons of the proprietor of the store, who has enlisted and is now working for the Emergency Fleet Corp.

Miss Henkel has become manager of the talking machine department of the Frank J. Murphy Co., Columbia dealers, and succeeds W. C. Collins, who is now doing his bit for Uncle Sam. Business with the firm is reported as good. Harry C. Heise, manager for the Hampden branch of S. & N. Katz, jewelers, who have a large talking machine department, made a very unique sale last week. On Saturday nights he places a young man on the second floor of the store with an old type of machine, using a large horn, and the young man keeps the latest records playing continuously. A man entered the place and wanted to know what the machine was worth that he heard playing. He was told that it was an old style out of date model. "That makes no difference to me," the pros-

YAHR & LANGE DRUG CO.
MILWAUKEE, WIS.

Wholesale Distributors for

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

in Wisconsin
and Upper Michigan

pect remarked, "because I'm deaf and that is the first machine that I have been able to hear." He bought the machine and carried it home, declining to have it sent for fear he would not get the same one.

M. Budazc, 1744 Eastern avenue, is the latest Columbia dealer to be signed up. This store is in the center of the Polish and Lithuanian settlement of Baltimore, which numbers about 35,000, and it is the belief of the Columbia people that it will prove an exceptionally good place for the international records.

Henry Eisenbrandt, of H. R. Eisenbrandt & Sons Co., Victor distributors, reports good trading in the retail department, but a tremendous falling off in wholesale because of his inability to obtain the necessary goods.

AN INCREASE OF 115 PER CENT.

Reported by Manager Friedl, of the New York Branch of the Columbia Graphophone Co.

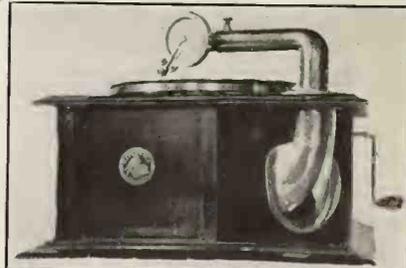
In a chat this week with The World Lambert Friedl, manager of the New York branch of the Columbia Graphophone Co., stated that the sales totals of this branch for the month of June showed an increase of 115 per cent. over last year. This is all the more remarkable in view of the fact that the New York headquarters have received only a very small percentage of the Grafonolas they have ordered, and on July 1 Mr. Friedl had but nine machines in stock. He states that the demand for Columbia products in this territory is increasing by leaps and bounds, and that it is almost impossible to keep pace with the requirements of the dealers. Mr. Friedl points with pride to the fact that his branch has given the dealers 95 per cent. service in filling their record orders. An active campaign is now under process of formation, whereby the famous Pershing record will be the subject of extensive publicity in all local advertising mediums.

Through the good work of the Temple Women's Association of Cleveland more than 1,500 talking machine records have been sent to the camps in the eastern part of the country. It is planned to send machines and records to the soldier boys at widely separated points so that they may be well supplied with music.

W. F. Peaker has opened a store at Hampton, Ia., to sell talking machines and pianos.

MAESTROLA MAHOGANY CABINET MACHINES, SIZE 15 x 15 x 7½

Motor worm gear plays 2½ to 3 ten inch records, one winding. Price in dozen lots \$5.00 each, sample machine \$5.50.



Steel needles and phonograph parts selling at the old prices during July regardless of the scarcity of these supplies. Now is the time to place your order. Be wise and save money.

FULTON TALKING MACHINE COMPANY
640 Broadway New York City, N. Y.

DEALERS EVERYWHERE ARE SELLING QUANTITIES OF OUR

HANAIE BANJUKES

(Ukuleles in Banjo Form)

A bigger hit than the Ukulele because much louder and more pleasing in tone, and of more substantial construction. Perfect two octave scales. A thoroughly practical instrument for both solo playing and club work. Send for illustrated catalogue and price list today, as

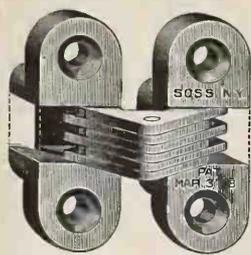
The Banjoke is One of the Biggest Sellers in the Musical Instrument Line.

SHERMAN, CLAY & CO.

Sole Manufacturers

163 Kearny Street

San Francisco



No. 103

SOSS

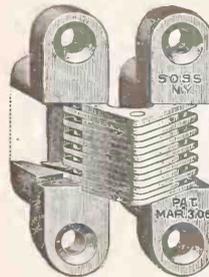
INVISIBLE HINGES

Preserve Beauty

In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players and Benches, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.



No. 100



No. 101

Design and Construction

The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are *invisible*.

WRITE FOR CATALOGUE "T"

SOSS MANUFACTURING COMPANY, 435 Atlantic Avenue, BROOKLYN, N. Y.

DETROIT—922 David Whitney Bldg.
SAN FRANCISCO—164 Hansford Bldg.

LOS ANGELES—224 Central Bldg.
CHICAGO—John C. Bold & Co., Clark and Washington Sts., Conway Bldg.

APPROVE CASH PAYMENT BASIS

Yahr & Lange Co. and Others Write Approvingly of Geo. E. Brightson's Views on Merchandising Phonographs on Cash Payment Basis

George E. Brightson, president of the Sonora Phonograph Sales Co., received this week an interesting letter from the Yahr & Lange Drug Co., Milwaukee, Wis., Sonora distributors, congratulating Mr. Brightson upon the success of his efforts to impress upon the trade and the public the importance of merchandising phonographs on a cash payment basis. Mr. Brightson has worked indefatigably in behalf of this policy, and his work is now bearing fruit.

One section of this letter read as follows: "You are certainly doing wonders to bring the phonograph business to the front in the proper way, and we have tried to exercise your cash payment plan with our dealers as much as possible, and you would be surprised to note the small quantity of instruments our dealers have out on time payment. We called on two or three of our best dealers to-day, who have sold in the neighborhood of \$5,000 to \$6,000 worth of Sonoras, and none of these dealers had over three instruments out on time payment out of their entire sales. They have advised me that they seem to have no difficulty in selling Sonoras for cash, as we have very little of the department store trade to contend with, which sells a phonograph on the \$1 down and \$1 a week plan. Keep up your good work, Mr. Brightson, as you are on the right road."

Another letter received this week by Mr. Brightson from a successful Sonora jobber will give a fair idea of the tremendous demand for Sonora phonographs in the East. This letter reads in part as follows: "Our salesman started on a little trip to give him something to do, and make up expenses for himself and wife. He started last Monday, and up until yesterday he

turned in \$8,100 net business, and all business that we could handle and ship right out. He writes that he can sell anything that can be delivered immediately, as the dealers have no stock in hand, and want the instruments at once.

"What we must have and have now and quickly, are more 'Imperials' and 'Intermezzos' on our orders—no quantity too large, as we can sell 'Imperials' without half trying at \$135, while the 'Intermezzos' are in demand everywhere. Also give us a shipment of 'Fantasies' as quickly as possible, and above all 'Baby Grands' in carload lots. This is not a jest, for we can use right this moment two hundred 'Baby Grands,' and ship every one of them out as fast as the railroads and express companies will carry them. Do the best for us you can, and rush the 'Imperials,' 'Intermezzos' and 'Fantasies,' and as many 'Baby Grands' as you can. We did not receive our share of these—at least it seemed so to us, and our many dealers are saving their money to buy these 'Babies' as soon as we get them."

SHIPPING TONS OF NEEDLES

The Brilliantone Steel Needle Co. are now measuring some of their shipments in tons. A recent order which left their headquarters in the Marbridge Building, New York City, weighed five tons. A duplicate of this order is scheduled to leave within a week. L. Unger, formerly connected with Joseph W. Stern & Co., was recently added to the sales staff of the organization and is already sending in favorable and acceptable communications from the Middle West, where he is now traveling. He sent in an order for four million needles on the first day out.

The Denver Music Co. reports an increasing demand for the Victor and Columbia machines in its territory.

FRIEDA HEMPEL ON PHONOGRAPHS

In a Recent Interview the Well-Known Artist Gave Expression to Opinions Regarding Accomplishments of That Instrument—Offers Interesting Plan to Raise Musical Taste

A most interesting and stimulating interview with Frieda Hempel, the famous opera star, and Edison artist, who recently secured American citizenship through marriage with a prominent American business man, appeared recently in the Musical Leader. In the course of the interview Miss Hempel paid high tribute to the phonograph and the re-creation of music through that means in the development of the musical traditions of the country. She pointed out that the phonograph has carried much of the message of music into the farthestmost corners of the country and accomplished results undreamed of a few years ago even by the most enthusiastic.

Incidentally, Miss Hempel gave an interesting suggestion looking to the taste for ragtime to Miss Lois Willoughby, who interviewed her. "Do you know how I would raise a person's taste in music?" she asked. "If he liked ragtime I would give him all he wanted—I'd give him ragtime records until he never wanted to hear one again. And I'd tuck a few of the classics in along with them—not designated as classics, please—and I'd be perfectly willing to trust to results. There is one thing about the classics and about traditions—they stand the wear and tear, even of a phonograph, and I don't care who plays it."

A. F. Meisselbach, vice-president of the Otto Heineman Phonograph Supply Co., was the subject of an interesting tribute from the pen of James R. O'Neill in the New York Sun of Sunday last. His skill as a disciple of Izaak Walton and his popularity were dwelt upon.



MODEL 100

SONA-TONE

A Phonograph of Distinction with the Tone You Can't Forget

SONA-TONE Quality means a resonant, full, liquid tone that comes from an especially designed, all-wood sound chamber—and superior workmanship in material, finish and equipment.

SONA-TONE Reliability means simplicity of mechanical construction—ease of operation—and convenience and solidity of working parts.

SONA-TONE Service means the immediate ability of the purchaser to play all makes of records—without attachment of any sort—and to play a library of from 250 to 1000 assorted records without further expenditure.

We believe that a Sona-Tone eliminates—to a greater extent than any other phonograph—the surface noises of the record.

We believe that it has the same quality of resonance as exists in the Stradivarius violin.

From our sales record—previous to advertising—we believe that a SONA-TONE is a superior phonograph for retail merchandising.

SONA-TONE PHONOGRAPH, Inc.

3421 Broadway, New York City

\$35, \$70, \$100, \$150, \$200, \$250

"The music is on the record—the tone is in the phonograph."

NOTED CAREER IN RECORD FIELD

John Fletcher, General Manager of the Operaphone Co., Has Had Interesting Experiences in the Musical and Recording Worlds

In a recent interview with The World John Fletcher, general manager of the Operaphone Co., Long Island City, N. Y., gave an interesting account of his experiences in the musical and recording worlds. Mr. Fletcher has been identified with the talking machine industry for many years, and the following resumé of his experiences will give some idea of his intimate knowledge of recording from a musical and mechanical standpoint:

"My first phonographic experience," said Mr. Fletcher, "was as a player in the old Edison cylinder laboratory in Orange, N. J., when you had to get up at 5 o'clock in the morning, be on the job, in your chair, and ready to play at 8 o'clock. Later as a member of Sousa's Band and just previous to one of our European tours, the band was engaged for three weeks to make records for the Victor Co. At that time the company's laboratory consisted of a small room on the third floor in a building in the neighborhood of Tenth and Lombard streets, Philadelphia, and it was in this small room that I got my first insight into the mysteries of sound recording.

"Being of a mechanical turn of mind I soon realized the difficulties that had to be surmounted in order to record high-class music. I heard considerable talk in those days about the acoustical requirements for sound recording, consequently there was not a concert hall, theatre, or large pavilion in which we played, either in America or Europe, that I did not study the acoustical principles used to promote sound amplification. I planned to utilize this research work at some future date, when I would have an opportunity of applying this knowledge in a phonograph laboratory, for by this time I was thoroughly interested in the phonograph business generally.

"On my return from Europe I immediately joined the New York Symphony Orchestra as a player, with the sole object of studying intimately the world's musical masterpieces and the tonal effects of the symphony orchestra. During this time I realized how imperfect were the methods then in vogue to record symphonic music with a few instruments, and I finally resolved to devote my future career to recording the various instruments comprising the grand orchestra, in sufficient numbers to produce the musical sensation caused by the combined tonality of such a large number of instruments. With this object in view I left the symphony orchestra and made an exhaustive study of the two well-known recording systems, and finally decided to concentrate my efforts on the vertical or up and down cut of records, which appealed to me from both a musical and scientific standpoint.

"I finally succeeded in developing a steel needle up and down cutout disc record of materially the same dimensions in width and depth of cut as the steel needle lateral cut record. I applied for patents covering such improvements that had been developed, and in 1914 founded the Operaphone Co., which produced a seven-inch record that retailed for 25 cents. Soon afterward we saw the possibilities of applying this principle of cutting to a larger record, and therefore abandoned the seven-inch record, and recorded a catalog of 200 numbers in eight-inch size. This radical change incurred tremendous expenses with returns that were hardly commensurate, as it required an attachment to play these records on a standard machine, and at that time there were few machines on the market equipped with a Universal tone arm that would play all types of records.

"After several years of this pioneer struggling, and after facing abnormal conditions, due to the steadily increasing prices of raw materials, the Operaphone Co. seized the psychological moment to shut down its factory, reorganize the company, and make the necessary mechanical changes incidental to manufacturing and plac-

ing on the market a standard ten-inch catalog of 300 selections. This catalog is now in the hands of the dealers throughout the country, and is helping to supply the existing and fast-growing demand for a standard sized record which will play on all Universal tone arm machines with a steel needle, for it is my firm conviction that the steel needle up and down cut produces the greatest amount of tone color with the least amount of surface noise.

"Now that we have completed this standard commercial catalog, I am planning to devote more time to the inspiration that influenced my entering the phonograph field—the recording of the entire symphonic repertoire. This appeals to me as the most fascinating and interesting means of musical expression, and it is the least understood, principally because the great music-loving public has not had sufficient opportunity to hear music's masterpieces presented in their true form. It is my hope and desire that through the medium of Operaphone records I will be able to bring the symphonic orchestra into the homes of many who have not previously had the advantage of hearing these wonderful orchestral organizations."

SUGGEST NATIONAL ASSOCIATION

Talking Machine Men, Inc., Sounds Out Other Organizations Regarding the Plan

The Talking Machine Men, Inc., the organization of retail talking machine dealers in New York, New Jersey and Connecticut, has, through its secretary, E. G. Brown, been sounding out existing associations of talking machine dealers in other sections of the country, regarding the possibility of organizing a National Association of Talking Machine Dealers. Up to the present time enough replies have not been received to warrant any predictions as to the extent of the movement.

FOREIGN RECORDS NOW AVAILABLE

The international record department of the Columbia Graphophone Co., R. F. Bolton, sales manager, has made arrangements whereby gems and novelties from the Columbia catalogs of foreign-language records will also be included in the regular domestic catalog; it being planned to offer these records with the regular "E" series green label, thereby making the record distinctive and different in appearance from the general domestic records.

The first record to be announced in this new plan will be an interesting record made by a native Serbian Tamburiza String Orchestra; a unique organization consisting of five tamburizas (a flat mandolin) and a violin. The record made by this orchestra will feature two selections, including the Kosovo waltz, which commemorates the great Serbian-Turkish battle of Kosovo, 1389, that symbolized the freedom the Serbians finally won over five hundred years later. It is played by all Serbians on the anniversary day once a year, and this record has the same tempo as the American waltz plus native atmosphere.

Judging from the tremendous demand for foreign-language records, the idea of featuring a record from this catalog each month in the general domestic catalog will doubtless meet with popular favor throughout the country. There are included in the Columbia library many well-known organizations making foreign-language records, and this additional listing will doubtless act as a marked impetus to the sale of these records.

NEW DEPARTMENT NEARLY READY

The new talking machine department of the Meiklejohn Co., Providence, R. I., under the management of A. W. Waite, is now practically completed. The new department will have several soundproof demonstrating rooms, modern record filing system, and commodious display space for the Edison and Starr machines. It will be admirably equipped in every way.



Record Cabinets Record Envelopes



PIANO CREAM

is wonderful for Talking Machines. It is made especially for cleaning, polishing and restoring the lustre to the very best kind of a finished surface. It contains no turpentine, vinegar, linseed oil, butter of antimony, wax, coal oil, no acid or chemical to injure surface. It will make the Talking Machine look as good as new.

Write for prices

Thirty desirable records. You may not have all of these selections. We will gladly play any record for you.

| INSTRUMENTAL | | VOCAL | |
|--------------|-------|-------|-------|
| 1001 | March | 1001 | March |
| 1002 | March | 1002 | March |
| 1003 | March | 1003 | March |
| 1004 | March | 1004 | March |
| 1005 | March | 1005 | March |
| 1006 | March | 1006 | March |
| 1007 | March | 1007 | March |
| 1008 | March | 1008 | March |
| 1009 | March | 1009 | March |
| 1010 | March | 1010 | March |
| 1011 | March | 1011 | March |
| 1012 | March | 1012 | March |
| 1013 | March | 1013 | March |
| 1014 | March | 1014 | March |
| 1015 | March | 1015 | March |
| 1016 | March | 1016 | March |
| 1017 | March | 1017 | March |
| 1018 | March | 1018 | March |
| 1019 | March | 1019 | March |
| 1020 | March | 1020 | March |




CLEMENT BEECROFT 309 W. Susquehanna Ave. PHILADELPHIA

Lots of good window-display material ready for you on the timely Vacation Grafonola Drive. Better send for some.



Columbia Graphophone Co.
NEW YORK

DEALERS HEAR LASHANSKA SING

New Columbia Star Entertains Columbia Dealers at Recent Monthly Gathering in New York

The June meeting of Columbia dealers in metropolitan territory was held late last month in



Mme. Hulda Lashanska

the Astor gallery of the Waldorf-Astoria Hotel under the auspices of the local Columbia wholesale branch. Lambert Friedl, manager of this branch, who was in charge of this meeting, prepared a very interesting program.

The most interesting feature of the meeting was the introduction to the dealers of Mme. Hulda Lashanska, a recent addition to the Columbia recording library, who will make records for the Columbia Co. exclusively. Mme. Lashanska has achieved success on the concert stage, having appeared as a soloist at Aeolian Hall, Carnegie Hall and the Metropolitan Opera House. She has also been heard with the Philharmonic Orchestra, New York Symphony Orchestra, Cincinnati Orchestra, and every well-known orchestra throughout the country.

At this meeting Mme. Lashanska rendered several selections which emphasized the fact that she is entitled to recognition as one of the leading sopranos now appearing on the concert stage. Her first Columbia record will be announced next month.

Two other Columbia artists who appeared at this meeting were Robert Lewis, the well-known tenor, and Evan Davies, baritone, who has also won success through his dialectic impersonations. Mr. Lewis has made many records for the Columbia library which have won great popularity with music lovers, and he was accorded an enthusiastic reception.

B. F. Morrison, of the Geo. B. Clarke Co., Bridgeport, Conn., gave an interesting and practical talk regarding the possibilities of merchandising Columbia products. He called attention to the fact that his company, which handles the Columbia line exclusively, closed more than \$1,000 worth of business on the first day that the department was opened, even though this department had only been briefly advertised.

Frank K. Pennington, assistant general sales manager of the Columbia Co., closed the meeting with one of his usual straight-from-the-

shoulder talks that was heartily applauded by the dealers. Mr. Pennington stated that the four essentials of success are product, opportunity, capital and organization, and under each of these heads pointed out how the Columbia Co. is equipped to serve the interests of its dealers. He told the dealers that every man in the Columbia organization was imbued with the spirit of "peptimism" and his definition of this word impressed the dealers with the fact that optimism plus "pep" is the nucleus of the Columbia sales organization of the present day.

NEW REPRESENTATIVE FOR LONG CO.

W. S. Eitler, formerly a manager for C. J. Heppe & Son, Philadelphia, Pa., has been appointed representative of the Geo. A. Long Cabinet Co., Hanover, Pa., for New York City, Brooklyn, the State of New Jersey, Philadelphia, Baltimore and Washington. He assumed his duties the first of the month, and is making arrangements whereby talking machine dealers will receive more efficient service and hearty cooperation.

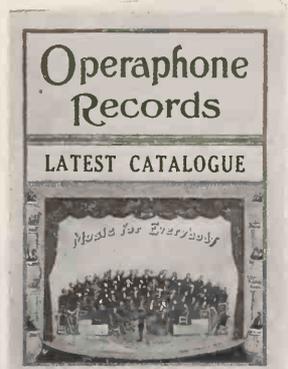
Mr. Eitler is well known in talking machine circles, and is thoroughly conversant with the most important questions of the industry.

The Geo. A. Long Cabinet Co. have just completed a new executive building; have also installed a new and modern engine and other machinery to take care of the increased demand for their cabinets. Long cabinets are known throughout the trade for their high-class finish thoroughly in harmony with the machine.

Mr. Eitler will visit the dealers throughout the East and a series of valuable dealer's helps are in preparation.

ISSUE ATTRACTIVE CATALOG

The Operaphone Co., Long Island City, N. Y., manufacturer of Operaphone records, has just issued an attractive catalog featuring a complete list of these records. This catalog is



Front Cover of New Operaphone Catalog being distributed to the trade, and has won considerable commendation from the dealers because of its artistic design and distinctive arrangement.

WANTS RESTRAINING ORDER

The Sonora Phonograph Sales Co. has filed suit in the United States District Court against the Stefanograph Co., New York, asking for an injunction restraining this company from using the name "Lunora" on their phonographs. Papers in this suit were submitted on Thursday, July 11, and a decision is soon expected.

TEST offered to dealers to prove the superiority of Wall-Kane Steel Needles

Take two standard disc records of the same selection, play one ten times with the same WALL-KANE loud needle; play the other record, the same selection, ten times, but with ten, new, full tone steel needles.

You will find that the record played ten times with the same WALL-KANE needle will sound clearer, will have less surface noise, and that under the magnifying glass the grooves of the record played ten times with the ten steel needles will seem to be more disturbed.



Beware of Imitations

Package of 50 WALL-KANE needles, greater value than 500 ordinary steel needles. This handsome metal enameled display stand holds 60 packages, 2 dozen extra loud, 1 dozen medium and 2 dozen loud.

Jobbing territories open

Progressive Phonographic Supply Co.
145 West 45th Street, New York

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

WANTED—We want a high-class salesman to represent us in every State in the Union. Only salesman with best reference considered. This is strictly a commission proposition, but the right man can easily make \$150 to \$200 a month. We prefer men who are at present employed selling talking machines or accessories to handle our line in conjunction with their present line. We will send you full particulars, so write at once. Address R. H. Zinke, Record Needle & Mfg. Co., 407 Manhattan Building, Milwaukee, Wis.

RECORD EXPERT with twenty years' experience wants position as recorder, lateral or vertical. Would like to become associated with concern desiring to manufacture records. Address "Box 534," care The Talking Machine World, 373 Fourth Ave., New York.

A THRIVING phonograph shop on central Broadway having lost its manager, the owners find it necessary to secure an experienced manager, or else to dispose of the business. In the first case, an investment will be required as a guarantee of sincerity. From either standpoint this is an excellent proposition, inviting careful investigation. Address "Box 535," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMEN WANTED—If you cover the phonograph trade in any section of the United States and are interested in a live proposition, either as a side line or as your main line, we have an interesting offer. In answering state territory now covered. Address "Box 522," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By wholesale phonograph and piano salesman. Open for position to travel east of Chicago. Held last position 2½ years. Phonograph position preferred. Best of references. Address "Box 536," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Salesman or tuner. Highest references. Capable branch house management or piano, talking machine or musical instrument department. Age 42. Salary and commission. Address "Box 537," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—By an experienced talking machine man, experience of ten years, Europe and United States. Has been doing work for some large manufacturing concern—live salesman; mechanic. Address Universal Talking Machine Co., 5021 Baltimore Ave., Philadelphia, Pa.

SITUATION WANTED—Salesman, live wire, special experience in foreign records. Knows the business from A to Z. Address. Universal Talking Machine Co., 5021 Baltimore Ave., Philadelphia, Pa.

SALESMAN, experienced, wants position with phonograph house, who knows the music, piano, furniture and department store trade in the entire South and Middle West; fine reference. Address "Box G. R.," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Talking machine salesman or manager, nine years' experience, inside position. New York or Brooklyn preferred. Can furnish best references. Address "Box 526," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Manager of phonograph department open for place. Now employed. Can bring two good salesmen with him. Address "Box 527," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Expert in hill and dale and lateral recording. Have sample of work that shows superior quality, also knowledge of latest methods of plating and familiar with every detail of record making. Address "Box 528," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Sales or advertising manager with Chicago talking machine manufacturer or local representative for outside concern. Experienced. References. Address "J. N. 6," care The Talking Machine World, 209 South State St., Chicago, Ill.

POSITION WANTED—An exceptionally good talking machine repairman seeks new position. Will go anywhere. Address "Box 529," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMEN wanted who are desirous of making big money selling standard records. Address "J. N. 8," care The Talking Machine World, 209 South State St., Chicago, Ill.

POSITION WANTED—Mechanic with fifteen years' experience constructing and repairing phonographs of all makes. With the largest houses in this country; desires to make a change. Capable executive, thoroughly efficient with modern methods. Can furnish best of references. Will go anywhere. Address "Mechanic," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Salesmen, sideline to dealers, filing cabinets for phonograph records, patented, advertised, no samples, sell from photographs; liberal commission. Automatic Container Co., 506 Republic Bldg., Chicago, Ill.

POSITION WANTED—Young man, married, would like to get position anywhere in talking machine line where there is a chance for advancement. City or country. Can be used as all-around man, as I can be a shipping clerk, salesman, repair man, assembler, delivery man; willing to work, not afraid of hard work or long hours. Address "Box 520," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Experienced cabinet factory manager and designer wishes to make a change. Thoroughly familiar with up-to-date methods. Forty years old. Highest reference. Now employed. Address "Box 521," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Mechanic with 15 years' experience constructing and repairing phonographs of all makes, part of years with Victrola line, with one of the largest music houses in this country desires to make a change. Capable executive, thoroughly efficient with modern methods. Can furnish the very best of references. Address "Box 514," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position as salesman or department manager by A-1 Victor man, 26, married. At present in charge of talking machine department of large Western music house. Six years' experience in Victrola business, doing buying, newspaper advertising, window trimming. Can furnish the references you want. Prefer town west of Chicago of not less than 25,000. Address "W. N.," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Thoroughly experienced Phonograph and Record salesman for either road or managing establishment, can vouch for seventy-five thousand dollars gross business per annum, now with leading company, highest grade credentials. Address G. H. Corvell, Saratoga Hotel, Chicago, Ill.

pair room is also on the first floor. The entire second floor is given over to offices and display room for Grafonolas and promotion ideas. The third floor is used for the record department, where they have well-equipped and properly-arranged bins for the storing and handling of three hundred and fifty thousand records. The fourth, fifth and sixth floors are used for the storage of Grafonolas. The building is equipped with electric light, elevator and complete modern fixtures. Manager Dawson seems to be quite happy in his new offices.

Many dealers from over the Cincinnati territory have been visitors to the local Columbia headquarters recently. Without exception they look forward to an unusual trade this fall and winter. They are placing heavy orders for goods in the hope that should transportation shut them off later they will be ready for it.

MAIN SPRINGS AND PHONOGRAPH PARTS

| | |
|---|--------|
| MAIN SPRINGS | |
| For Edison Motors, size 1½", each | \$1.75 |
| For Columbia Motors, size 1"x0.28x11", each | 0.60 |
| " " " size ¾"x0.23x10", each | 0.38 |
| " " " size ¾"x0.22x8½", each | 0.24 |
| GOVERNOR SPRINGS | |
| For Columbia Motors, bent, per 100 | 1.50 |
| For Victor Motors, per 100 | 1.50 |
| For Heineman, Markell, etc., per 100 | 0.60 |
| THUMB SCREWS FOR STYLUS BARS | |
| For Victor Soundboxes, per 100 | 1.50 |
| For Columbia Soundboxes, per 100 | 1.50 |
| MICA DIAPHRAGMS | |
| For Victor Soundboxes, each | 0.15 |
| For Columbia Soundboxes, each | 0.25 |
| For all standard Soundboxes, each | 0.22 |
| NEEDLE CUPS | |
| Needle Cups, nickel plated, per 100 | 2.00 |
| Needle Cups, per 1000 | 17.50 |
| Covers to nickel cups for used needles, per 100 | 1.25 |
| Covers, per 1000 | 10.00 |
| Green Felt for 10" turn-tables, each | 0.10 |
| Green Felt for 12" turn-tables, each | 0.15 |

FAVORITE PHONOGRAPH ACCESSORY CO.
1491 DeKalb Avenue Brooklyn, N. Y.

ATTENTION DEALERS
50 Double Spring latest style mahogany machines with cover, \$10; 100 Horn disc machines, \$1.75; new reversible tone arms, 50c up. Bargains in envelopes, albums, reproducers, etc. (References the Chatham Bank), The Woolworth (Est. 1886), 1065 Second Ave. (56th St.), New York.

FOR SALE
A good-paying Talking Machine business carrying Victor and Edison, in a city of 6,000 population in New Jersey. Owing to other interests, owner will sell at inventory, which totals about \$4,000.00. Address "Box 538," care The Talking Machine World, 373 Fourth Ave., New York.

Record Racks for Sale
500-foot wood vertical style. We installed horizontal style in our new wholesale store. Will sell old equipment at \$2.50 to \$6 per lineal foot, most sections 8 feet long. When painted best sections are good enough for highest class retail department. Cost to produce to-day in excess of \$12 per foot.
NEAL, CLARK & NEAL CO.,
778 Washington St., Buffalo, N. Y.

POSITION WANTED—Talking machine salesman, five years' experience. Inside position large city preferred. Familiar with all well known machines. References. Address "A. P. 2," Talking Machine World, 209 So. State St., Chicago, Ill.

WANTED—Thoroughly experienced, aggressive Edison, Victor and Columbia manager is open to manage department. Any location. Success guaranteed. Address "J. L. 8," care The Talking Machine World, 209 South State St., Chicago, Ill.

G. H. McHugh, who was for four years connected with the Church-Beinkamp Co. and for two years in charge of their Columbia department, is now connected with the Columbia Graphophone Co. He will be in charge of promotion work and will very soon make a trip visiting Columbia dealers in the Cincinnati district. His past experience has well fitted him for his work.

Business at the Columbia retail store has shown a remarkable increase in the past two or three weeks. The retail department and the Dictaphone department remained at the old location, 117 West Fourth street, while the wholesale department moved to new quarters. The outlook for the fall trade is excellent, provided sufficient stock can be procured.

OCCUPY NEW COLUMBIA QUARTERS
New Wholesale Department of Columbia Co. in Cincinnati Well Equipped to Meet Growing Demands of Trade in This Territory

CINCINNATI, O., July 10.—The Columbia Graphophone Co. is now located in a splendidly-equipped, six-story building at 427-429 West Fourth avenue. This new location is for the wholesale business alone. The business of the Cincinnati branch has increased to such an extent larger quarters were made imperative. The first floor is used for checking in and checking out stock as it is received from the factory, and as it is reshipped to customers. The re-

SCHUBERT PHONOGRAPH RECORDS
The greatest series of 75c. records ever made.
10-INCH DOUBLE SIDED ALL STARS ALL SELLERS
New list by 15th monthly. Dealers, write for list and prices
BELL TALKING MACHINE COMPANY
44 WEST 37th STREET, NEW YORK

SHELTON ELECTRIC PHONOGRAPH MOTOR
We have increased our factory facilities to handle the demand for the Shelton Electric Motor, and are now ready to make prompt deliveries.
Write for our Special Agency Proposition
SHELTON ELECTRIC CO.
30 East 42nd Street, NEW YORK

Record Delivery Envelopes
Safe - Swift - Secure
The heavy paper means protection; the button and cord mean speed - you can wait on more customers.
Bring out YOUR OWN NAME. Every time an envelope leaves your store, let the advertisement on it take your name to the homes and bring new trade. The advertising more than pays for the envelope. Write for samples and prices.
Lewis C. Frank, 694 Book Bldg., Detroit

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Proposed Luxury Tax Legislation a Much Discussed Topic—The New Association of Gramophone and Musical Instrument Traders—Symphony for Columbia Co. on Destruction of Factory by Fire—Some Interesting Record Lists—Swiss Motors for America—Music Trade Men to Meet in Convention—Information Regarding Goods Furnished to Military and Naval Forces—Other News of Interest

LONDON, ENGLAND, E. C., June 25.—The main subject of interest in gramophone trade circles during the last few weeks is that relating to the proposed luxury tax legislation. It is now pretty generally agreed that our industry will probably be included if the tax revenue therefrom is likely to be justified, cost and trouble of collection considered. The Government Committee, which has been empowered to present a report on articles that may reasonably be defined as pure luxuries, is said to be making rapid progress in the examination of data and personnel. Anyway, it is not thought likely that this impost can come into effect for some months yet, as a separate bill would have to pass the House firstly. This may read consolatory, though it is quite within the bounds of possibility that some method (difficult though it be) may be devised to render the tax partly retrospective from a given date. It is said the Government has accepted a suggestion from Sir Charles Henry providing that the luxury tax shall not be levied on articles purchased for immediate export and that a countervailing duty should be imposed on imported articles similar in character to those which are subject in this country to the tax. A most important clause, as all will agree.

A London contemporary figures on the basis of 20 per cent. as the average amount collectable under the luxury tax proposals, and reckons the contribution of the gramophone trade at this rate as somewhere in the neighborhood of £100,000. In reality, and assuming that the tax is imposed on gramophone and record sales, it is likely to be slightly less than this estimate. The actual amount proposed is one-sixth of the selling price, to be collected from the seller by means of stamps, presumably somewhat on the lines of patent medicine duty stamps. Beginning at two-pence in the shilling (articles of less than one shilling in value are exempt) the luxury duty scale of taxation will rise proportionately up to 10/- for every three pounds.

It cannot be too clearly made known that, despite all the speculation which is rife, the articles which may be liable to the luxury tax have not yet been officially defined. The value of any article for the purpose of taxation will be the price it might be expected to realize if sold in the United Kingdom to a person other than a dealer. Two or more articles of the same kind imported in one package or case are for the purpose of valuation to be reckoned as one. It is certain that the Finance bill will embody a number of exemptions, as in the case of an article imported by a dealer for sale(?), or sent out for repair and returned to the sender, or imported by someone staying in the country for not more than a month and re-exported by the same person, or purchased before the appointed date.

So many considerations enter into a matter of this kind that it were idle to speculate beyond a reasonable limit as to the effect of such a tax upon the gramophone industry. If it is

applied to our trade, it is more than probable that manufacturers will allow the dealer a rebate for the tax and increase the retail price of their records, taking into consideration the persistently meteoric cost of all materials.

The New Association of Gramophone Traders
The need for a close co-ordination of effort among musical instrument manufacturers becomes more and more apparent in view of the economic changes and developments that will certainly eventuate as a result of the general upheaval of traditional national policies throughout the world. As things are measured these days, one minor though not unimportant outcome of the war has been to mould the mentality of man along channels of thought more susceptible to liberal ideas, and to the exclusion of insular prejudice. There prevails a broader outlook—a wider appreciation of those things which only a liberal conception can possibly bring to fruition. Hence, the general recognition of pre-war commercial weaknesses, which allowed us to foster a career of petty jealousy and competitive rivalry among ourselves, to the great advantage of our present enemies. Never too late to mend, it is good to observe the gradual but sure awakening in the trade to the urgent importance of unity in thought and action. To that end the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers (what a terrible title it is, to be sure) has been established. Its sole aim is the interests of our industry; the development of the trade and its protection—present and post-war.

Providing—and I am glad to learn it is—the association throws open its membership to
(Continued on page 100)



"His Master's Voice"

Copyright

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solnyanka, Solnyanof Dvor, Moscow; 9, Goloriuzsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort. Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophoulum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; E. J. Ewins & Co., Post Box 96, Queenstown; Handel House, Kimberley; Lawrence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: The American Import Co., 22a, Ameterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milau.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

Great Britain :

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 99)

all firms, large and small, within the definition of its title, without unreasonable restrictions, this trade newspaper is out to wholeheartedly support such an excellent cause. These columns have always been open for the ventilation of important interests affecting the British musical instrument industry, and if I take a personal interest in the fortunes of the new association it is not a little due to the fact that I have consistently advocated for years past the formation of a central body along the lines of the present effort. It is, therefore, a great pleasure to learn, in conversation with one of the governing members of the association, of the intention to adopt a liberal open-door policy and not to exclude membership from any firm, however small or whatever its trading methods are—always providing those methods are straightforward—that may be rightly entitled to subscribe.

Good progress is being made, and membership is increasing to a gratifying extent. A general recognition of the important value of the aims and objects of the association will the more quickly result from publicity in the trade press. All interested must become actual students of the principle involved; thus to carry conviction and instil a rigidly determined policy, developed and co-ordinated along lines that will make for trust in one another, an honest faith to act in all circumstances open and above board, as laid down and thought desirable by the committee for the common good. If, as I believe, members will adopt the practice of taking large views, consistent with the legitimate policy of their business, in contradistinction to purely individualistic opinion, the betterment of the trade as a whole is assured, and its interests preserved, to the exclusion of foreign monopoly. The period of reconstruction is now; not to-morrow. Let us remember that, and support the new association unselfishly and liberally. There is much to be done; let us do it!

An Opening for Gramophone "Doctors"

In drawing attention to the gramophone mechanism casualties at military hospitals, rest camps, recreation huts, etc., a writer in *The Daily Express* says: "If there are any men or women with some knowledge of the mechanism of the gramophone, and a little spare time, they might well take up the job of repairing hospital casualties among gramophones. I know of a number lying useless in various hospitals which only need a few minor repairs by some one with the requisite knowledge and implements."

Wanted: A Short Descriptive Title

"The Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers" is generally conceded to be unduly lengthy and cumbersome in expression. What is wanted is a concise title that will convey, if possible, not only the object but also the nature of the association. To embrace such a large thought in one short sentence is obviously difficult. Why not then a brief descriptive title for gen-

eral use by which the particular association would be easily recognized, followed by a subtitle? Subdivision certainly seems the best plan in this case, and I suggest the committee of the new association might reasonably give it consideration.

The association is for British subjects only, and its main object is the protection of British trade interests. This suggests as the chief title—"The British Music Trade Protective Association." In that title is embodied the main attributes of the nature, aims and objects of the society.

Dealers and the War

Too much importance cannot be attached to the necessity of furnishing all information asked for from dealers as to goods supplied to H. M. Forces, hospitals, etc. The record manufacturers circulate, through their factors, small forms asking for these details to be furnished each month, the forms being returnable to factors. It is imperative that dealers give the utmost attention to doing this. At any time a situation might arise when this information would be called for and serious issues might hang in the balance as a result. Dealers receiving these forms should complete and sign them regularly each month and return them to their factors. Laxity in this respect may recoil upon the heads of those responsible. We refer to this somewhat strongly, as it is evident that some dealers do not appreciate its significance, and we have heard of several cases where dealers have plaintively and stupidly asked: "Is this really necessary month after month? It is such a nuisance!"

A License to Export From America Necessary

It has been made known here that exporters in the United States who desire to send goods to the United Kingdom on private account must first obtain the approval of the British War Mission.

Disastrous Fire at the Columbia Factory

Regarding the serious fire which broke out at 1 o'clock Sunday morning, May 19, at the great Columbia factory, Bendon Valley Garratt Lane, Wandsworth, about which I cabled *The World* last month, it appears that the only person on the premises was the night watchman, who had made his rounds some half an hour or so before. He was in his watchman's box when the first intimation of anything wrong was the electric light failing, and a moment later a burst of flame through the door of his box. He had just time to telephone the Fire Brigade and make his escape.

It is described as London's most serious fire this year, and the first brigade call of 1918. Some 160 firemen are said to have been engaged on it. The damage is estimated at £30,000. Every part of the factory is a total wreck except, by a stroke of luck, the vault containing valuable master matrices. This, it is believed, will enable the company to resume operations as soon as arrangements can be made, and, al-

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though nothing definite can yet be stated, it is hoped that this may not be long delayed.

The trade adopted a loyal and sympathetic attitude, as was to be expected of Britishers. Generous competitors freely offered their assistance as soon as the news was known, while printers placed their whole resources at the company's disposal for reprinting record labels. For the moment, while it is impossible to say when further deliveries of records can be made, it is hoped that the company will shortly be in a position to offer a limited service, and arrangements to carry on are already well in hand. Meanwhile, we feel assured the company may rely upon the loyalty of their dealers. Factors are asked to distribute their stocks of records as evenly as possible, and pending receipt of new issues Columbia dealers will doubtless make every effort to push the sales of their present stocks.

The Gramophone at the Theatres

The almost general use of the gramophone in theatrical plays is not so widely known as one would think. "Not counting the many performances where it plays a part in view of the audience, says Leyden College in *"The Voice,"* "I could mention fourteen productions in the West End of London, where bands 'off stage'—orchestras in the ballroom—caroling of birds—shouts of crowds, etc., are all the work of specially made records. The effects are better obtained, and, of course, there is the economical side in these times. The gramophone is a permanent property at most theatres." It would indeed be a long story to cover the many diversified characters played by this most wonderful of all musical instruments!

This Year's British Music Convention

The eighth annual convention of the British Music Industries is to be held on June 26 and 27 at the Connaught rooms, London. Owing partly to so many members of the trade being on national work, and to other circumstances for which war conditions are responsible, the period of the convention has been reduced from the customary four days to practically one day, although sectional meetings will probably be held on the second day. The program is a fairly wide one considering the limited time available, but is singularly devoid of subjects current to the interest of the trade, as, for instance, the recent legislation in connection with the luxury tax proposals, which will probably directly affect the music trade. Of immediate concern, too, are the questions of labor and the supply of raw material. These pertinent subjects

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TEN INCH

DOUBLE SIDED

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

FROM OUR LONDON HEADQUARTERS—(Continued from page 100)

ought to be down for a full debate before the largest possible meeting of traders. On the principle of free and open discussion much good might be expected from an introduction of these debatable questions, and it is a pity that they have not been included on the program.

H. J. Kyalls is to propose what appears to be the only resolution of real practical value, to the effect that "the meeting petitions the Government to prohibit the import of all German pianos (we suggest the more generic term 'musical instruments' should be adopted—Editor) into the United Kingdom, or failing that to impose a tariff of not less than 50 per cent. on all musical instruments imported into this country from enemy sources."

The Guardsman June-July Program

A finely representative list typical of Guardsman quality is that for June-July issued by the Invicta Record Co., Ltd. An exceptionally wide and choice variety of vocal and instrumental records are itemized, there being no less than sixteen ten-inch double records, and eight twelve-inch. The ten-inch vocals comprise many of the latest hits by reputable artists, and of the instrumental numbers special mention should be made of selections I and II, "Bing Boys on Broadway," magnificently rendered by the Regiment Band of R. M. Scots Guards, which well-known organization is also responsible for other leading plays, as, for instance, "Pamela," and "Bubbly" selections. In addition the Scots Guards Band give some stirring reproductions of military marches. "My Task" and "The Old Times Are Coming Back Again" should prove a favorite record; it is by Miss Bessie Lawrence, a contralto of exceptional merit. Record No. 827 carries two sentimental items as violin solos by W. G. Cooke, with pianoforte accompaniment; while last among the ten-inch series but not least is a contribution by the Band of the Honorable Artillery Co., whose brilliant playing of "Sons of the Brave" and "Forward" marches is distinctly well recorded by the Guardsman people.

The eight twelve-inch double records are of high quality, special attention having been given to both the artistic and manufacturing attributes. Let the titles and artists speak for themselves—"Casse Noisette," "Waltz of the Flowers, Dance of the Sugar Plum Fairy," by the Band of H. M. Scots Guards; "Faust," ballet music, parts 1, 2, 3, 4, 5, 6 and 7 on two double records magnificently rendered by J. H. Squire's Karsino Symphony Orchestra; the "Peu d'Amour" (sung in French), and the "Spanish Serenade"—"Lolita" (sung in Italian), by Signor Angelo Roselli, tenor; "La Traviata, Rigoletto"—"Questa O Quella," both sung in Italian by Signor Roselli; "The Lost Chord" and "The Better Land," by Miss Ethel Toms, contralto; and parts 1, 2, 3 and 4 of the "Fringes of the Fleet" (words—Rudyard Kipling; music—Sir Edward Elgar), sung by Frederick Taylor, baritone, with pianoforte accompaniment.

From the foregoing it will be appreciated that the Guardsman record has reached a very high standard of quality, and I can commend these records to all oversea traders desirous of carrying a first-class British line of gramophone records.

Swiss Motors for America

As may be generally known there are certain restrictions upon the quantity of goods that can be imported by this country. Gramophone firms are for this reason two-thirds short of the required quantity of motor supplies. I learn now that America will benefit by the exportation direct from Switzerland of large supplies of the excellent motors made by Messrs. Mermod Frères. The handling of this line has been entrusted to the Sterns Mfg. Co., 19 City road, London, E. C., who have secured the sole selling rights for the United States. In recent conversation with the writer the head of this concern, D. Sternburg, said: "We anticipate doing a large trade with this splendid line of high-grade motors, of which there are several models—single and double spring, and to this end have already opened up negotiations in the States. A central distributing depot will soon be established in New York, where we can take care of large orders on prompt dispatch. Owing to the number of ships in ballast that return to the States, no great difficulty is anticipated in the transit of large consignments, and we are now quoting accordingly on the strength of early delivery."

Mermod Frères motors are favorably known among the British trade to be highly satisfactory. Fitted with worm and pinion-gear drive, they are silent and true running, precision made and throughout of excellent workmanship. Pending the establishment of the American office, inquiries should be addressed to the Sterns Mfg. Co. as above. An announcement to the American trade appears elsewhere in this issue.

A Record Jump in Value

Owing to the general scarcity of good gramophones, it is not perhaps surprising that values have gone up to an exceptional extent. Jake Graham, one of the largest dealers in Liverpool, cites a case in point. A No. 6 "His Master's Voice" model was advertised for sale recently at a local auction mart, which he had sold three and a half years ago at the usual figure, 8 guineas. It realized the startling price of 26 guineas, with an album of records! As Mr. Graham says: "I came away with my tail between my legs, while 'the good old dog' cocked his head a little higher to know that he is held in such high esteem."

Military Endorse Importance of Music Trade

During the hearing of an appeal by the manager of G. Potter & Co., before the Aldershot Tribunal, a letter dated in September, 1916, was put in from the assistant military secretary, war office, that "The work carried out in supplying and maintaining instruments for army bands is of military importance." It was stated that if the appellant went the business would

Soundboxes

If you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear \$50 per gross, F. O. B. London.

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have to close, as the principal, Captain Potter, had been "out" since the beginning of the war. Three months' exemption was granted.

"The Decca" on Active Service

Barnett Samuel & Sons, Ltd., this city, have issued two attractive booklets containing several photographs of "the Decca" (the service portable gramophone) in actual use at the front. These splendid pictures depict as nothing else the mine of enjoyment which our war-worn soldiers obtain from a little music. It is good to see them around the Decca, their faces wreathed in smiles of boundless pleasure.

Women in the Record Factories

Apropos the replacement of men by female labor in our record and other factories, it is interesting to learn that 95 per cent. of the work in the "His Master's Voice" record-pressing departments is now performed by the fair sex. Of the men employed all are either over military age or have been rejected as unfit for service. Such a small percentage suggests that Hayes must be a very healthy place, or that the atmosphere of pressing rooms is not so unhealthy to work in as is generally thought. It speaks well for the supervision and arrangements of a modern factory where the first consideration, as practiced by this company, is to insure for the employes healthy surroundings and cleanly conditions.

"His Master's Voice" by Bart Kennedy

Under the above caption, the current issue of "The Voice" contains a most interesting and inspiring article by the well-known descriptive journalist and author, Bart Kennedy. It represents a fine eulogy of the gramophone on active

(Continued on page 102)

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10 inch and 12 inch Lateral Cut

We can ship you immediately, any quantity of Records:

BANDS ORCHESTRAS INSTRUMENTAL SOLOS VOCAL

SELECTION OF AMERICAN AIRS

including, "Marching Through Georgia"—"Dixie"—"Arkansas Traveller"—"Red, White and Blue"—"Star Spangled Banner," etc., etc., Recorded by Full Regimental Band of H. M. SCOTS GUARDS. Get Ready Now for the Big Trade coming and have

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YE "POPULAR" RECORDS

Double-Sided
Superb Needle Cut
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"OUR POINTS"
SET OUT BELOW

Have Attracted Keen Overseas Houses

from SCANDINAVIA to PATAGONIA
AND THE PRINCIPAL
EAST and WEST MARKETS of the WORLD

REMEMBER You Can Have **CLOSE QUOTATIONS**
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1,000, 75% "Bands and Orchestrals."

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- ➔ Packing by Experts
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- ➔ We attend to all Insurances "If Requested" to Buyers A/c
- ➔ Our Shipping Services, this Side FREE

FROM OUR LONDON HEADQUARTERS—(Continued from page 101)

service; its wonderful—almost divine—power of healing and comfort to our soldiers. "This glorious voice that contains the myriad voices! It lives with our soldiers, cheering and inspiring them. It helps them to carry on—to live through dark, strange, fateful, terrible days. It calms them when they are sad. It evokes tender memories. It brings to them pictures and visions of home. This splendid voice!" Truly, a spiritual—a national necessity!

A Good Opportunity for Overseas Buyers

For a number of years past the Sound Recording Co., Ltd., has been cultivating the suffrage of overseas traders for their "Popular" and "Grammorox" series of records through the columns of this trade newspaper. An increasingly good export business is the result. It is due to the company's close study of their customers' requirements, and, in part, we might be permitted to say, to the worldwide influential circulation of this journal. Whatever the reason, the fact that this firm's records are so much in demand, is sufficient indication of the good value offered. A typical example is provided by the latest program of "Popular" records. It consists of a remarkable variety of vocal and instrumental titles of current interest. As, for instance—"Bing Boys on Broadway," "Good-bye-ee," "Roses of Picardy," "God Send You Back to Me" and dozens of others too numerous to mention. The Sound Recording Co., whose announcement will be found elsewhere in this section, invite correspondence with large buyers overseas, and for their part promise to submit close quotations, exercise care in packing, and arrange for dispatch as promptly as possible. It is, by the way, interesting to learn that consignments have for the most part found their right destination. So the Hun pirates, you see, do not have it all their own way!

J. E. Hough, Ltd., Study Welfare of Staff

During the course of a recent visit to the great Peckham works of J. E. Hough, Ltd., I was very much impressed by what I saw pertaining to the welfare of the staff, of which, as is quite the thing these days, women and girls were in the majority. The gradual change over from male to female labor creates different conditions and, of course, necessitates perhaps a closer study of the needs and interests of the workers. In this regard, Messrs. Hough have evinced a keen perception by the installation of a well-equipped canteen of decidedly homely aspect, where can be purchased a substantial meal of several courses at an extremely moderate figure.

At the same time a run round the firm's spacious showroom is decidedly interesting. Here was attractively displayed hornless, cabinet and exterior-horn instruments in goodly numbers, fitted and constructed with the best materials obtainable, and priced at reasonable figures.

In the record domain the Winner disc is as popular as ever, the only trouble experienced be-

ing the supplies which, great as is the factory output, cannot outstrip, let alone keep up with the demand. Recent issues comprise the popular "hits" and standard titles, vocal and instrumental. Oversea traders should obtain literature and all particulars of trading from J. E. Hough, Ltd., Glengall road, Peckham, London.

Louis Sterling Back From America

Looking very well after his trip across Mr. Sterling, manager of the Columbia Graphophone Co., Ltd., reached England safely on June 16. The voyage was, as things go these times, uneventful. It is good news to learn that the talking machine business in America maintains progress, and Mr. Sterling tells me that he was very much impressed by the remarkable volume of trade under way, notwithstanding the diversion of much labor and material to war work.

News Items From "His Master's Voice" Co.

Partly in order to give their dealers an opportunity for a closer concentration on the sale of some of the splendid records previously issued, and which the public are apt to overlook unless reminded, no June list has been published by this company. Most dealers have a stock of these choice old titles, and the absence of new records for once will help to considerably relieve the situation.

"Yes, Uncle," the Princess Theatre success, is listed as a special by the "His Master's Voice"

people. The series of records carrying the best musical items from this delightful play have been recorded by the original artistes exclusively on "His Master's Voice." Other recent issues comprise the cream of music from London's leading musical plays, and indeed it might truly be said that what isn't on "His Master's Voice" records is not worth hearing.

The Industrial Reconstruction Council

A press announcement makes known that application has been made to the Board of Trade for a license directing an association about to be formed under the above title to be registered with limited liability without the addition of the word "Limited" to its name.

The objects for which the association is proposed to be established are:

(a) To promote and protect the British home and overseas dominions and foreign trade and commerce and the manufacturers of the United Kingdom.

(b) To assist in the promotion of efforts, whether by the Government or otherwise, to bring together representatives of capital and labor for the advancement of trade.

The other objects of the association are set out in extenso in the memorandum of association, a copy of which may be inspected at the office of Messrs. Kimber, Bull, Howland, Clappe & Co., 6 Old Jewry, E. C., 2, London.

PERMITS LICENSING OF TALKING MACHINES FOR EXPORT

War Trade Board, in Recent Announcement, Intimates That the Sending of Talking Machines and Pianos to European and South American Neutrals Will Be Encouraged

WASHINGTON, D. C., July 3.—There has just been announced by the War Trade Board some important rulings of direct interest to the musical instrument manufacturing trade in this country, concerning the exportation of many of the less essential commodities to European neutral nations, which it is believed will accomplish much in the effort to destroy the commercial relations between Germany and these countries and at the same time have excellent effect upon America's trade balance and on the present unfavorable rate of exchange.

In the official announcement to-day containing the list of articles for which export licenses would hereafter be considered "European Holland" and "Denmark proper" are mentioned. The general program, however, is of a much wider scope. Unofficial advices have been received here that an understanding has been had with Sweden, Norway, Switzerland and Spain, whereby they also are to receive the less essential commodities contained in the list as part of general agreements which have recently been adopted.

In dealing with South American nations also, favorable consideration will be given, it is understood, to applications for license to export these less essential commodities when tonnage is available, and it is shown that the articles

are not demanded by the war program of America and its allies. Ships which bring nitrates and other war necessities from South American nations can carry such cargoes on the home trips.

By the adoption of the policy of more freedom in granting licenses for the export of less essential commodities to the European neutrals and South America, it is felt that a long step will be taken in establishing America as a leading participant in the world's commerce. New trade relations, in the case of South America, will, it is believed, be built up, which Germany will find it difficult to encroach upon after the war.

Exports must go in tonnage controlled by the neutral nations, and which will not in any way conflict with the war program of the Allies, and all trade relations will be absolutely controlled by the laws which have been adopted to prohibit trade which might aid German financial or business interests in European neutral or South American countries.

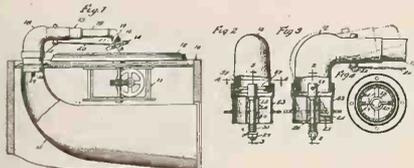
The special list of commodities for which export licenses will be considered by the War Trade Board includes musical instruments, except when composed entirely or mainly of metals. Pianos, phonographs and phonographic records are specially mentioned as acceptable.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., July 8.—TALKING MACHINE MECHANISM.—Archie E. Parnall, Chicago, Ill., assignor to Frank W. Williams, same place. Patent No. 1,263,279.

This invention relates to talking machine mechanism.

One of the objects of the invention is to provide an improved connection between the tone arm and amplifier which will be simple in construction and durable, and which will permit movement of the tone arm about both vertical and horizontal axes. Figure 1 is a vertical sec-

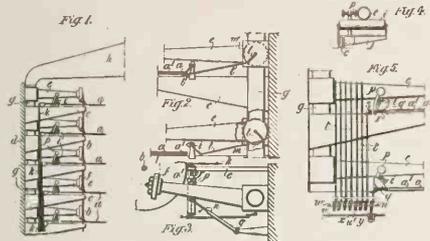


tion through a talking machine; Fig. 2 is a detail sectional view substantially on the line 2-2 of Fig. 3; Fig. 3 is a detail sectional view substantially on the line 3-3 of Fig. 2; and Fig. 4 is a horizontal sectional view on the line 4-4 of Fig. 2.

COIN-FREED GRAMOPHONE.—James W. Knights, Hammersmith, London, Eng. Patent No. 1,262,521.

This invention relates to improvements in coin-freed gramophones of the kind in which a plurality of gramophone records and tone arms are so arranged that any desired record of the plurality of records can be reproduced on the operation of the coin-freed mechanism.

Figure 1 is a diagrammatic side elevation of part of one form of improved coin-freed gramophone. Fig. 2 is an enlarged sectional side elevation of the opposite side; Fig. 3 is a part



plan; Fig. 4 is a part front sectional elevation; and Fig. 5 is a front elevation of a modification.

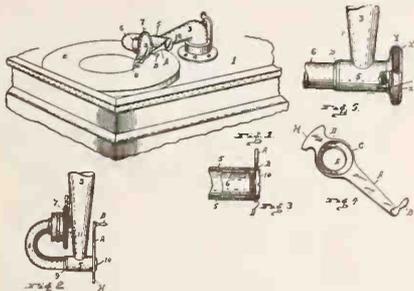
ATTACHMENT FOR PHONOGRAPHS.—Earl W. Carlos, Richmond, Ind. Patent No. 1,261,904.

The object of the present invention, briefly stated, is to provide an attachment for phonographs or the like whereby the stylus or reproducer point or needle may be operated to lift it from the record, or to place it gradually in operative position in connection therewith without contact of one's hand with the machine proper and to place such means in the most handy and available position for the accommodation of the operator.

In the management of disk phonographs it is necessary to raise and lower the reproducer and the reproducer-point or needle by simply grasping the goose-neck and turning it up and down, but this invention contemplates means connected to said parts whereby the goose-neck may be turned as above stated but without direct contact of one's hand therewith, thereby dispensing with soiling the polished metal parts, preventing the hand of the operator from being in the way and from causing a shadow upon the needle or reproducer-point when one is making adjustments, to permit the required movements to be made more naturally, and to make the operations more easy for the operator.

Figure 1 is a perspective view of the upper portion of the mechanism of a phonograph or talking machine, showing the invention in oper-

ative position in connection therewith. Fig. 2 is a plan view of the reproducing mechanism, of the goose-neck, a portion of the taper tone arm, and showing an edge view of the attachment. Fig. 3 is a central longitudinal section of a portion of the tone arm box, or cylinder, and



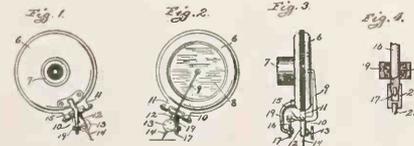
the inner end portion of the longer portion of the goose-neck, and showing the method of attaching the device in operative position. Fig. 4 is a perspective view of the attachment alone. And Fig. 5 shows a plan view of a modified form of the attachment in operative position.

TALKING MACHINE.—Martin Nystrom, Chicago, Ill., assignor to Charles E. Osborne, same place. Patent No. 1,262,592.

This invention relates to talking machines in which a diaphragm is caused to vibrate by the tracking of a needle or point upon a record, and the objects of the improvements are, first, to reproduce the recorded vibrations accurately and correctly; second, to provide a plurality of tracker devices in connection with the diaphragm to enable the use of different records; third, to enable using different kinds of records without in any way making a change in the machine; fourth, to make a simple, cheap and efficient device as well as other features.

There are two known talking machine records on the market. One has the indentations representing the sound record arranged laterally or zig-zag from side to side with relation to the line of travel of the needle, and the other has such indentations arranged up and down or longitudinally with relation to the longitudinal axis of the tracker point; therefore it is necessary to have one kind or style of machine to play or use the one kind of record and to have another kind or style of machine to play or use the other kind of record. By the use of this invention either kind of record can be played or used on the one machine without any foreign or disturbing noises being perceptible.

This invention comprises two tracker devices, one to be used on a record having the laterally arranged indentations and one to be used on a record having the shallow and deep indentations, both of said devices being properly connected to the diaphragm of the machine to vibrate the same when tracking over a record. Of course the one device has the tracker needle in proper position to vibrate the diaphragm when tracking over a record having the later-



ally or zig-zag arranged indentations and the other device a point in proper position to vibrate the diaphragm when tracking over a record having the shallow and deep indentations.

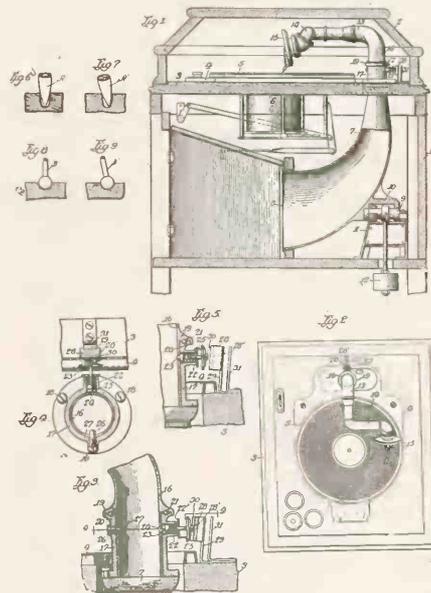
Figure 1 is a view of one side of a sound box having tracker devices embodying the invention connected thereto; Fig. 2 is a view of the opposite side of the same sound box; Fig. 3 is an edge view of the same showing the construction of the two tracker devices, and Fig. 4 is a

detail sectional view showing the guide for the tracker point rod and also means for attaching a different point to the rod.

SOUND CONVEYER FOR TALKING MACHINES.—Albert A. Huseby, Chicago, Ill. Patent No. 1,261,541.

This invention relates to improvements in sound conveyers for talking machines, and the chief purpose or object of the invention is to provide a sound conveyer that shall be capable not only of playing both laterally and vertically cut records, but of playing each of the said types in the most scientifically correct manner to secure the purest and most perfect reproduction of the record by the machine.

In Letters Patent No. 1,198,636, granted September 19, 1916, there was disclosed a sound conveyer comprising a lower, generally upright portion having a downwardly and forwardly curved form, and an upper, generally horizontal tone arm portion rigidly mounted on and secured to said lower portion, the entire structure being supported, with capacity for lateral swinging movement, on a single horizontal pivot the axis of which is coincident with the center of the vertical delivery mouth of the lower portion of the conveyer. It has been found that a sound conveyer of this construction is excellently adapted to the playing of disk records of the laterally undulating groove type by reason of the fact that the point of the needle travels in a straight line radially of the record disk while the needle itself is always in a vertical plane that is substantially tangential to the groove at the point of engagement of the groove by the needle point. On the other hand it has been found



that for the playing of disk records of the vertically undulating or hill and dale type the above described construction does not yield as good results as are obtained by the generally used vertically pivoted tone arm swinging in a horizontal plane wherein the point of the needle travels in an arc of a circle across the face of the record disk. The hill and dale record, of course, imparts a vertical vibration to the whole sound box which is wholly lacking in the other type of record, and this creates a tendency for the point of the needle to jump out of the groove especially when playing records having very steep or abrupt elevations and depressions; and this tendency, as it has been found by numerous experiments, is more pronounced in the case of the construction of prior patent above referred to than in the case of the vertically pivoted tone arm.

The present invention is the result of a long effort and search to obtain, in a talking machine, a sound conveyer construction which when equipped with a convertible sound box, would play each of the two types of record in the most nearly ideal manner and would yield the most nearly perfect results.

(Continued on page 104)

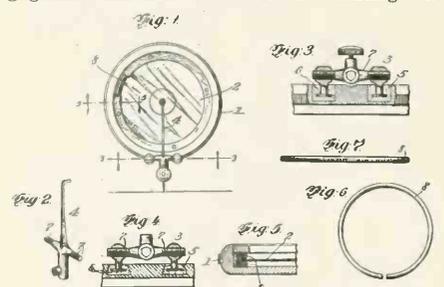
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 103)

Figure 1 is a vertical section through the upper portion of a talking machine cabinet, with certain of the interior parts appearing in section and others in elevation; Fig. 2 is a top plan view with the lid removed; Fig. 3 is a detail view on an enlarged scale in vertical section through the joint between the upper and lower sections of the sound conveyer; Fig. 4 is a horizontal section on the offset line 4—4 of Fig. 3; Fig. 5 is a fragmentary vertical section similar to Fig. 3, but illustrating the locked position of the two sections of the sound conveyer; Figs. 6 and 7 are detail views in the nature of diagrams designed to illustrate the different relations of the needle and record groove of a laterally cut record where the point of the needle moves in a radial line and where it moves in the arc of a circle over the face of the record; Figs. 8 and 9 are views similar to Figs. 6 and 7 respectively and illustrate the relations of the needle and groove of a vertically cut record where the needle moves radially and where it moves in the arc of a circle over the face of the record.

TALKING MACHINE SOUND BOX AND REPRODUCER.—Patrick B. Delany, South Orange, N. J. Patent No. 1,261,218.

This invention contemplates certain improvements in talking machine sound boxes and reproducers.

As illustrated in the accompanying drawing, Figure 1 is a face view of the sound box complete. Fig. 2 is a perspective of the vibrating arm detached. Fig. 3 is a section on line 3—3, Fig. 1. Fig. 4 differs slightly from the illustration of Fig. 3 in that it shows the threaded engagement between the cruciform vibrating arm

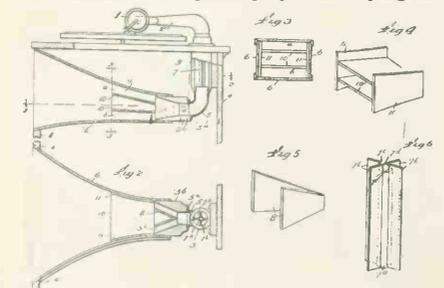


and its supports having right and left threads. Fig. 5 is a section on line 5—5, Fig. 1. Fig. 6 shows one of the gaskets between which the diaphragm is mounted. Fig. 7 is a cross section of Fig. 6.

PHONOGRAPH.—Carl Stein, Steger, Ill., assignor to Steger & Sons Piano Mfg. Co., same place. Patent No. 1,261,174.

The purpose of this invention is to provide an improved construction in a phonograph or sound reproducing instrument, particularly with respect to the amplifying and resonating devices. It consists in the elements and features of construction shown and described, as indicated in the claims.

Figure 1 is a vertical section, axial with respect to the vertically extending member of the sound conduit, of a phonograph embodying the



features of this invention, the reproducer and tone arm and the record carrier being shown in side elevation and conventionally—that is, without regard to details of construction. Fig. 2 is a vertical section at the line, 2—2, on Fig. 1. Fig. 3 is a section at the line, 3—3, on Fig. 1. Fig. 4 is a perspective view of a removable

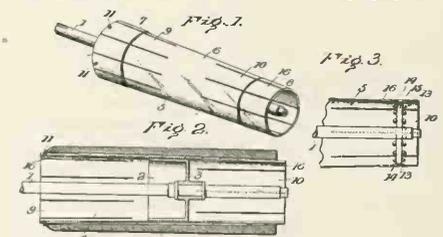
resonating device adapted to be contained in the horn mouth or amplifier. Fig. 5 is a perspective view of an obstructive deflecting device, adapted to be positioned at the smaller end of the amplifier or horn mouth terminal of the conduit. Fig. 6 is a perspective view of a partitioning device employed in the sound conduit at the entrance to the amplifier or resonator.

SPLIT MANDREL.—Louis G. Larsen, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,265,793.

This invention relates to talking machines, and more particularly to a support for the sound record tablets thereof. It is customary with machines employing the so-called cylindrical type of record tablet to provide a mandrel having a slightly tapered exterior surface, the bore of the tablet being correspondingly tapered to fit the mandrel with such a grip that it may be rotated thereby. In the course of manufacture slight variations occur in the dimensions of the surface of the mandrel and of the bore of the tablet, with the result that different tablets do not fit different mandrels with the same degree of accuracy, both as respects their relative taper and as respects their mean dimensions. Furthermore, as the mandrel is usually made of metal, its coefficient of expansion and contraction is different from that of the material of which the tablet is composed. Accordingly, changes of temperature effect different degrees of expansion and contraction of the tablet and mandrel. It is of importance, particularly with machines that employ correction devices, that the tablet shall always be placed in a predetermined position with relation to the mandrel and its related mechanism. Owing to the variations arising in the course of manufacture, as above indicated, and owing to different temperature conditions, a tablet frequently cannot be properly positioned upon a mandrel without danger of breaking it.

It is an object of this invention to provide a mandrel whereby the tablet may be properly gripped for rotation, and whereby it may always be properly positioned, without danger of breakage from temperature changes or from undue pressure in attempting to force the tablet to its proper position.

A further object of this invention is to provide a mandrel which shall resiliently grip the



tablet only adjacent its ends, permitting ready application of the tablet upon and withdrawal of the same from the mandrel. A still further object is to provide a mandrel simple in construction, durable and easy of manufacture.

This invention comprises a mandrel provided with a rigid central portion and relatively and independently collapsible resilient end portions. While the resiliency of the end portions may be provided in a variety of ways, the embodiments of the invention selected for illustration comprise the provision of a plurality of tongues running longitudinally of the mandrel and conveniently produced by a series of saw-kerfs extending from each end of the mandrel. To provide for resiliently gripping the tablet only at its ends, the central portion of the mandrel is reduced in exterior diameter.

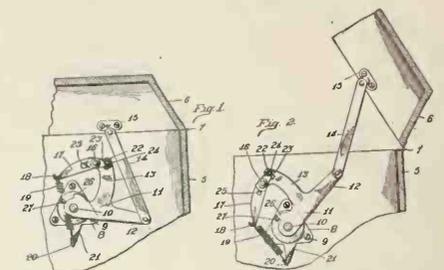
Referring to the accompanying drawings, Figure 1 is a perspective view of a mandrel embodying the invention. Fig. 2 is a longitudinal central sectional view of the same, showing a record tablet in position; Fig. 3 is a fragment of a mandrel illustrating a modified embodiment.

COVER SUPPORT FOR PHONOGRAPHS.—Martin Bersted, Chicago, Ill., assignor to the Brunswick-

Balke-Collender Co., same place. Patent No. 1,265,874.

This invention relates to a cover support for phonographs and has for its object the provision of means for securely holding the cover in closed or opened position as desired, the cover being readily adjustable by simply grasping and moving it without the necessity of manually disengaging latches or other parts intended to hold the cover in place.

Figure 1 is a side elevation of the device applied to a phonograph, a fragment of the latter



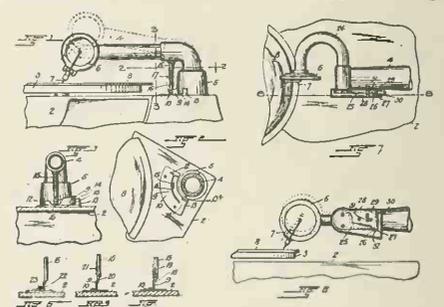
being illustrated in section, with the parts in closed position, and Fig. 2 is a similar view showing the parts in opened position.

ATTACHMENT FOR PHONOGRAPHS.—George W. Van Nortwick, Denver, Colo. Patent No. 1,266,181.

This invention relates to attachments for phonographs and its primary object resides in providing a simple appliance by which the needle-carrying element of the instrument is automatically retained in a raised position after it has been lifted to disengage the needle from the record.

By the use of this invention, accidental dropping of the needle or stylus onto the grooved zone of the record is positively avoided, and the arm bearing the needle may be moved across said zone for the purpose of returning the needle to its original position after it has traversed the zone producing groove, without danger of its coming in contact with the grooved portion of the record and without scratching or otherwise marring the same.

Figure 1 is a fragmentary elevation of a phonograph to which attachment is applied. Fig.



2, a section taken along the line 2—2, Fig. 1. Fig. 3, a horizontal section along the line 3—3, Fig. 1. Figs. 4, 5 and 6 sectional views showing modifications of the arm of the appliance shown in Fig. 1. Fig. 7, a fragmentary plan view of a phonograph showing the invention as applied to a tone arm on which the sound box and needle are carried through the instrumentality of a pivoted goose-neck, and Fig. 8, a section taken along the line 8—8, Fig. 7.

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All Makes of Talking Machines
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AND SALES CORPORATION

ANDREW H. DODIN, President
176 Sixth Avenue New York
TELEPHONE, CHELSEA 8437

RECORD BULLETINS FOR AUGUST, 1918

VICTOR TALKING MACHINE CO.

POPULAR SONGS

- 18465 They Were All Out of Step But Jim, Billy Murray 10
We're All Going Calling on the Kaiser, William J. "Saxor" Reilly 10
18474 When I Send You a Picture of Berlin, Arthur Fields and Peerless Quartet 10
18480 We'll Do Our Share, Peerless Quartet 10
Cheer Up, Father; Cheer Up, Mother, Lewis James 10
18481 Paul Revere, Charles Hart and Shannon Four 10
Bring Me a Letter from My Old Home Town, Lewis James and Shannon Four 10
18472 Skeleton Jangle, Original Dixieland Jazz Band 10
Tiger Rag, Original Dixieland Jazz Band 10
18473 Smiles, Fox-trot, Joseph C. Smith's Orchestra 10
Rose Room, Fox-trot, Joseph C. Smith's Orchestra 10
18478 My Dough Boy, One-step, Joseph C. Smith's Orchestra 10
Calico, Fox-trot, Joseph C. Smith's Orchestra 10
70121 Granny's Lady, Harry Lauder 12
18431 By the Waters of Minnetonka, Princess Watahwaso 10
A Sioux Serenade, Princess Watahwaso 10
55093 American Fantasie—Part I, Victor Herbert's Orchestra 12
American Fantasie—Part II, Victor Herbert's Orchestra 12
RED SEAL RECORDS
FRANCES ALDA, Soprano
64782 The Magic of Your Eyes, Arthur Penn 10
74577 Eili, Eili, lama sobaniani (Father, Why Hast Thou Forsaken?), M. Schalit 12
FIRST RECORD BY THE "FLONZALEY QUARTET"
64784 Canzonetta (From "String Quartet in E. flat," Op. 12, No. 2), Mendelssohn 10
MABEL GARRISON, Soprano
64783 Khaki Sammy, John Aiden Carpenter 10
EVAN WILLIAMS, Tenor
74571 The Song that Reached My Heart, Julian Jordan 12
The following record appears in the August, 1918, Supplement. Do not duplicate order on this number.
18479 Hello Central, Give Me No Man's Land (from N. Y. Winter Garden production, "Sinbad"), Edna Brown 10
My Belgian Rose, Elliott Shaw-Charles Hart 10

COLUMBIA GRAPHOPHONE CO.

- 49338* Annie Laurie, Hulda Lashanska 12
49350* Ave Maria, Violin obbligato by Sactsa Jacobsen, Romano Romano, the piano, Hipolito Lazaro 12
49370* Qui la Voce—I Puritani, Maria Barrantos 12
POPULAR HITS OF THE MONTH
A6051* The Man Who Put the Germ in Germany (What is in a name), Nora Bayes 12
Mammy's Chocolate Soldier, Nora Bayes 12
A2562* God Be With Our Boys Tonight, Charles Harrison 10
When You Come Home, Henry Burr 10
A2556* He Can Fight Like He Can Love (Good Night, Germany), Farber Sisters 10
Where Do They Get 'Em and How Do They Get 'Em?, Van and Schenck 10
A2564* You're in Style When You're Wearing a Smile, Arthur Fields 10
I'd Like to See the Kaiser With a Lily in His Hand, Robert Lewis 10
A2567* France, We'll Rebuild Your Towers For You, Peerless Quartet 10
Paul Revere, Vernon Dalhart 10
A2563* He's Got Those Big Blue Eyes Like You, Daddy Mine, Henry Burr 10
I Miss My Daddy's Good-Night Kiss, Henry Burr 10
A2559* Belgian Rose, Campbell and Burr 10
My Daddy's Star, Robert Lewis 10
A2554 The Shannon, the Shamrock, and You, Charles Harrison 10
Mother, My Dear, Charles Harrison 10
DANCE RECORDS
A2565* How'd You Like to Be My Daddy, from "Sinbad"—Medley Fox-trot. Intro.: (1) Just a Baby's Prayer at Twilight, (2) I Hate to Lose You, Marconi Brothers 10
Why Do They All Take the Night Boat to Albany?, from "Sinbad"—Medley One-step. Intro.: (1) The Devil Has Saved Up All the Coal, (2) I Hate to Lose You, Marconi Brothers 10
A2566* We'll Do Our Share—Medley Fox-trot. Intro.: (1) I Can't Let 'Em Suffer, (2) Earl Fuller's Rector, Novelty Orchestra 10
I Want Him Back Again—Medley One-step. Intro.: (1) I Want a Daddy Like You, (2) I Just Step in to Get Out of the Rain, Earl Fuller's Rector Novelty Orchestra 10
A6049* If They Ever Put a Tax on Love—Medley Fox-trot. Intro.: (1) I'm Just an Old Jay From the U. S. A., (2) In the Days of Auld Lang Syne, Prince's Band 12
Just Like Washington Crossed the Delaware—Medley One-step. Intro.: (1) We Stopped Them at the Marine, (2) When We Wind Up the Watch on the Rhine, Prince's Band 12
A6050* Classic Waltz. Intro.: (1) Home to Our Mountains, from "Il Trovatore," (2) Woman is Fickle, from "Rigoletto," (3) My Heart at Thy Sweet Voice, from "Samson and Delilah," Jockers Brothers 12
When You and I Were Young, Maggie—Medley Waltz. Intro.: Coming Thru the Rye, Jockers Brothers 12
A2549 Sailing, Columbia Stellar Quartet 10
The Girl I Left Behind Me, Columbia Stellar Quartet 10
CORNET CLASSICS
A2553 Macushla, Herbert L. Clarke 10
Kilarmey, Herbert L. Clarke 10
MISS FAGAN WHISTLES OLD FAVORITES
A2555 Listen to the Mocking Bird, Sybil Sanderson Fagan 10
Old Folks at Home, Sybil Sanderson Fagan 10
A2551 Up For Sentence, Golden and Heins 10
The Colors Recruit, Golden and Heins 10
JULY MID-MONTH LIST ON SALE JULY 10
A2560* Rock-a-Bye Your Baby With a Dixie Melody, from "Sinbad", Al Jolson 10
Alice, I'm in Wonderland (Since the Day That I First Met You), Sterling Trio 10
T2561* The Daughter of Rosie O'Grady, Robert Lewis 10
Bye and Bye, Campbell and Burr 10
A2557* I Wonder What They're Doing Tonight, Arthur Fields and Peerless Quartet 10
I'm Always Chasing Rainbows, from "Oh, Look!", Harry Fox 10

- A2558* Cheer Up, Mother, Hugh Donovan and James Reed 10
When the War is Over I'll Return to You, Peerless Quartet 10
A2552* A Frangesa—Intro.: Vocal Chorus, Prince's Band 10
French National Defile March, Prince's Band 10
A6046* Toujours ou Jamais (Ever or Never), Prince's Orchestra 12
Danube Waves, Prince's Orchestra 12
A2550* At the Cotton Picker's Ball—Fox-trot, Marimbaphone Band 10
There's a Lump of Sugar Down in Dixie—Medley One-step. Intro.: (1) Cleopatra, (2) 'N Ev'rything from "Sinbad", Marimbaphone Band 10
A6047* Rose Room Fox-trot, Prince's Band 12
Where Those Cotton Blossoms Grow—Medley One-step. Intro.: (1) When You Feel a Little Longing in My Heart, from "The Love Mill," (2) The Love Mill, Prince's Band 12

*Records marked with an asterisk are all featured in the Dealers' Service August Window Display material.

PATHE FRERES PHONOGRAPH CO.

- POPULAR "HITS" OF THE MONTH
20393 Your Lips Are No Man's Land But Mine (Empey-McCarron-Morgan), Campbell and Burr 10
Our Country's In It Now (Empey-McCarron-Morgan), Invincible Four (Male Quartet) 10
20388 Won't You Be a Dear, Dear Daddy (Creamer-Layton), The Farber Girls 10
They Were All Out of Step But Jim (Berlin), Constance Farber, Contralto 10
20391 We Stopped Them at the Marine (Lieut. Gitz Rice), Arthur Fields and Invincible Four 10
If He Can Fight Like He Can Love, Good-night Germany! (Meyer), Arthur Fields, Baritone 10
20389 Hello America, Hello (Fairman), Louis Winsch, Baritone 10
From the North, South, East and West (Lauder), William Simmons, Baritone 10
20390 I Miss That Mississippi Miss That Misses Me (Wending), Big City Four 10
My Belgian Rose (Garton), Harry McClaskey, Tenor 10
20392 Those Draftin' Blues (Pinkard), Arthur Collins, Baritone 10
If You're Crazy About the Women, You're Not Crazy At All (Ruby), Joe Remington, Baritone 10
20387 She's Not in Tipperary (Chapin), Invincible Four (Male Quartet) 10
Alice, I'm in Wonderland (Fields-Morse), Sterling Trio 10
25016 There's a Long, Long Trail (Elliott), Percy Hemus and His Buddy Boys 10
Khaki Sammy (Carpenter), Percy Hemus, Baritone 10
29208 Ten Little Bridesmaids (Watson-Lee), Jack Norworth, Baritone, Piano accomp. 10
I Stopped, and I Looked, and I Listened (Ayer), Jack Norworth, Baritone, Piano accomp. 12
NEW STANDARD BALLADS SUNG IN ENGLISH
40125 Because I Love You Dear (Stanton-Hawley), James Stanley, Basso 10
Danny Boy (Weatherly), Marie Van Essen, Contralto 12
52030 An Irish Folk-Song (Foote), Alma Beck, Contralto 12
Last Night (Kjerulf), Alma Beck, Contralto 12
29202 O Canada! Our Father's Land of Old (Lavalite), Frank Oldfield, Baritone 10
I Love You, Canada (Manley), Frank Oldfield, Baritone 12
NEW INSTRUMENTAL RECORDS
60071 Thais (Massenet), Violin solo, Jacques Thibaud, Piano accomp. 12
Serenade (Schubert), Violin solo, Jacques Thibaud, Piano accomp. 12
20381 Where the River Shannon Flows (Russell), Cornet solo, Bolunmir Kryl, Piano accomp. 10
Kilarmey (Balfe), Cornet solo, Bohunmir Kryl, Piano accomp. 10
20382 Here Comes America (Glogau-Piantadosi), Medley One-step. Intro.: "Send Me Away With a Smile", Accordion duet, Boudini Brothers 10
Silver Heels (Moret), Intermezzo? Banjo and Accordion, Edward Hynton and D. Boudini 10
NEW GEMS BY THE HAWAIIANS
20385 Hawaiian Nights (Roberts), Waltzes, Louise and Feraia Hawaiian Orchestra 10
Somewhere in Hawaii (MacMeekin), Louise and Feraia Hawaiian Orchestra 10
NEW PATHE "DE LUXE" DANCE RECORDS
29207 Military Waltz (Logan), American Republic Band 12
While the Incense is Burning (Smith), Medley Fox-trot. Intro.: "Rose Room Fox-trot", American Republic Band 12
71002 Oh! Look! (Carroll), American Republic Band 10
"Typical Tropical Tunes," "A Kiss for Cinderella," "I'm Always Chasing Rainbows," American Republic Band 14
Sweet Little Buttercup (Paley), Medley One-step. Intro.: "Cleopatra" from "Sinbad", American Republic Band 14
SPECIAL LIST OF SEASONABLE SUMMER DANCE RECORDS
20317 The Tickle Toe, from "Going Up" (Hirsch), Medley Fox-trot, American Republic Band 10
The Moonlight Waltz (Logan), American Republic Band 10
20321 My Sweetie (Synder-Louis Young), Medley Fox-trot, Boudini Brothers, Accordionists 10
A Scotch High Ball (Arr. by Boudini Brothers) (Medley One-step), Boudini Brothers, Accordionists 10
20320 Going Up, from "Going Up," Medley One-step, American Republic Band 10
Midnight Valse (Holland), American Republic Band 10
20319 When You Come Back (Grey), One-step, The Story Book Ball (Montgomery-Perry), Fox-trot, American Republic Band 10
20357 A Baby's Prayer at Twilight (Jerome), One-step, American Republic Band 10
Flower of the Orient (Savino), Waltz, American Republic Band 10
20356 Oh! Lady! Lady! (Kerri), Medley Fox-trot, American Republic Band 10
Pack Up Your Troubles in Your Old Kit Bag, Medley One-step, American Republic Band 10
20328 Stockyard Blues (Pinkard), Fox-trot, Van Eps-Banta Dance Orchestra 10
Popularity (Cohan), One-step, Van Eps-Banta Dance Orchestra 10
20368 Why Do They All Take the Night Boat to Albany? One-step, Hotel Biltmore Dance Orchestra 10
When I Feel Sad and Lonely (Fuller), Fox-trot, Hotel Biltmore Dance Orchestra 10
29200 Toot Toot (Kern), Medley One-step, Hotel Biltmore Dance Orchestra 12

- The Booster (Lake), Fox-trot, Hotel Biltmore Dance Orchestra 12
71001 I'll Think of You, from "The Rainbow Girl" (Hirsch), Medley Fox-trot, Hotel Biltmore Dance Orchestra 14
Songs of the Night (James), "Waltz," Hotel Biltmore Dance Orchestra 14
NEW OPERATIC AND CLASSIC VOCAL RECORDS
Important Issue of Single Face Records, Sung by Lucien Muratore, World Famous Tenor—Chicago Opera Co.
54001 Manon (Massenet), "Ah! fuyez, douce image" (Depart! Fair Vision)—In French, Lucien Muratore, Tenor 12
54002 La Marseillaise (de l'Isle)—In French, Lucien Muratore, Tenor 12
59057 Barbieri di Siviglia (Rossini), "Cavatina," Part 1, in Italian, Tito Schipa, Tenor 12
Barbieri di Siviglia (Rossini), "Cavatina," Part 2, in Italian, Tito Schipa, Tenor 12
25017 Se Saran Roses (When Bloom the Roses) (Ar-diti)—In French, Grace Hoffman, Soprano 10
Staccato Polka (Mulder), Grace Hoffman, Soprano, Violin, Flute and Piano accomp. 10
NEW BANT AND ORCHESTRA RECORDS
20384 Marche Indienne (Sellenick), American Regimental Band 10
Turkish Patrol (Michaels), American Regimental Band 10
20386 A Darkey's Dreamland, Part 1 (Bidgood), London Military Band 10
A Darkey's Dreamland, Part 2 (Bidgood), London Military Band 10
20383 The Humming Bird (Sellenick), Pathé Freres Orchestra 10
The Flower-Strewn Pathway (Gouirand), Pathé Freres Orchestra 10
29206 Polonaise Militaire (Chopin), Imperial Court Orchestra 12
Funeral March of a Marionette (Gounod), Royal Court Orchestra 12
40130 Demoiselle Chic (Fletcher), "Intermezzo," Imperial Symphony Orchestra 12
Handel Wakes (Morrissy), Imperial Symphony Orchestra 12

EDISON BLUE AMBEROL RECORDS

- CONCERT RECORD
28287 Le Nil (Xavier Leroux), Soprano, in French, violin obbligato and orch., Odette Le Fontenay
REGULAR LIST
3520 Alice, Where Art Thou? (J. Asher), Tenor, orch. accomp., Ralph Errolle 10
3529 Chimes of Normandy (Jack Wells), Contralto, orch. accomp., Helen Clark 10
3521 Connaught Man—Medley of Jigs, Accordion, piano accomp., by Joe Linder, John J. Kimmel 10
3530 Creator's Band March (Gerardo Iasilli), Creator and His Band 10
3522 He Lifted Me (Chas. H. Gabriel), Mixed voices, orch. accomp., Metropolitan Quartet 10
3519 I'll Come Back to You When It's All Over (Kerry Mills), Baritone, orch. accomp., Edward Allen and Chorus 10
3511 I'm Just a Ragged Newsboy, But My Heart's True Blue (Harry D. Kerr), Tenor, orch. accomp., Walter Van Brunt 10
3528 Just Like Washington Crossed the Delaware, General Pershing Will Cross the Rhine (George W. Meyer), Baritone, orch. accomp., Arthur Fields and Chorus 10
3526 Kiss Me Again Waltz (Victor Herbert), Waikiki Hawaiian Orchestra (with Louise and Feraia) 10
3513 Last Long Mile—Toot-Toot (Lieut. Emil Breitenfeld), Orch. accomp., Billy Murray and Chorus 10
3517 Lorraine (My Beautiful Lorraine) (Fred Fisher), Tenor, orch. accomp., Vernon Dalhart and Chorus 10
3514 Oh! Min! (Isham Jones), Comic Song, orch. accomp., Edward Meeker 10
3516 On the Road to Home Sweet Home (Egbert Van Astine), Tenor and baritone, orch. accomp., John Young and George W. Reardon 10
3510 Raga-Minor—One-step (Julius Lenzberg), Jazzrimba Orchestra 10
3508 Rigoletto Selection, Part 1 (Verdi), American Symphony Orchestra 10
3509 Rigoletto Selection, Part 2 (Verdi), American Symphony Orchestra 10
3523 Romain' in the Gloamin' (Harry Lauder), Orch. accomp., Glen Ellison 10
3531 That Grand Old Gentleman (Uncle Sam) (Gus Edwards), Baritone, orch. accomp., Arthur Fields and Chorus 10
3515 There's a Lump of Sugar Down in Dixie (Albert Gumble), Tenor, orch. accomp., Vernon Dalhart 10
3518 Three Pickaninies (Kendis-Brockman), Orch. accomp., Caroline Lazzari 10
3524 Three Wonderful Letters from Home (James F. Hanley), Tenor, orch. accomp., George Wilton Ballard 10
3512 Volunteers March (John Philip Sousa), New York Military Band 10
3525 We Stopped Them at the Marine (Lieut. Gitz Rice), Male voices, orch. accomp., Premier Quartet 10
3527 When You Feel a Little Longing in Your Heart—The Love Mill (Alfred Francis), Soprano and tenor, orch. accomp., Gladys Rice and Vernon Dalhart
A FEW SELECT RECORDINGS
1747 Baseball Girl, Talking, Ray Cox 10
2025 Is My Name Written There? (Davis), John Young and Fred Wheeler 10
2184 La Bohème—Rudolph's Narrative (Puccini), Charles Harrison 10
2068 When Dreams Come True (Hein and Webb), Thomas Chalmers 10
1956 When the Bell in the Lighthouse Rings (Solman), Gus Reed 10

THOS. A. EDISON, INC.

- 83074 Elegie (Jules Massenet), Tenor, in French, Guido Ciccolini 10
'O Sole Mio (My Sunshine), (Eduardo di Capua), Tenor, in Italian, Guido Ciccolini 10
82125 Chant Hindou (Hindoo Song), (H. Benberg), Soprano, in French, Odette Le Fontenay 10
Le Nil (The Nile), (Xavier Leroux), Soprano, in French, Odette Le Fontenay 10
82129 O Dry Those Tears! (Teresa del Riego), Contralto, Caroline Lazzari 10
Off in the Stilly Night, Contralto, Caroline Lazzari 10
80365 Douglas! Tender and True (Lady John Scott), Contralto, Amy Ellerman 10
Wonderful Thing (Clare Kummer), Soprano, Betsy Lane Shepherd 10
80388 Down in Lily Land (F. Wallace Rega), Contralto and Tenor, Marion Evelyn Cox, John Young 10
Is It Nothing to You? (Edgar-Trevor), Contralto, Betsy Lane Shepherd 10
80389 Hold Thou My Hand—Sacred (Emelyn R. Moffatt), Soprano and Contralto, Metropolitan Quartet 10
Why I Love Him—Sacred (B. D. Ackley), Baritone, Robert E. Clark 10

(Continued on page 106)

RECORD BULLETINS FOR AUGUST (Continued from page 105)

- 80390 Zampa, Overture—Part 1 (F. Hérold), American Symphony Orchestra
Zampa Overture—Part 2 (F. Hérold), American Symphony Orchestra
80391 I'll Take You Home Again, Kathleen (Thomas P. Westendorf), Violin, Violoncello, Flute and Harp...

PARAMOUNT RECORDS

- BROADWAY DANCE HITS
50046 Calicoco (Hugo Frey)—Fox-trot, Yerkes Jazarimba Band
Indianola (Henry)—One-step, Original Saxo-Jazz Band
30053 Cotton Picker's Ball—Fox-trot, Red, White and Blue Marimba Players
Will You Remember from Mytime—Waltz, Red, White and Blue Marimba Players

EMERSON PHONOGRAPH CO.

- Sixty-five Cent Records
Patriotic and Popular Songs of the Hour
940 If He Can Fight Like He Can Love, Good Night Germany (Clarke-Rogers-Meyer)—Patriotic solo, orch. accomp.
If You're Crazy About the Women, You're Not Crazy At All (Bryan-Leslie-Ruby)—Baritone solo, orch. accomp.
944 We're All Going Calling on the Kaiser (Caddigan-Brennan)—Patriotic Solo, orch. accomp.
I May Stay Away a Little Longer (A. Von Tilzer-Brown)—Patriotic Solo, orch. accomp.
942 Three Wonderful Letters From Home (Goodwin-Macdonald-Hanley)—Tenor Solo, orch. accomp.
A Soldier's Rosary (Dempsey-Burke)—Tenor Solo, orch. accomp.
939 God Be With Our Boys Tonight (Bowles-Sanderson)—Tenor Solo, orch. accomp.
941 Star Spangled Banner (Francis Scott Key)—American National Hymn, Liberty Chorus, accomp. by Emerson Military Band
943 Just Before the Battle, Mother (George F. Root)—Tenor Solo, orch. accomp.
946 When Alexander Takes His Ragtime Band to France (Bryan-Hess-Leslie)—Character Patriotic song, orch. accomp.
948 When We Meet in the Sweet Bye and Bye (Murphy)—Tenor Duet, orch. accomp.
Oh, Moon of the Summer Night (Flynn-Bial)—Vocal Quartet, orch. accomp.
LATEST DANCE HITS
947 There's a Lump of Sugar Down in Dixie (Gumble-McCabe)—Fox-trot, Emerson Military Band
Everybody's Crazy 'Bout the Dog Gone Blues (Creamer-Layton-Egan-Step)—Fox-trot, Emerson Military Band
945 Kirmanshah (Claypoole-Eastwood)—Oriental One-step—Banjo, Piano and Saxophone, Van Eps Banta Trio
Sing Ling Ting (Cobb)—Chinese One-step—Banjo, Piano and Saxophone, Van Eps Banta Trio

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- STANDARD SONGS
7111 Bell Song (from "Lakme"), Regina Vicarino, Soprano
Bird Song (from "Pearl of Brazil"), Regina Vicarino, Soprano
6143 Loch Lomond (Old Scotch)...Ethel Leigh, Soprano
Love's Old Sweet Song (Molloy), Esther May, Contralto

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- 6144 When the Roll is Called Up Yonder (Block), St. Cecilia Quartet
Still, Still With Thee (Garrish)...St. Cecilia Quartet
POPULAR SONG HITS
5134 A Little Bit of Sunshine (Hanley), John McConnell, Baritone
Mammy's Little Col Black Rose (Whitting), James Tree and Ethel Leigh
5135 I'm Going to Follow the Boys (Monaco), John McConnell, Baritone
The Yanks Started Yankin' (McCaron-Morgan), John McConnell, Baritone
5136 K-K-K-Katy (O'Hara)...Harry Williams, Baritone
In Berry Picking Time (Wenrich), Harry Williams, Baritone
5137 I Miss That Mississippi Miss (Wending), Lyric Male Quartet
There's Another Angel Now in Old (Bernard), Lyric Male Quartet
8122 Serenade (Titl)—Violin, Flute and Harp, Instrumental Trio
Salut d'Amour—Violin, Flute and Harp, Elger Trio
HAWAIIAN RECORDS
4147 Aloha Oe (Liliuokalani)...Louise and Ferera
Ua Like No a Like (Swe's Constasy), Louise and Ferera and Hawaiian Orchestra
4148 Yaaka Hula, Hickey Dula (Wending-Young), Louise and Ferera, Hawaiian Guitars
Kilina Waltz, Louise and Ferera and Hawaiian Orchestra
DANCE RECORDS
4149 Calicoco—Fox-trot...Lyric Dance Band
A Baby's Prayer at Twilight—One-step, Lyric Dance Band
4150 Indianola—Fox-trot...Lyric Dance Band
Homeward Bound—Medley One-step, Lyric Dance Band
4151 Military Waltz (Logan)...Lyric Dance Band
Umbrellas to Mend—One-step...Lyric Dance Band
4152 The Memphis Blues—Fox-trot, Piano and Saxophone Duet
Dolores Waltz...Accordion Duet

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- POPULAR SONGS
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5136 'N Everything from "The Hubbad", Winter Garden (De Sylvia-Kahn-Jolson), Billy Edwards, Baritone, orch. accomp.
K-K-K-Katy (O'Hara), Arthur Courtney, Baritone, orch. accomp.
5137 What Are You Going to Do to Help the Boys? (Kahn-Van Alstyne), Robert Scarth, Baritone, orch. accomp.
Rock-a-Bye Baby With a Dixie Melody (Lewis-Young-Schwartz), James Barton, Baritone, orch. accomp.
5138 The Last Long Mile, from "Foot Toot" (Breitenfeld)...Bob Ransom, Baritone, orch. accomp.
She's the Daughter of Rosie O'Grady (Bricc-Donaldson)...Duke Howard, Tenor, orch. accomp.
5142 Lorraine, My Beautiful Alsace-Lorraine (Bryan-Fischer)...Bob Livingston, Baritone, orch. accomp.
Where the Morning Glories Grow (Whiting-Kahn-Egan)...Southern Male Trio, orch. accomp.
5134 Hail! Hail! The Girls All Here (Morse), Homestead Male Quartet, unaccomp.
Keep Cool, the Country's Saving Fuel (McCaron)...Forrest Orr, Baritone, orch. accomp.
5135 My Little Rumbling Rose (Freeman), Courtney and Turner, Male Duet, orch. accomp.
Sorter Miss You (Smith), Russell Page, Baritone, orch. accomp.
5143 Tom, Dick, Harry and Jack (Ager), George Howell, Tenor, orch. accomp.
Give Me Back the Right to Love You (Glatt), Southern Male Trio, orch. accomp.
5145 I'm Sorry I Made You Cry (Ciesi), Oliver Whitney, Tenor, orch. accomp.
Homeward Bound (Meyer), Ned Pembroke, Baritone, orch. accomp.
5146 I'm Going to Follow the Boys (Monaco), Charles Jackson, Baritone, orch. accomp.
In the Land of Wedding Bells (Meyer), Duet, Campbell and Burr, orch. accomp.
5147 Are You From Heaven? (Friedland), Thomas Carroll, Tenor, orch. accomp.
In Berry Pickin' Time (Wenrich), Howard Stanton, Baritone, orch. accomp.
5148 For the Two of Us (Leslie-Ruby), Courtney and Turner, Male Duet, orch. accomp.
Sweet Little Buttercup (Paley), Peerless Quartet, orch. accomp.
5151 Mandy Lou (Cook), Harry La Blanc, Tenor, orch. accomp.
He's Always Hanging Around (Sissle-Blake), Harvey Lake, Tenor, orch. accomp.
5154 Good-Night Angeline (Blake-Sissle), Walter Hale, Tenor, orch. accomp.
When the Boys From Dixie Eat the Melon on the Rhine (Breuer), Southern Male Quartet, orch. accomp.
5155 Liberty Bell (Mohr), Peerless Quartet, orch. accomp.
Chimes of Normandy (Wells), Blanche Douglas, Contralto, orch. accomp.
5150 That's What Ireland Means to Me (Hanley), Ray White, Tenor, orch. accomp.
Little Alabama Cook (Star), Wilbert McWatters, Tenor, orch. accomp.
DANCE RECORDS
Black Label
4121 Sing Me Love's Lullaby (Morse-Silesin), Intro.: "Love, Here Is My Heart," Medley Waltz, Operaphone Dance Orchestra
Leave It to Jane (Wodehouse-Kern), Intro.: "The Crickets Are Calling," Medley Fox-trot, Operaphone Band
4122 We're Going Over (Lange), Intro.: There'll Be a Hot Time in the U. S. A., Medley One-step, Operaphone Band
Indianola (Henry-Onivas), Fox-trot, Operaphone Band
4124 The Darktown Strutters Ball (Brooks), Fox-trot, Operaphone Band
I'm Coming Back to You, Poor Buttery (Donnelly-Golden-Hubbell), Intro.: "Geel! What a Wonderful Mate You'll Be," Medley Fox-trot, Operaphone Band
4125 Smile and Show Your Dimple (Berlin-Ruby), Intro.: "The Dixie Volunteers," Medley Fox-trot, Operaphone Dance Band
Long Boy (Herschell-Walker), One-step, Operaphone Band
4126 The Wild, Wild Women (Piantadosi-Pierce-Glogau), Intro.: "Look Me Up When You're in Dixie," Medley Fox-trot, Operaphone Band
My Dough Boy (Fry), One-step, Puliski, Accordion Solo orch. accomp.
4128 Goulash (Egan), Puliski, Accordion Solo, Fox-trot, orch. accomp.
Here Comes America (Piantadosi-Glogau), Intro.: "Send Me Away With a Smile," Medley One-step, Puliski, Accordion Duet
4129 My Sweetie (Snyder-Louis-Young), Intro.: "Meet Me at the Station, Dear," Medley Fox-trot, Bros. Delenti, Accordion Duet
Hiram's Huskin' Bee (Sweetman-Bonnell-Daly), Intro.: (1) "Down Home Rag," (2) "Turkey

- In the Straw," (3) "Chicken Reel" (Characteristic Medley)...Bros. Delenti, Accordion Duet
4131 The Story Book Ball (Montgomery-Perry), Fox-trot, Operaphone Dance Band
Calicoco (Frey), Fox-trot, Operaphone Band
4132 The Tickle Toe (Hirsch), from "Going Up," Intro.: "If You Look in Her Eyes," Medley Fox-trot, Operaphone Band
The Moonlight Waltz (Logan)...Operaphone Band
4134 A Baby's Prayer at Twilight (Jerome), One-step, Operaphone Band
Oh! Lady Lady, Intro.: "You Found Me and I Found You," When the Ship Comes In," Medley Fox-trot...Operaphone Band
4136 When the Saxophone Is Playing (Hirsch), from "The Grass Widow," Medley-Fox-trot, Van Eps, Banjo, Saxophone and Piano
Love Me at Twilight (Grant), Fox-trot, Operaphone Band
4137 When You Come Back (Frey), One-step, Operaphone Band
Dance With Me (Pollock-Wolf-Hirsch), Intro.: "Just You and Me," from "The Grass Widow," Operaphone Band
HAWAIIAN RECORDS
Black Label
3105 My Lonely Lalo Lo (Solman), Sterling Trio, Hawaiian accomp.
He Lei Kaulani (Hawaiian Medley), Louise and Ferera, Hawaiian Guitars
3110 Ninijso (Kilima), Louise and Ferera, Hawaiian Guitars
Aloha Land (Herzer), "Waltz," Louise and Ferera, Hawaiian Guitars with Ukulele
3111 One, Two, Three, Four (Alau), Louise and Ferera, Hawaiian Guitars with Singing
Missouri Waltz, Intro.: "Flush-By My Baby," Louise and Ferera, Hawaiian Guitars
STANDARD VOCAL RECORDS
Blue Label—Price 75 cents
6130 Loch Lomond (Old Scotch Air), Marjrie Dow, Soprano, orch. accomp.
John Anderson, My Jo (Barnes-Hopekirk), Jane Hall, Contralto, orch. accomp.
6129 Love's Old Sweet Song (Molloy), Lola Hayman, Contralto, Hawaiian accomp.
Absence Makes the Heart Grow Fonder (Dillea), Harry Horne, Tenor, orch. accomp.
6122 In the Sweet Bye and Bye (Webster), Homestead Male Quartet, unaccomp.
Still, Still With Thee (Garrish), Mozart Male Quartet, unaccomp.
INSTRUMENTALS
Red Label
7115 Joffre March (Savino)...Operaphone Band
Wisconsin Forward Forever (Sousa), March, Operaphone Band
7121 Liberty Lads' March (Smith)...Military Band
Lights Out March (McCoy)...Military Band
7119 Trudchen (Dutch Doll Dance) (Rich), Operaphone Concert Orchestra
Fireflies "Intermezzo" (Savino), Operaphone Concert Orchestra

EMERSON PHONOGRAPH CO.

- Thirty-five Cent Records
Patriotic and Popular Song Hits
7367 If He Can Fight Like He Can Love, Good Night Germany (Clarke-Rogers-Meyer)—Patriotic solo, orch. accomp.
When I Come Back to You, We'll Have a Yankee-Doodle Wedding (Tracey-Stern)—Patriotic solo, orch. accomp.
7374 Hello Central, Give Me No Man's Land (Lewis-Young-Schwartz)—Tenor solo, orch. accomp.
Love's Old Sweet Song (Bingham-Molloy), Robert Rice quartet...Liberty Quartet
7381 We're All Going Calling on the Kaiser (Caddigan-Brennan)—Character patriotic song, orch. accomp.
You Belong to the U. S. A. (Hugo Emerson)—Patriotic solo, orch. accomp.
7380 Cheer Up Father, Cheer Up Mother (Bryan-Daley)—Patriotic solo, orch. accomp.
A Soldier's Rosary (Dempsey-Burke)—Tenor solo, orch. accomp.
7378 Three Wonderful Letters From Home (Goodwin-Macdonald-Hanley)—Tenor solo, orch. accomp.
Southern Medleys—Vocal quartet...Liberty Quartet
7379 We Stopped Them at the Marine. It's to With Germany (Lieut. Gitz Rice)—Patriotic solo, orch. accomp.
Qui, Qui Marie (Wee, Wee Marie) (Bryan-McCarthy-Fisher)—Character song, orch. accomp.
7375 Chimes of Normandy (Bryan-Wells)—Vocal trio, orch. accomp.
Loch Lomond, By Yon Bonnie Banks (Tenor solo, orch. accomp.
7377 I May Stay Away a Little Longer (Brown-A. Von Tilzer)—Baritone solo, orch. accomp.
The Makin's of the U. S. A. (Bryan-H. Von Tilzer)—Patriotic solo, orch. accomp.
Eddie Nelson
LATEST DANCE HITS
7384 There's a Lump of Sugar Down in Dixie (Gumble-McCabe)—Fox-trot...Emerson Military Band
Land of the Maple (Muir-Laurendeau)—Canadian March and One-step...Emerson Military Band
7376 Everybody's Crazy 'Bout the Dog Gone Blues (Creamer-Layton-Egan)—Medley Fox-trot, Emerson Military Band
Sorella (L. Gallini)—Spanish March and One-step...Emerson Military Band
7383 Harry Fox Trot (Pollack)...Emerson Military Band
World Democracy (Arthur Bergh)—March and One-step...Emerson Military Band
7382 Kirmanshah (Claypoole-Eastwood)—Oriental One-step—Banjo, Piano and Saxophone, Van Eps Banta Trio
Sing Ling Ting (Cobb)—Chinese One-step—Banjo, Piano and Saxophone, Van Eps Banta Trio

The general sales department of the Columbia Graphophone Co. has announced a cut-out record list that embodies records issued since the last cut-out exchange in September, 1917. The records that are listed as cut-outs will not be included in the next catalogs, and are exchangeable on the basis of one for one. George W. Hopkins, general sales manager of the Columbia Co., left on June 29 for San Francisco. He made several addresses at the recent annual convention of the Associated Advertising Clubs of the World.

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