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

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

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

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
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, hand-capped by the Talker rifle, to simply fire 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 seal skin coat for himself and the family.

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 the seal hunter make 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, 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.

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 kind act, even though he foresaw some of the 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 company possesses a library, so will it have its Victrola and records in every concern that pays any of the taxes in every concern that pays any of the taxes the act provides for. The act is reasonable to everyone, who goes through the book of "Of the great adventure." As Francis Rogers, the singer, well known of Alabamians, who has just returned from a singing tour of the European camps, says: "The 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 heavy-looked soldier with a smile on his lips, and, listening to music, when it came to sounds about the machine and its ear to the 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 all officers and his co-workers in the Y. M. C. A. hut, and we 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.

TALKER MUSIC TO LURE SEALS

The Talking Machine World


New York, July 15, 1918

Price Twenty-five Cents

ATTITUDE OF SALES MAN 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 highbrow 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. It means appreciative understanding of what another is saying and an attitude of interest which is always complimentary to a speaker.

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 recommended 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. Watson & 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. Watson, Son and Staff, Hamilton for Americans is Thomas J. Watson & 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. Watson & 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 & Photograpic 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, III., have found more space necessary to carry on their business despite wartime and, therefore, have taken over the entire third floor of their present building to be utilized for offices and storage space.
The American Man Is Gaining An Artistic Self-
Respect By Means of The Talking Machine

It is not easy to measure the tremendous in-
fluence exercised by the talking machine in stim-
ulating 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 popular-
izing the better class of music, but they over-
look 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 re-
fused pointblank to learn about music through
books or clubs.

Consider a ranch far removed from the rail-
road. 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 cow-
boys before it is listed with favorites, while a
new record by a favorite artist is an event.

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One of these men would not understand your mo-
tings if you asked him about an author, Brown-
ing or Conrad or Mark Twain; but merely men-
tion one of the great musical artists of the day,
and instant friendship is established. His pro-
nunciation of the performer's name may be
crude, and the title of the composition may in-
duce a smile, but he knows the music.

Neither the ideals of education nor the rigor 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 nec-
essary. 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
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
her of her 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 "billowing classical
stuff," and did his utmost to persuade her to
play the lightest program her conscience would
permit, almost insisting that a disagreeable fail-
ure would ensure if she had her way. She

SINCERITY

That's the slogan back of every factor in
Ditson Service

It means much just now

Oliver Ditson Co.

VICTOR

Chas. H. Ditson & Co.

BOSTON

Exclusively

NEW YORK
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.

"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.

Victor Wholesalers

Albany, N. Y.—Getzke-Haie Co., Inc.
Atlanta, Ga.—Ely- Ausitg Co.
Austin, Tex.—The Talking Machine Co. of Texas.
Baltimore, Md.—Cohen & Hughes.
        P. F. Brown & Sons Co.
        H. E. Eisenbrandt Sons, Inc.
Bangor, Me.—Andrews Music House Co.
Birmingham, Ala.—Talking Machine Co.
Boston, Mass.—Oliver Dixon Co.
        The Eastern Talking Machine
        The W. Steinert & Sota Co.
        O. T. Williams.
        Nail, Clark & Neal Co.
Burlington, Vt.—American Phonograph Co.
Butte, Mont.—Orion Bros.
Chicago, Ill.—Leon & Marks.
        The Rudolph Weilitzer Co.
        Chicago Talking Machine Co.
Cleveland, Ohio—The W. H. Burnecker & Sons
        The Collier & Salyer Co.
        The Edite Musical Co.
Columbus, Ohio—The Perry H. Whiting Co.
Dallas, Tex.—Senger Bros.
Denver, Colo.—The Heat Music Co.
        The Knight-Campbell Music Co.
Des Moines, Ia.—Mielke Bros. Co.
Detroit, Mich.—Grinnell Bros.
        Gindra, N. Y.—Elmore Arms Co.
El Paso, Tex.—W. G. Waile Co.
Honolulu, T. H.—Bergstrom Music Co., Ltd.
Huntsen, Tex.—Thos. Goggin & Bro.
Indianapolis, Ind.—Stewart Talking Machine Co.
        Jacksonsville, Fla.—Florida Talking Machine Co.
        Kansas City, Mo.—J. W. Jenkins Sons Music Co.
        Sander son Arms Co.
Lincoln, Nebr.—Ross P. Carufe Co.
        Little Neck, Ark.—O. E. Houck Piano Co.
Los Angeles, Cal.—Sherman, Clay & Co.
        Morphia, Tenn.—O. E. Houck Piano Co.
        Milwaukee, Wis.—Bader Talking Machine Co.
        Minneapollis, Minn.Bevicck, O'Neil Co.
        Mobile, Ala.—Wm. H. Reynolds.
Montreal, Can.—Berliner Gramophone Co., Ltd.
        Nashville, Tenn.—O. E. Houck Piano Co.
        Newark, N. J.—Prize Talking Machine Co.
        New Haven, Conn.—Henry Norton.
        New Orleans, La.—Philip Werlein, Ltd.
        Emanuel Blount.
        E. Bruno & Bros, Inc.
        E. B. Lowe, Inc.
        Charles, Albert & Co.
        Lanley Bros., Inc.
        Ormes, Inc.
        Shuts & Fisell Co.
        Omaha, Nebr.—A. Heige Co.
        Mielke Bros. Co.
        Pears, Ill.—Putnam-Pape Co., Inc.
        Philadelphia, Pa.—Louis Burns Co., Inc.
        C. J. Heape.
        The George D. Orinstein Co.
        The Talking Machine Co.
        H. A. Wemont & Son, Inc.
        Pittsburgh, Pa.—W. P. Frederick Piano Co.
        E. C. Miller Co., Ltd.
        Portland, Me.—Cressy & Allen, Inc.
        Portland, Ore.—Sherman, Clay & Co.
        Providence, R. I.—J. Samuel & Bro., Inc.
        Richmond, Va.—The Corley Co., Inc.
        Lancaster, Pa.—W. D. Mosses & Co.
        Rochester, N. Y.—E. J. Chapman
        Salt Lake City, U. S. A.—Consolidated Music Co.
        Sun Antonio, Tex.—The Goggin & Bros.
        Seattle, Wash.—Sherman, Clay & Co.
        Sioux Falls, S. D.—Talking Machine Exchange
        Spokane, Wash.—Sherman, Clay & Co.
        St. Louis, Mo.—Koeller-Brenner Music Co.
        Syracuse, N. Y.—W. B. Andrews Co.
        Toledo, O.—The Whitney & Carrier Co.
        E. F. Droop & Segs Co.
        Holk, C. Rogers Co.
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 Fact Is as Good as a Power to talk to the Australians.

W. H. T. A., 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. Tread, 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. The attempt to sell the more expensive machines than any other instrumentality. It is understood that the small manufacturers who assemble parts into talking machines are practically out of the market. The duty on talking machines of other than British manufacture is 10 per cent. ad valorem. The small manufacturers who assemble parts into talking machines are practically out of the market. The duty on talking machines of other than British manufacture is 10 per cent. ad valorem. The small manufacturers who assemble parts into talking machines are practically out of the market. The duty on talking machines of other than British manufacture is 10 per cent. ad valorem. The small manufacturers who assemble parts into talking machines are practically out of the market. The duty on talking machines of other than British manufacture is 10 per cent. ad valorem.

No energetic effort has been made to push the talking machine trade and records have attracted but a very limited amount of attention.

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, introducing 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 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 much 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 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.

SONORA IN AUSTRALIA

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 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.
Victor Supremacy

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

Victor supremacy means retailer success.

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

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of talking depression and disaster and going around with bowed heads and sorrowful men, is 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, 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, bequeathing that good will 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 Act, and the modifications that 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 hard work and ingenuity are applied. 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 nature 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, camp out parties, country homes and clubs—in fact, talking-ma-
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 cooperation 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 cooperation 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.

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 further 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 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.

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.

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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. effective—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, but the yield will be several times greater than that of the seeds sewn 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 employees he needs. If you are doing a small, yet satisfactory business, in a neighborhood section and can continue with one additional employe, this 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 arrangements 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. Moreover, there is the 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 the theatre. For instance, 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 exceptions 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 lose some of their power 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 notice.
BORN of a musical family of distinction, the Cecilaphone 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 acoustics 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-

...graph has made the Cecilaphone a marvel in the faithful reproduction 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
 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?"
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 careful consideration of the rights of producer, distributor and consuming public. Now that my responsibilities in that regard have ceased, 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 confines 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 such an amendment of the law.

"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. The practice of other dealers, who use such goods as a means to legitimate business interests and are likewise a serious injury to the consuming public.

"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 competitors in such a way as to create doubt 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 monopoloy or combination, which are specifically forbidden by any privileges under the Stephens bill, competition between producers 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. Because 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 to the public interest.

A CHANGE IN WASHINGTON

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

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.

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

[Diagram of machine with text]

Delpheon

A tone that is ineffably exquisite—not phonographic

THE DELPHEON COMPANY

BAY CITY :: :: MICHIGAN

OR WRITE TO DISTRIBUTORS

Delpheon $75 Model
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
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 some one walks out without making a purchase. If the goods are right and the price is fair, the fault lies either in the salesperson or in the customer. As the accredited authority on all matters pertaining to the telephone and talking machines, Mr. H. B. Ray advises the following:

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 your place.

GROUP 1
Tired and cross
Unreasonable
Fussy and nervous
Interrupting
Ignorant

GROUP 2
Sensitive
Dependent
Frightened
Doubtful
Miserable

GROUP 3
Cautious
Critical
Indifference
Rash
Silent

GROUP 4
Timid
Sensitive
Dependent
Suspicious
EXCITABLE

GROUP 5
Decisive
Pleasant
Solemn
Skeptical
Excitable

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GROUP 1
Tired and cross—Patience
Unreasonable—Good temper
Fussy and nervous—Quiet manner
Interrupting—Assurance
Ignorant—Assurance

GROUP 2
Sensitive—Kindness
Dependent—Common sense
Frightened—Patience
Doubtful—Assurance
Miserable—Gentleness

GROUP 3
Cautious—Confidence in your ability
Critical—Common sense
Indifference—Assurance
Rash—Common sense
Silent—Convincing manner

GROUP 4
Timid—Confidence in your ability
Sensitive—Convincing manner
Dependent—Common sense
Suspicious—Patience
EXCITABLE—Kindness

GROUP 5
Decisive—Gratitude
Pleasant—Gratitude
Solemn—Gentleness
Skeptical—Convincing manner
Excitable—Patience

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Rash—Common sense
Silent—Convincing manner

GROUP 4
Timid—Confidence in your ability
Sensitive—Convincing manner
Dependent—Common sense
Suspicious—Patience
EXCITABLE—Kindness

GROUP 5
Decisive—Gratitude
Pleasant—Gratitude
Solemn—Gentleness
Skeptical—Convincing manner
Excitable—Patience

Why not patriotic concerts in your warerooms? Why not try them?

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Decisive—Gratitude
Pleasant—Gratitude
Solemn—Gentleness
Skeptical—Convincing manner
Excitable—Patience

Why not patriotic concerts in your warerooms? Why not try them?
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

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 uses 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.


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 DOELER 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.

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. 1XA

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 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 Pathephone model 25.

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

Model 3
$125.00
Artistic Window Displays That Arouse Public Interest In Talking Machines and Records

The talking machine industry has always been thoroughly alive to the importance of making retail window displays highly attractive to passersby. This month instead of outlining suggestions 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 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., Ltd., Winnipeg. Good use has been made of artistic and brightly colored placards, each one 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 third illustration is that of a window designed by C. C. Baker, of Columbus, O. It is particularly worthy of notice because it carries out the classical atmosphere that should be always present when period models are displayed. Naturally these higher-priced models appeal to people of artistic temperament or who aspire to it; and in either case the period model in a window 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 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.

All four of the window displays herewith reproduced 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 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.
THE TALKING MACHINE WORLD

Early American Console No. 1

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 clearness 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 UNKNOWN —

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 — Balanced 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.

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.
TALKING MACHINE MEN ATTEND ROTARY CONVENTION

Jobbers and Dealers From Various Sections of the 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 convention was attended with great success by lovers from all vocations. During the Rotary Week, which commenced June 24, the Paulist Club gave two evening entertainments in the Auditorium Theatre. The Columbia Grafonola Shop is anticipating a big business in the Paulist records for this reason. "We have already sold several of the records to music lovers who have heard 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 add to a man's life in the rear. 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 Victoria department of the Schmelzer Arms Co., finds the conditions of a month ago unrelieved, the inadequate supply of stock of Mexican and Spanish records, but they have not lasted a reason for 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., has returned from visiting the Rotary convention. Mr. Eshelman is president of the St. Joseph Rotary Club.

George E. Hickel, a Victor jobber of Omaha, Neb., and his wife, also Lester Burchfield, of Sanger Bros., Dallas, Texas, 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 S. Shermann, a Victrola dealer of 2133 Third Avenue, brought suit against a man named Prakesh 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 defendant in the suit.

The suit was unopened and judgment was obtained by Shermann. 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 summons for Kemp, his clerk and the policeman, charging that they 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 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 Diskophone, from the war for any Phonograph.

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

WRITE US FOR DEALERS' PRICES

WILSON-LAIRD PHONOGRAPH CO., Inc.

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.
DEVELOPING TRADE IN SUMMER

Some Pertinent Suggestions by J. I. Carroll

J. I. Carroll, assistant sales manager of the

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The simplest and most efficient Automatic

AUTOMATIC STOPS

The simplest and most efficient Automatic

Send 50 cents for Sample Stop

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York
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 at 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 Pathe line, and Mr. Hotschke's visit was largely to confer with Wholesale Manager Ainslie, and to make a selection of Pathe 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. Plesneld, Manager Winkelman's right-hand man.

Manager Winkelman makes a most encouraging report of his Victor force which, to the month of June went 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 tightly 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 joins the forces of the Emerson Co., 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 Pathe Line

The North Shore Phonograph Co., at Gloucester, is one of the latest houses to take on the Pathe 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.; Atherston Furniture Co., at Lewiston, Me.; Henry W. Upham, at Malden; J. L. Charlfoux Co., at Lowell; Great Eastern Furniture Co., at New Bedford; Otis Skinner, at Bangor, Me., and F. F. Foss, at Portland, Me.

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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 recreations 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 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.

John Allen Heard From

Our aim is to help the Victor dealer make the most of the existing conditions.

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new records. Mr. Parker's office lately received a postcard picture from John Aisen, the erstwhile phonograph manager for this house, who is now with the 101st Engineers in France, showing himself in uniform. Aisen 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 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 1721 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 machine department at the R. H. White Co. is Miss Marion Colyer, 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 Colyer.

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.

Ainslie, and in a series of open compartments arranged 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.

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 Affrino, from the New York offices of the Aeolian-Vocalion forces spent a few days in Boston lately.
HELPs FOR THE VICTOR DEALER

July 15, 1918

THE TALKING MACHINE WORLD

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 Kaem.

Sidney C. Eastman, referee in bankruptcy, on July 12 directed the payment of the first dividend of $10,000 to manufacture and deal in phonographs.

WHERE OKEH RECORDS ARE MADE


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 Corporation, which is one of the Heineman sub-sidaries.

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 that the facilities that are now being provided will enable prompt service to the Heineman “OkeH” record clientele, and thereby enable this record to attain country-wide popularity.

SELLING DELPHONES 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 Delphone Co., of this city, received this week an interesting letter from D. G. Sunderland, of the Delphone 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 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 Delphone 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 all the 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 1 1/2 per cent. on preferred, and 5 per cent. on common stock, payable July 15, to stockholders of record June 12.
UNICO SYSTEM

THE SALES BUILDER

Unico Demonstrating Rooms Excel from Every Standpoint

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<th>DESIGN</th>
<th>CONSTRUCTION</th>
<th>FINISH</th>
<th>EFFICIENCY</th>
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<td>Six standard styles</td>
<td>Patented, Interlocking</td>
<td>All standard Oak</td>
<td>Increased sales at lower cost per sale</td>
<td>Always an Asset</td>
<td>Prompt shipments from stock ready for immediate use</td>
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<td>Special period styles</td>
<td>Portable Units</td>
<td>Mahogany and Enamels</td>
<td>Moderate first cost</td>
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Install a Complete Unico Department

UNICO

DEMONSTRATING ROOMS
RECORD RACKS
RECORD COUNTERS
CEILING DECORATIONS
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 hitched 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. Iannel, manager of the talking machine department of Bloomingdale Brothers, New York, has been bursting the buttons of 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. Iannel. The youngster is already making a noise in the world.

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

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 PATEPHONE 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 Patéphones, designed after the sixteenth century old English Gothic art 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 is an exact replica of a remarkable antique cabinet that is on display at the Metropolitan Museum 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 No. 450 English Gothic. 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 phonophone parts catalog, a volume in that 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 assembled 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 vis-à-vis smoke 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 Scotch 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

Distinctive Features

The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records; and the needle rests some 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 whole 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 whole but, and perfect insulation—effect a sensitive and free vibration—and prevent a pitched tone resulting at any time from natural construction 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 Scotch Tonearm causes less breaking up and confusion of the sound waves than occurs in the curved arm. The construction between the Reproducer and Tonearm is perfectly insulated with a hard rubber bushing. Inside diameter of the Tonearm is correct to accommodate the tonearm without interference with the cabinet cover. The lateral movement at the base is simple, free and permanent, satisfactory; inside there is no obstruction to interfere with passage of the sound waves. There are no loose ball in the bearings, therefore no rumbling noise can occur from the great vibration of such parts.

Barnhart Brothers & Spindler

Monroe and Throop Streets—Chicago

Superior Universal

Volume 111, No. 31
"Music and the Great Outdoors"
—A sales-slogan that sells Grafonolas
—Are you making it work for you?

AEOILIAN-VOCALION RECORDS SHOWN IN WINDOW EXHIBIT
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 Hall one of the most artistic window displays that have been presented in the local trade for some time past. This display is presented here-with, although the photograph hardly does justice to the beautiful color scheme that formed its basis.

The Aeolian Co. has, for many years, made a 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 his years of experience 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, especially in view of the fact that it is a record of unusual and original quality.

New Aeolian-Vocalion Records

PITTSBURGH DEALERS' LATEST MOVE

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 spirit, 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 any language of any other nation new 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 PATHÉ TRAVELING STAFF

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

DEALERS

Make Big Money
On Our Language Records

FRENCH, SPANISH, ITALIAN, ETC.
ALSO
F. M. C. FRENCH MILITARY CONVERSATION

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 spirit, 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:

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CASH IN NOW ON THE

Language Phone Method
and Rosenthal's Practical Linguistics

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
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 "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 had 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 among patriotic Americans.

"It has been rumored, for instance, that the Victor Talking Machine Co. is 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 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 'dis-solved' 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. 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?"
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 separate 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 cooperation 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 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 customers 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 laboratory, and, when proven and 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 mind had been so crowded out of your mind because it was something that envelope, but one thing and another bobbed up and the letter "just sort of" kept slipping my mind. I haven't been late for fifteen years. That's where we allคอนider this when you have to buy an Oil for household use."

NYOIL is put up in 1 oz., 3 oz., and in Pint, Quart and Gallon Cans.

For Sale by all Talking Machine Supply Dealers

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

TALKING MACHINE DEALERS

READ THIS:

"The finest and most attractive piece of mechanism ever designed for Domestic toy, are our NEW SILK.. With its various features, the toy is both decorative and educational. Skill, patience and Workmanship must have the proper Oil. Stop and consider this when you have to buy an Oil for household use."

BEWARE OF SCENTED OILS

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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 Grafton photographs for use of salesmen and canvassers connected with the dealers' sales forces. This portfolio has been made in a convenient pocket size. A semi-stiff leather cover, a loose-leaf feature makes possible the change of individual model instruments photographs whenever necessary. The handy size makes it convenient for piano and furniture store collectors or solicitors to talk Graftonolas 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 management 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 the plan, and went to his dollar Columbia Graftonolas. The semi-flexible cover protects the photograph, while the loose-leaf feature makes possible the change of individual model instruments photographs whenever necessary. The handy size makes it convenient for piano and furniture store collectors or solicitors to talk Graftonolas when making their daily rounds.

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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.

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
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.
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.

It is daily becoming a still greater asset to every Victor retailer.
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.—Unintended 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 local 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 Eriol. 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 employee 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."

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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.

The Government will require salesmen in the draft week of the year for the Verbeck Musical Co. Columbia and Delphian dealers.

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The members have been contacted by the draft board and many of them are interested in remaining in the business.

The tendency towards the advance of fares on trolley and steam roads is likely to help the talking machine and record trade at the neighboring 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 Reserve, 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," containing an extra fee to place in the machine a record entitled "Deutschland Uber Alles."

"Gyp" dealers, who used to rent stores here for a short period and sell cheap talking machines and other musical instruments, have struck a snag. In the near future these transient dealers 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 $90,000 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 Co. Columbia and Delphian dealers.

The War Service Club, of the William Hanerger Co., Victrola dealers, recently aided in the drive for 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.

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 sell this record at this price. 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 Country's Musical Extensive. 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. Dobert, sales manager of the Language Phone Method states: "It is proving a big seller for the dealers located near the training camps. Especially this is 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 Victorolas ready for immediate delivery.

Write us for Quotation.

I. DAVEGA, Jr., Inc.

125 West 125th Street

Victor Factory Wholesalers

NEW YORK

VICTROLSA—SUPPLIES—NEEDLES

MAGIC TONE STEEL NEEDLES

Prices

Immediate Delivery

Loud Tone

55c per thousand and up.

In lots of 10,000, 50c per thousand.

In paper envelopes or metal boxes.

Anticipate your requirements and take advantage of present low prices.
Maybe a little local advertising would speed up sales on Vacation Grafonolas. We have some splendid Dealer Electro-types. Want them?

**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 Sahlistrom Corporation with stores in Portland, Ore., and San Francisco, Calif., 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 industry as president of the Sahlstrom Corporation with stores in Port-
land, Ore., and San Francisco, Calif., 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.

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 has 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 put on the market.

**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."

**MAGNOLA TALKING MACHINE COMPANY**

Complete description of all these features is to be found in our handsome illustrated catalog, which we should like to send you. Maybe we’ll ask you to tell us your plans for your benefit!
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, va-cationists, 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 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 figures appear:

Talking machines to the number of 8,558, valued at $1,257,530 in 1917. This motor has revolutionized the industry. It is silent running and silent winding and represents the acme of perfection in motor construction.

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 as to the status of the talking machine manufacturers 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.

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.
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 record 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 talking 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.

The 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.
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 approval 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. Swoden, 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 Fiftieth streets.

The Edison dealers had their monthly meeting 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)
They believe that the effectiveness of the 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 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. Maagoon and his staff were 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 Maagoon and the executive committee will hold weekly meetings, or oftener, if need be.

To Colonel 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 Pathe 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 list of Pathe 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:

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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 Scoford 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. Stoffer
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—Somers Co. Look for Better Patheh Shipments— Laurence Lockner 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. Maira, 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. 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 & 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. Lockner 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. Lockner 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.
2. That the pages of the catalog be numbered, 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 titles, and the number of the records be added.

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., 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 all the dealers 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 manufacturers of the individual 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.
Advantages of Street Car Advertising Outlined for the Benefit of the Dealer

"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 salesmen were becoming increasingly difficult to secure.

To increase my local advertising seemed the only possible way to fill in the breach. While we can and do create the demand, you can with profit to yourself inform the people of your store that you stand ready to serve them. Years ago we concluded to assume a considerable portion of the expense of local street car advertising 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 ordered direct from the Victor Co. This is in very truth the age of advertising and talking machine men must not lag behind.

The Argument for the Summer Hostess

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 thousands of soldiers stopping at the rolling canteens. 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 Appeal to the Church-Goer

For the Interest of the Music Lover when I needed help, and I shall continue to use them."
Here it is!—

the New

Pathe'

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

<table>
<thead>
<tr>
<th>Record Number</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Price</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>20385</td>
<td><em>Hawaiian Nights</em>—Waltzes</td>
<td>Louise and Ferera Hawaiian Orchestra</td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>20388</td>
<td><em>Wont You Be a Dear, Dear Daddy?</em></td>
<td>The Farber Girls</td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>20390</td>
<td><em>They Were All Out of Step</em></td>
<td>Constance Farber, Contralto</td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>20391</td>
<td><em>We Stopped Them at the Marne</em></td>
<td>Arthur Fields and Invincible Four</td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>20392</td>
<td><em>If He Can Fight Like He Can Love</em></td>
<td>Arthur Fields and Invincible Four</td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>20393</td>
<td><em>Those Draftin' Blues</em></td>
<td>Arthur Collins, Baritone</td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>29203</td>
<td><em>If You're Crazy About the Women, You're Not Crazy at All</em></td>
<td>Joe Remington, Baritone</td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>29207</td>
<td><em>Your Lips Are No Man's Land But Mine</em></td>
<td>Campbell and Burr</td>
<td>10-in.</td>
<td>75c.</td>
</tr>
<tr>
<td>29208</td>
<td><em>Military Waltz</em></td>
<td>American Republican Band</td>
<td>12-in.</td>
<td>1.00</td>
</tr>
<tr>
<td>29209</td>
<td><em>While the Incense Is Burning</em> (Medley Fox-trot). Intro.: &quot;Rose Room Fox-trot.&quot;</td>
<td>American Republican Band</td>
<td>12-in.</td>
<td>$1.00</td>
</tr>
<tr>
<td>25016</td>
<td><em>There's a Long, Long Trail</em></td>
<td>Percy Hemus and His Buddy Boys</td>
<td>10-in.</td>
<td>$1.00</td>
</tr>
<tr>
<td>71002</td>
<td><em>Sweet Little Buttercup</em> Medley One-step. Intro.: &quot;Cleopatra&quot; from &quot;Sinbad.&quot;</td>
<td>American Republic Band</td>
<td>14-in.</td>
<td>$1.25</td>
</tr>
</tbody>
</table>

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**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
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 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 loved 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 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. Servet 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 French parentage, then sang "La Marseillaise," and the crowd answered with the "Star Spangled 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 are well known to them. Sergeant Servet 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.
THE TALKING MACHINE WORLD

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

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 ered so much over hard times and war conditions that the dampness rusted the springs on the machines and even streaked the wall papers. 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 kule 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 enjoyed the ride in a hack rather than to listen and nothing coining in. Talking machine own-

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PHONOGRAPH

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

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

We invite correspondence

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

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.

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.

Unlike All Other Phonographs

The Cheney Phonograph Plays all records — better.
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" 5137  { What Are You Going To Do To Help
    Winter Garden Show  The Boys?
K-K-K-Katy                    5145  { I'm Sorry I Made You Cry
5138  { The Last Long Mile, "Toot, Toot" 5140  { Good-Bye, Barney Boy
    She's The Daughter Of Rosie O'Grady  Lafayette, We Hear You Calling
5142  { Lorraine, My Beautiful Alsace Lorraine  Prompt deliveries all the time. Splendid Window Display
    Where The Morning Glories Grow

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 FACE THIS SUMMER

Frank Oldfield Signs Contract With Pathe Freres 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 Pathe Freres Phonograph Co., of Paris, France, for the next twelve months. Oldfield has already recorded several selections from his extensive repertoire and these records will shortly be on sale at all Pathe dealers. Included in the selection offered to the public is "One of 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 talent was much in evidence at the Children's Hour of Music held recently in Williams' recital hall. After the introductory feature of the program was a description of the Toronto "Flying Dutchman," accompanied by some of the outstanding numbers from the opera created 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 are 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 grand 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 organization in the spring of 1917 the department took on a new life. Originals of the "Master's Voice" lines exclusively and an active and extensive business has been worked up.

James T. White, 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, and pointing out the advantage of giving the Columbia line its proper place. The old prices were: Type A, $27; B, $42; C, $55; D, $60; E, $75; F, $110; Type G, $125; Type H, $175; Type K, $240; Type L, $300, and Type X, $100. New prices are: Type A, $27; B, $42; C, $55; D, $60; E, $75; F, $110; Type G, electric, $80; H, $210; K, $275; L, $335, and horn Grafonola for schools, $100; ten-inch records, heretofore listed at 65 cents, 90 cents.

In 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 private apartment. To R. C. 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. Treasira, 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 Pathe Freres 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. Pequeenat, 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 its patrons. The Pathe, Aeolian-Vocalion and Lyric machines are being featured with Pathe, 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 augurs well for the future.

At the monthly meeting of the employees 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 employees following the return from the New York conference of W. W. O'Hara, sales manager, and Mr. Brennand, the manager of this firm, who attended the convention and returned home from New York full of new ideas which he intends putting into practice at an early date.

Miss Veiza, of Almy's, Ltd., still continues to send phonograph and related 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 in the summer dullness 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 offered.

(Continued on page 90)
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 space 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 Pathe 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 ascendency.

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 Beltline 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 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, manufacturer of the Cleartone 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 Cleartone 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 Cleartone cabinets, that fifteen carloads of the four models of Cleartone 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 customers expert women who are thoroughly proficient in their respective fields. John Herzig, 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."
Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.
PUTNAM, Conn. SPRINGFIELD, MASS.

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.

Ask for our new catalogs. They are the recognized authorities of the Trade.

Otto Heineman
President
TELLS OF EXPERIENCES AT FRONT

Major Noyes Writes C. N. Andrews of His Experi-

cences at the War Front—Is Continuous with

The Motorcycle Division of U. S. A.

BUFFALO, N. Y., July 4.—"I just returned from

the American front, where I had an

interesting time. I covered all of our

front except one small section."

This is an excerpt of a letter which C. N. An-

drews, of W. D. & C. N. Andrews, has just

received from his former traveling representa-

tive, 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 motor-

cycles have to operate," continued Major Noyes.

"We went to bed in a deserted house in a de-

serted 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

one sprung a gas alarm and we made a dive

outside the house and I came out of that sleep

and it lasted from 12.30 midnight until after 4

in the morning. Some of it was funny and most

of it was rather disturbing, especially when

you come out of a sound sleep and realize that

you sure keep them handy), so I got into that.

I looked around—There was a

gun and I wondered if it was warm as h-h while it lasted

and it was his first experience under fire.

"We went to bed in a deserted house in a de-

serted 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

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in the morning. Some of it was funny and most

of it was rather disturbing, especially when

you come out of a sound sleep and realize that

you sure keep them handy), so I got into that.

I looked around—There was a

gun and I wondered if it was warm as h-h while it lasted.

At 12.30 I heard a h—of 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.

We had a pretty good

time at the War Front—Is Connected

with the Motor Cycle Division of U. S. A.

The first thing he did when

he 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.

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 the pre-

dicament which was warm as h—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 disturbing, 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.

You see we always carry two.

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 con-

nect 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

believe it?"

Walter E. Bush, 109 Highland avenue, Jersey

City, N. J., has recently been appointed United

States buyer for one of the largest import cor-

porations in Australia. He will be glad to

hear from manufacturers who are not repre-

sented in that market.

The C. J. Lundstrom Mfg. Co., Little Falls, N. Y.

Branch Office, Flatiron Bldg., New York City

The Lundstrom "Conerto" Cabinet converts the

small "Victrola" into a handsome cabinet type,

completely enclosing the machine. It takes the

place of a stand and provides a dustproof record

rack for 60 records. It revives interest in records.

It helps you meet low-price competition in cabinet

machines and gives you a good profit. It costs the

customer no more than a good stand!

Increased Production and Advertising

Production of Conerto 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.

TALKING MACHINE CABINET

Increased Production and Advertising

Production of Conerto 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.

RECEIVING ORDERS BY AEROPLANE

I. Davega, Jr., Inc., 125 West 125th street, New York,

Victor distributors, report a steady in-

crease 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 de-

liver 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 Grafo-

nolas and records.

NEW QUARTERS FOR H. MICKEI-AS

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

wherby 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.
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

DEALERS

Write for Exclusive Agency to The Manufacturers
The Compton-Price Co., Coshocton, O., or to Exclusive Sales Agencies


Josiah Partridge & Sons Co.
Furniture Exchange, 46th St. and Lexington Ave., New York


Sallstrom Corporation, 405 Morrison St., Portland, Ore., or Sallstrom Corporation, Southern Division, 1055 Market St. Furniture Exchange, San Francisco, Cal.
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 derive 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

EMEMBER, in ordering, that we, as all merchants, are working on a wartime 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

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 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 property owning.

Mr. Oelman's place on the road was taken by A. R. Holbrook, formerly with the Deline Rubber Co., Utica, N. Y.

From indications C. W. Neumeister of the Cincinnati office of the Otto Heinein 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 line of Heinein 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 Rutherford 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 record buyers 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. "

The situation in the Vocalion department of the local Aeolian Store showed a nice increase.

J. D. Manton, president of the Delphéon Sales Co., distributors for the products of the Delphéon Co. in this territory, announced recently that the new store would open on July 1 a new store at 185 Smith street, Perth Amboy, N. J. In addition to handling the complete Delphéon 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 Delphéon 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.

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 employees 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.

This 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.

DELPHÉON IN PERTH AMBOY, N. J.

New Store Opens at 185 Smith Street, With C. T. Dixon in Charge

The announcement that the Bagatelle phonograph, togethcr 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.

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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 after

noon as well as evening entertainment—out

doors 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 40th Street, New York

Factory: 85 Southern Boulevard, Bronx, New York

Export Department, 498-504 Broadway, New York, N. Y., E. U. A.

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the sixteenth in a series of articles on piano music.]

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, who never sold more than one number 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 world he may like, especially or not, it is quite certain that he will like Chopin. Nor is it less true that every pianist thinks he can play his music better than any other, and with very good reason—although it is equally true that of all current musical delusions this one is the most absurd.

"Poet of the Piano"

Mendelssohn has done as much for Chopin's music as any other composer, and 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 have 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 "fiveness" 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.

Jus here, too, is one reason why piano records are 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 bursting, 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 him without making the piano 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 and plays 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, de Pachmann, and such fellow, are all avowed Chopinists. You know, Huneker, calls de Pachmann the "chopinzee"; which is not a bad nickname in its way. It is a fact, perhaps as remarkable as any other that can be gleaned from the history of music, 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 terrible choreograph in its own right.

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 into a new instrument, 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)
gentle as a summer afternoon, while Paderewski has tried his hand at a record of the famous Nocturne in F sharp major, and Xaver Schiwenka 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 C sharp minor, 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 greatest one in A flat, which might be called rightly the Heroic Polonaise. Still, the Military Polonaise is very fine as it has been 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, profound polonaises in which the Polish nobility used to show their splendor and their grace at those famous revelries in their castles. It is 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 such a Nocturne as the one in E flat.

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 55)

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;

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, Ohio.

Efficient Record Service

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.

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 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 Hicks 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.
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

3 West 35th Street
New York City

Some up-to-the-minute Hits from the Emerson Popular Catalogue

IF HE CAN FIGHT LIKE HE CAN LOVE.
GOOD NIGHT GERMANY. Patriotic Solo, Orchestra Accompaniment, Eddie Nelson

IF YOU'RE CRAZY ABOUT THE WOMEN You're Not Crazy at All. Baritone Solo, Orchestra Accompaniment, Henry Lewis

GOD BE WITH OUR BOYS TONIGHT. Tenor Solo, Orchestra Accompaniment, Frank Woods

SOUTHERN MEDLEYS. Vocal Quartet, Liberty Quartet

THREE WONDERFUL LETTERS FROM HOME. Tenor Solo, Orchestra Accompaniment, Frank Woods

A SOLDIER'S ROSARY. Tenor Solo, Orchestra Accompaniment, Frank Woods

I HATE TO LOSE YOU. Fox Trot. Emerson Military Band

THERE'LL BE A HOT TIME FOR THE OLD MEN While the Young Men Are Away. One Step... Emerson Military Band

SEND THIS COUPON AND GET THE FULL DETAILS

The Emerson Phonograph Company
3 West 35th Street, New York

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 everyone a Grafonola.

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 months of June and July, has caused a condition in Milwaukee where the manufacturers are unable to keep their stocks up as high as at any time during the past two years.

Manufacturers and jobbers have promised stock shipments to meet the heavy demands, but the increased demand for goods continues to exceed the supply of records and machines. The demand for these goods is far greater than at any other time in the history of the industry.

Manufacturers and jobbers are hard pressed to meet the demands of dealers who are placing orders at a tremendous rate. Manufacturers are working overtime and jobbers are taking orders for goods as well as for machines.

“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,” said a member of the Edison Shop, Edison jobber.

“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 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 eight Sonora dealers in Milwaukee interest the company in central Wisconsin, which is an especially desirable shopping center 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 their 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 restrictions 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.”

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A. G. Kunde, wholesaler and retailer of the Columbia, remarks 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 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 Hoeffer Mfg. Co. Adolph Hoeffer is devoting much of his personal attention to promoting Starr sales and his insistent and effective acquaintance in the territory comes in good stead.

Yahr & Linge, 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 Koepeke, 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 the 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 show 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 30. Paul F. Net- zow was official delegate. Edmund Gram, retiring national president, and C. J. K. L. E. Schiffs, the new national secretary, are active in the local association and also contributed much interesting information. At this meeting resolutions consisted of three talking machine men, Charles J. Orth, L. C. Parker of Ginn- bel Bros., and Oscar C. Schiffs, of Schiffs’ Vic- trola 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 Mil- waukee Board of Motion Picture Censors, created by the mayor of Milwaukee to keep the “movie” houses free from unsavory films.

H. J. Smith—Jewel Manufacturer

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
ATT HOME" IN ITS NEW QUARTERS

Silas E. Pearall Co. Greeting Its Friends at 10 East Thirty-ninth Street, New York—Effici-ency and Co-operation the Company's Aim

The Silas E. Pearall 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 them- selves with the service facilities that are placed at the disposal of General Manager Green and his efficient sales staff.

In the present quarters the Silas E. Pearall 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 im-

portant factor, of course, in the delivery of mer-
chandise at this particular time, and, although it has only occupied its new home for a few weeks, the company has already received expres-
sions of approval from its dealers regarding the service rendered. Every division of the com-
pany's forces is leaving nothing undone to co-
operate with the dealers, and this spirit of har-
mony and efficiency is reflected in the popularity of the Pearall organization in local talking ma-
ting circles.

CHEERING REPORT OF BUSINESS

Kansas City, Mo., July 9.—O. D. Standke, manager of the east territory at Geo. P. 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

available than at any time in the past.

Mr. Standke feels that, with the possession of a very successful three weeks' trip, which was marked by the receipt of unusually large orders for Pathe-
phones and Pathe discs. On this trip Mr. Jamieson closed an order with one well-known dealer that called for one of the largest mer-
chandise totals that has ever been received by a

representative of any jobber in this territory.

Mr. Jamieson is enthusiastic regarding the possibilities of developing the Victrola business in this territory, and states that the Pathe dealers in this section of the country are making plans for

a record-breaking fall trade. His keen admira-
tion of the Pathe line and his confidence in its

sales merits has enabled Mr. Jamieson to render

courteous service to the dealers of this territory.

A five-pound bass was his best catch, which he

made while "hunting" during the latter half of the month. Mr. Standke returned recently from a very suc-
cessful three weeks' trip, which was marked by the receipt of unusually large orders for Pathe-
phones and Pathe discs. On this trip Mr. Jamieson closed an order with one well-known dealer that called for one of the largest mer-
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JULY 15, 1918

"Globe" TRANSFER & NAME PLATES

Can be made to fit cut-
machines, pianos,

typewriters, sewing machines, furni-
ture, etc.

You can order any of the de-
described illustrated, Style 1 to 7, with your

order, as follows:

$25.00
 $20.00
 $15.00
 $10.00
 $5.00
 $2.50

$1.00
 $0.50

$10.00
 $5.00
 $2.50
 $1.00
 $0.50

Specify plain or etched.

Write for folders—"You Need Descriptive Cards in Your Business."おかげ！

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 calen-
dary year of 1918. The original restriction was

made absolute until July 1, with the understand-
ing 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 inade-
quate to meet the requirements. It is declared,

however, that investigation has shown present stocks, together with home production, will suf-
icient to meet home requirements until well into

1919. Supplies of graphite are particularly in-

teresting to the talking machine trade, owing to

the fact that that material is used exclusively
for the lubrication of springs and talking ma-
ting 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 Pathe Orders—Enthusiastic

Over Business Possibilities for the Fall

Cleveland, O., July 8.—Ralph J. Jamieson, sales

manager of the Fischer Co., of this city, Pathe

distribution, returned recently from a very suc-
cessful three weeks' trip, which was marked by

the receipt of unusually large orders for Pathe-
phones and Pathe discs. On this trip Mr. Jamieson closed an order with one well-known

distributor that called for one of the largest mer-
chandise totals that has ever been received by a

representative of any jobber in this territory.

Mr. Jamieson is enthusiastic regarding the possibilities of developing the Pathe business in this territory, and states that the Pathe dealers

in this section of the country are making plans for

a record-breaking fall trade. His keen admira-
tion of the Pathe line and his confidence in its

sales merits has enabled Mr. Jamieson to render

courteous service to the dealers of this territory.

He has made an exhaustive study of the retailing

of Pathephones and Pathe records, and his

success may be attributed in a large measure to

his intimate popularity with the dealers' prob-
lems.

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. Mar-
tin 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.

INCREASE YOUR SALES

Mr. Edison Dealer, with the KENT Attachment and Sound Box

KENT Attachment and Sound Box will increase your Edison record sales. Your buyers will prefer your kents. Give them the kent advantage... every day....to every buyer. These kents are the perfect answer to the problem of protecting the Edison name. The kent attachment and sound box are a part of your kent complete equipment for Edison record sales. Every kent is complete in itself...and no other equipment is needed. Every kent is complete with its own special record cabinet, its own high grade carrying case, its own special record books. Every kent makes your kent for record sales the perfect answer to the problem of protecting the Edison name. Every kent has the perfect answer for your record sales.}

CREASE YOUR SALES

Mr. Edison Dealer, with the KENT Attachment and Sound Box

KENT Attachment and Sound Box will increase your Edison record sales. Your buyers will prefer your kents. Give them the kent advantage...every day...to every buyer. These kents are the perfect answer to the problem of protecting the Edison name. The kent attachment and sound box are a part of your kent complete equipment for Edison record sales. Every kent is complete in itself...and no other equipment is needed. Every kent is complete with its own special record cabinet, its own high grade carrying case, its own special record books. Every kent makes your kent for record sales the perfect answer to the problem of protecting the Edison name. Every kent has the perfect answer for your record sales.
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. 75—$75

No. 100—$100

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.

SUNDARY DEPARTMENT

No. 65—$65

No. 85—$85

Lucky 13 Phonograph Co., 3 East 12th St., New York
In the field.

advice based on Mr. Mulford's actual experi-

tion.

The machinery is contained in the book reads:

In conducting a retail phonograph department, of course the usual rules for retail merchandis-

ing 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 impres-

sion. The visitor is likely to be especially crit-

ical 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.

Look up, continuously, the records with the instrument. In talking with, or writing to, a hesitating prospective customer, emphasize cer-
																										
tain attractive musical selections that you be-

lieve he would enjoy. This puts the instru-

ment itself into the background, and avoids danger of boring the prospect.

As much as is possible, avoid going into de-

tails as to how the instrument is made; by tak-

ing it apart and displaying the mechanical parts you divert your customer's mind from the real nature—the music that is produced by the combina-


tion—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 per-

sistently 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 em-

phasizing the fact that he will always be wel-

come 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 rec-

ords an excuse for an especially inviting call again—just to hear them. By addressing an in-

strument prospect on the subject, some un-

usually fine selections, from time to time, 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, over our phonograph. The "Rainbow," by Galli-Curci, 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 pos-

tible in the home.

At the close of our evening, we set the automatic stop and retired, with the distant strains of "A Perfect Day"

by Spalding, was magnificent.

with a phonograph.

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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 this year, and 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.

Columbia Graphophone Co.
NEW YORK

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 Pattie 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 Pattie 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 interiors 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. The demand for machines is always a healthy one, and this is a normal healthy one, and this is a normal healthy one.

A demand has arisen for several new agencies for the Sonora machine, and this is keeping business up. The demand for new agencies is service to the public, and this is keeping business up.

Edward Humphreys, in charge of the record department of Byron Mansy, 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.

The Irvine Music Co., which was formed by R. S. Irvine, formerly connected with the Filers 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 Crafts-Star Phonograph Co. has leased a new building at 414 East Marshall street, which will be used 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.

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-Star 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-Star Phonograph Co. has leased a new building at 414 East Marshall street, which will be used 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.

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 filled 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 business 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. 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 re-released popularities 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," "Lang, Long Ago" and "Old Black Joe" are other types. Many persons are learning that there really are words in several songs. "Onward Christian Soldiers," "Lang, Long Ago" and "Old Black Joe" are other types. Many persons are learning that there really are words in several songs. "Onward Christian Soldiers," "Lang, Long Ago" and "Old Black Joe" are other types. 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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 $600,000,000, as compared with 1917. Steps are being taken, however, to reduce 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 had less and less goods to ship in return as the war progressed. The result has been that the Latin-American countries have been in a position of trade to which they rarely have been able to spend.

Imports of South American goods by the United States and Canada 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 $50,000,000 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.

APPLIES 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 employees, 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 Mann Music Co., of Ft. Dodge, 1a, 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.
WHOLESALING EXCLUSIVELY

from the

Two Biggest Cities in the U.S.A.

the 2
Largest Distributors

NEW YORK  CHICAGO
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 wholesale dealers to entirely take care of back orders, but enough standard records of all makes came in in numbers large enough to show that the dealers 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 and the demand for material, due to the lack of labor and shortage of material, cannot be taken care of in any particular instance to enable the wholesalers to entire take care of back orders, but enough standard records of all makes came in in numbers large enough to show that the dealers were doing their best in order to relieve the situation.

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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 14 x 22) 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
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

The Chicago Hinged Cover Support and Balance Co.
2242-44 W. 69th Street
CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 67)

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

Emerald City, Inc.
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
trade and through them the owners of machines became acquainted with its merits. As 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 that the tone produced through its use and that the needle repointed 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 is grinding a tool grinds on the side. This method not only saves the needle, but produces a most perfect point. The point is neither too large nor too 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 68 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 Model 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-keeping, while all styles without exception have universal sound box and tone chamber. All makes of record, tone-gradateur 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 destiny 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 products.

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.

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THE TALKING MACHINE WORLD

FROM OUR CHICAGO HEADQUARTERS (Continued from page 69)

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.

EMPIRE RECORDS

RETAIL AT POPULAR PRICES

Model A 1
Price $180.00

Ask Us for a "Dorothy booklet"

Write today for our complete catalogs of Empire Models, 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 rusticating at Clear Lake, Iowa, where they have taken a cottage. Mr. Woodward travels Iowa and Wisconsin accompanied by Mrs. Woodward and golfing and swimming, 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 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 he 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, la.

"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"

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

For Sale

Bakelite brake shoe (with long brake shoe). $1.00 each. Cash with order.

Write for attractive quantity price

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, la.
Six Best Sellers for the Month

Edison announces the six best sellers for the month as follows: "Eugenie" and "O Solo Mio (My Sunshine)"; "O Dry Those Tears!" and "Oft in the Stilly Night!"; "Somewhere in France is the Lily" and "When Johnny Marches Away"; "Johnson's Jazz Blues" and "The Little Boy's Dream"; "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 "Somehow 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 "Everybody's Crazy 'Bout the Doggone Blues but I'm Happy;" "The Story Book Ball" and "Musical Sam From Alabama;" "Just Like Washington Crossed the Delaware (General Paringh Will Cross the Rhine)" and "What Are You Going to Do to Help the Boys?"

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;" "The Missouri Waltz;" "National Emblem;" and "Gait 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)
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).

The Berliner Gramophone Co., Chicago branch, has just announced that it will soon have in its exclusive line the Paramount records and expect to have quite a large stock of these new records on hand very shortly.

John Fishotta, 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.

Geo. Wiswell, of the West Music Co., 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.

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.

Mr. Wiswell and his child will reside with his mother at Pana, Ill., until Mr. Wiswell returns. Mrs. Wiswell and her child will reside with her mother at Pana, Ill., until Mr. Wiswell returns.

New Puritan Sales Manager

Irvig 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.

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

A further slight reduction on yearly contracts

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 Houch 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.
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 ma-
chines of the Queen Anne design. This new in-
struments, 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 accom-
pnying illustration shows very clearly the deli-
cate and artistic beauty of the hand-carved dec-
orations and grill. The workmanship is of the
fine quality which is characteristic of all Empire
instruments. of the Queen Anne design.

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 elec-
tric motor and gold plated Empire tone arm, reproducer and automatic stop. The supplies

Empire records. A leather packed velvet Em-
prise record cleaner as well as a full set of rec-
cord albums are also supplied. It is announced by the Empire Co. that machines of this type
will be furnished in three woods, either ma-
hogany, 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., Chi-
cago—Equipment Used is of the Best

CHICAGO, ILL., July 8.—The Nightingale Mfg.
Co. of 422 North Armour street, this city, an-
nounce 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-

The
VITANOLA
Combines: Popularity and Profit

The increasing popularity of the Vitanola with phonograph dealers is due to two primal reasons, viz.: a ma-
chine that gives absolute satisfaction—and agency proposition that is fair and liberal. These are the two essen-
tials 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 lib-
eral, 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 ac-
curate and life-like reproductions of
voice, the Vitanola is a marvel.

Seven Vitanola Models
$25 to $175

Send for complete descriptive literature
And Agency proposition

Vitanola Talking Machine Co.
501-509 West 35th Street :: Chicago, Ill.

Stephenson Motor Used in the Nightingale
finished either in black walnut, American Cir-
cassian walnut, regular mahogany, antique
brown mahogany and the three favored oak fin-
ishes, 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 mini-
imum 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 en-
tirely 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 ex-
cellent 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 discuss-
ing 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 imag-
ination, 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.
Another Seeburg Triumph!!

The Phono-Grand

The talking machine of the Phono-Grand is remarkable for its tone quality. It plays all regular 88-note player rolls and is especially adapted for 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 new Ulotna 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 advertising 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 weatherproof 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

JUST YOU HEAR The Brunswick All Phonographs in One DEALERS NAME AND TOWN

One of the Brunswick Steel Signs

The OROTUND and SUPERIOR
Attachments, Tone Arms and Velvet Running Jewel Points

If you want to play the wonderful new Edison and Parke records with less amount of surface wear you 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, III.
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 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, and the soldiers would give the order to shell the German line. The men rushed out, calling to Hughes to bring along the machine.

Hughes complied. He visited and inspected every hut and dugout occupied by Salvationists, covering 1,000 miles in a fortnight.

This was the statement today 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 dugout occupied by Salvationists, covering 1,000 miles in a fortnight."

"Commandant Hyatt, 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 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, and will be in charge of Philadelphia branch of the company.

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.

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 Arctera production of the opera, "The Magic Flute," about the middle of the month. Jesse L. Lasky announces that he will not be a scene setter. The contract was supposed to be 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 thousands of visitors 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.

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 Boyleston 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.

Otto Heineman at His Desk

"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 demand 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, 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.
Cleveland, O., July 5.—The Fourth of July marked a new epoch in Cleveland patriotism in which music, and particularly talking machines and dealers, played an important part. The Fourth pageant was one of the longest and most spectacular ever seen in the city and its leading suburbs.

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 but that 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 “intended” 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; “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 Him,” by Constance Farber.


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 Muchhalter 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

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 treasurer 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.

VOCATIONAL 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 Vocation 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.

If 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, Sub 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

THE STERNO MANUFACTURING CO.
19 CITY ROAD - - - - LONDON, E. C. ENGLAND
Selling 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, and 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 retailer.

It is maintained that through some readjustment 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 employees 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 must pay for the machine or records at an early date.

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 424 STREET, NEW YORK CITY
Encourage Community Singing

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, Chas. 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. Your patriotism is implied 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 by imitating 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, 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 telling you that such are trash. They 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 clerks in them, get out attractive folders because these are not classed with the best, but you must find it and wait for it to find you.

Every unnecessary item of clerical labor saved, every unnecessary record received on machine already in stock that you can sell, means much toward the goal of Conservation. Conform your business to existing conditions with determination to save and serve you 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 consumer and raw materials, which goes without saying that the music business will suffer a greater curtailment. This, however, will not be without its advantages, as the Government will be able to secure 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 deal of time and expense in the past was spent trying to get the best price in the market, and to-day it is just as necessary to keep prices steady as it is to secure the proper terms. If we can get our customers to understand that the output is decreased and that prices have advanced, they will be satisfied with the increased terms, and will not demand less because of price.

The Government in time of war is in a position to dictate the output of a business, and the customer must each one of us get the conception that there is but ONE big business in this country, and that is to win the war. We must each one of us do our part and make the people realize that music is an essential part of winning the war.

There is a great shortage would not exist with the steady stream of cash record trade, not by paying the old appeal or pre-war methods, by the old methods the Government is paying for every record. This requires that each executive officer make greater exertion for the interest of the Victor Co. To weather the present conditions, coming through supreme as before in all things—perfection of product, big- ness of promotion, promptness 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 country. They have been bought to build up 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. With the war youngsters being drafted and leaving 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 do our part and make the people realize 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, we each one of us should be working on the same 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.

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 in the sense of the cause in 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 other enterprises, the Rotary convention, and they have a different line of talk than they have had heretofore.

In the music business, however, is 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 thing wrong with our merchandise or our stock.

Take not only an inventory of your stock but an inventory of your present equipment and machinery. Get the facts now and make sure if you are not inflicting further injury on your business 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 percentage of their wages in cash.

You will attract and get these cash sales and the steady stream of record trade, not by the old appeal or pre-war methods, but by being connected up the need of the product with what 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 part of winning the war.

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, big-ness of promotion, promptness of production and fairness in their business dealings.

(Continued on page 85)
Today and the Future

NOWADAYS I do but little traveling and little soliciting. I make but few calls. Nowdays 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,

[Signature]

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 whitesaw, with a sunny smile and a cheery word.

Victor Talking Machine Jobbers' position is no different than that of many other lines. The tiring of hair because of shipments that are not large enough and after they have been delivered is nothing. We want to continually keep in mind that we are marketing the biggest and most popular line of talking machines in the world. Further still, although the accomplishments are not all that we would like, 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 biggest men in our line has always inspired us with stronger purpose, higher ideals and greater enthusiasm, and we all feel that more than ever are we going to be responsible for the future. We must 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 come after the present war conditions, having always in mind the possibilities of purchasing the greatest. The war has been, and we hope will prove, a war to the best of our ability.

The war has been, and we hope will prove, a war to the best of our ability.

Our Government officials are realizing the importance of doing this, as indicated by the recent war revenue bill. Mr. Dorian pleaded strongly for a repeal of the present tax, which he declared had a detrimental effect on business 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.

E. G. Brown, secretary of the Talking Machine Men, Inc., is doing some excellent work in the interests of that organization, this work has been brought about by 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 paragraph appeared in a capital letter. He asked for a repetition of what occurred 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. Mc Chesney takes a rest
It took the orders of a physician to make L. C. Mc Chesney, director of advertising for Thomas A. Edison, Inc., leave his desk for a temporary rest. Mr. Mc Chesney, therefore, has been enjoying, or rather enduring, a brief respite from business cares at his home in Orange, New Jersey, leaving Arthur J. Palmer at the helm during his absence.

The Yahr & Lange Drug Co., of Milwaukee, distributor of the Snowa phonograph and records in Wisconsin and Upper Michigan, has announced the appointment of Julius Koepke, the well-known life insurance salesman. The representation in Milwaukee County is confined to eight retailers of the Snowa, six of whom are located within the city limits 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 Lilian A. Wood, who is in charge of the Victor educational department of the C. C. Mellor Co. During 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 Sturr 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.

Acoulan-Vocalion records which were introduced here some time ago through the medium of the talking machine department of Kaufman & Baer Co., of which H. C. Horrberger is manager, have met with great success. The Vocalion phonographs are already well known here, and associated with that machine and backed by the Acoulan 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 E. 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 Stadtmair, son of Henry Stadtmair, 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.

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.

EJECT-O-FILE SALES CO.

216 W. Saratoga Street

Baltimore, Md.

Style 60—Retail $15.00

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 without trouble.
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.

Style 70—Retail $10.00

JULY 15, 1918

THE TALKING MACHINE WORLD
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 modern 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 and social gatherings, and in homes throughout the length and breath 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 recordings 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 master 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 Gay 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.

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.

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 been out west on a Western trip to ascertain the demand for records and has returned early last week after an eight-weeks' visit traveling 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.
THE TALKING MACHINE WORLD

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 recently endorsing the action of the New York committee of the Talking Machine Men, Inc., condemned. The resolution passed by the executive president of the company, in which he condemned the resolution passed by the executive committee of the Talking Machine Men, Inc., was adopted, 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. 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 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.

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.

Columbia 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 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, goodby.

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 275.

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, the army or navy and still others have taken up some other branch of work.

These 2 Units Hold 4500 Title Records
2/15 Edison Records

Adjustable for 10th, and 11th Records
1 Locking Roll
2 Simple Automatic Return Mechanisms
350 Units Hold 1300 Thin Records
10" Records In Each Section.
Soft Front Springs Hold Records Straight and Prevent Warping

A Llocking Roll Prevents Dust and Theft

OGDEN SECTIONAL CABINET CO., Inc. LYNCHBURG, VA.

You Need This Record System

You have received several large shipments lately, which puts their stock in a 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.

Lynn-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 $150,000, 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 trade 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 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 pressures 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 deprive of. On the other hand, other millions are spent in attracting buyers by more or less delusive but undoubtedly 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 bargained."
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 Doeher 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.

PORTLAND, ORE.

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 Columbiahas 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 Olden, 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 on an inspection trip to Chicago, 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 have been selling rapidly at the Meier & Frank store, J. H. Matney, department 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 except those of 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

DEPARTMENT STORES

DOEHLER DIE CASTINGS

MONEY PLentiful for Purchase of Talking Machines and Records, Owning 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 trade 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, a few miles to the northeast of 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 leisure. Not a barracks house at Vancouver is not permitted to have records sold in the month by the

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Earl Fuller’s Rector Novelty Orchestra
Jockers Brothers—Marimophone Band
Prince’s Orchestra—snappy, catchy dance
hits by every one in the Columbia July Dance Collection.

The furniture exhibition, C. H. Grinnell, manager of the wholesale division of Grinnell Bros. talking machine department, attended the music show at the exhibition, and in making the rounds he found a great many department managers and dealers on their annual vacations. 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 Thomas Dayton Motors, Tone Arms and Sound Boxes. Complete stocks always on hand. Prices quoted f. o. b. New York

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

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.

Dealers Much Concerned About Securing Sufficient Stocks of Machines and Records to Meet Fall

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 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," they say, and 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.

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.

W. Brand, Manager
206 Broadway, New York

THE TALKING MACHINE WORLD
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 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.

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 reproducers 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.
BAKINGHAM 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 good advantage with the majority of dealers in the retail lines, but the jobbing house business is still suffering from 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 the 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. While some of the 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 bucked up their German records and internalized 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 get them. There was 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 good 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 allowed to run out. Those albums 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 been making up for. 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. In the housewares records, especially the back number records, there have been coming in very well recently, and Mr. Roberts says that they will continue to come in. Victrola 11, the $135 machine, is coming along 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 to sell. And Pack Brown, 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 received. Mr. Brown 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 Atlantic City, S. and W. M. & Co., 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 many machines as he would have liked to 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. C. C. Bent, of the general sales manager's office in 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 force, and W. O. Schnick 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 Mr. Parks' absence, at which all the records that were appearing at the Maryland Theatre, spent several hours entertaining the Columbia folks at their headquarters. There were 112 persons present at the big bands, 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 offices here during Mr. Parks' absence were: Fred Friedberg, of the Virginia Mercantile Co.; Emmet Thompson, Warsaw, Va.; B. H. Sommers, Ellictt City, O.; R. L. McDowell, of H. C. Grove, Inc., Washingtou, D. C.; Mrs. Van Wicklind, Piano Co.; I. P. Roller, Laray, Va., and J. W. Legum, Berkley Springs, Va.

A. P. Petit, who came into the talking machine business here about two 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 is also 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 space. Mr. Petit, in the meantime, has just been added by the company, these being the O'Dell Hardware Co., Greensboro, N. C., and the Phelps Armistead Co., Roanoke, Va.

J. T. 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 in 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 Pantages, says June was just as good as was expected on the part of the officers. Business started falling off in wholesale because of his inability to obtain the necessary goods.

AN INCREASE OF 115 PER CENT.

Reported by Manager Friedel, of the New York Branch of the Columbia Graphophone Co.

In a chat this week with The World Lambert Friedel, 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 mail orders received only a very small percentage of the Grafonolas they have ordered, and on July 1 Mr. Friedel had but nine machines in stock. He states that the demand for the Grafonolas 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. Friedel 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 Grafonola 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, la., to sell talking machines and pianos.

DEALERS EVERYWHERE ARE SELLING QUALITY HANALEI BANJUKES (Ukulele in Banjoo Form) A bigger hit than the Ukulele because much loquenter and much more musical. A thoroughly practical instrument for both singing and playing. Illustrated catalogue and price list today, at The Biggest Selling Banjoo in the Musical Instrument Line.

SHERRY, CLAY & CO.

163 Kearny Street
San Francisco

YAHR & LANGE DRUG CO.
MILWAUKEE, WIS.

Wholesale Distributors for

Sona in Wisconsin and Upper Michigan

YAHY & LANGE DRUG CO.
MILWAUKEE, WIS.

The Instrument of Quality

CLEAN AS A BELL

NEW YORK, N. Y., July 15, 1918

pect remarked, "because I'm deaf and that is the first machine that I have ever 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.

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MAESTRO MAHOGANY CABINET MACHINES, SIZE 18 x 15 x 7½

Motor worm gear play 7½ to 8½ medium records, one wind. Price: in stores into $50 each, sample machine 60.00.

Steel needles and phonograph parts selling at the old price. Mail orders welcomed. Write for literature of your 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.
JULY 15, 1918

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 reads 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 they 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 orders—quantities too fast, 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 can 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.

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—altogether—any other phonograph—altogether—the surface noises of the record.

We believe that it has the same quality of resonance as exists in the Stradivarius violins.

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

"The music is on the record—the tone is in the phonograph."
NOTED CAREER IN RECORD FIELD

John Fletcher, General Manager of the Opera-
photo Co., Has Had Interesting Experiences
in the Musical and Recording Worlds

In a recent interview with The World John
Fletcher, general manager of the Operapho-
Co., Long Island City, N. Y., gave an interest-
ing 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 resume of his
experiences will give some idea of his intimate
knowledge of recording from a musical and me-
chanical 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 neighbor-
hood of Tenth and Lombard streets, Philadel-
phia, and it was in this small room that I got
my first insight into the mysteries of sound re-
cording.

"Being of a mechanical turn of mind I soon
realized the difficulties that had to be sur-
mounted in order to record high-class music. I
heard considerable talk in those days about
the acoustical requirements for sound record-
ing, 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 knowl-
edge in a phonograph laboratory, for by this
time I was thoroughly interested in the photo-
nograph business generally.

"On my return from Europe I immediately
joined the New York Symphony Orchestra as a
player, with the sole object of studying intently
the world's musical masterpieces and the
tonal effects of the symphony orchestra. Dur-
ing this time I realized how imperfect were the
methods then in vogue to record symphonic
music with a few instruments, and I finally re-
solved 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 tonal-
ity of such a large number of instruments. With
this object in view I left the symphony orches-
tra and made an exhaustive study of the two
well-known recording systems, and finally de-
cided to concentrate my efforts on the vertical
or up and down cut of records, which appealed
to use from both a musical and scientific stand-
point.

"I finally succeeded in developing a steel
needle up and down cut disc record of mate-
rially 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 tre-
mendous 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,
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and after facing abnormal conditions, due to
the steadily increasing prices of raw materials,
Lots of good window-display material ready for you on the timely Vacation Grafonola Drive. Better send for some.

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 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 "pessimism" and his definition of this word impressed the dealers with the fact that optimism plus "p" 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 records. This catalog is a complete list of these records. This catalog is well worth the time of the dealers to see what they have to offer.

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 "pessimism" and his definition of this word impressed the dealers with the fact that optimism plus "p" is the nucleus of the Columbia sales organization of the present day.

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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 ten times, and you will find that the record played ten times with the ten steel needles 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 900 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, at a rate of 25c. per line. If bold faced type is desired the cost of same will be at the rate of 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 $50 to $200 a month. We prefer men who are at present employed selling talking machines or accessories to handle this line in connection 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, Manhattan, Kansas.

RECORD EXPERT with twenty years' experience wants position as recordor, lateral or vertical. Would like to become associated with concern desiring to manufacture records. Address "R. H. Zinke," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMEN WANTED—If you cover the territory now covered, or else to dispose of the business. In either case we require the best reference. In answering state your experience of ten years, Europe and United States.

SALESMEN WANTED—Talking machine salesman or musical instrument department. Young man, experience of ten years, Europe and United States.

SALESMEN WANTED—Sales or advertising manager with Chicago talking machine manufacturer or local representative. Address "J. H. B.," care The Talking Machine World, 209 South State St., Chicago, Ill.

SALESMEN WANTED—Mechanic with fifteen years' experience, constructing and repairing phonographs of all kinds. From either standpoint this is an excellent proposition, with best reference. Address "F. S. K.," care The Talking Machine World, 209 South State St., Chicago, Ill.


SALESMEN WANTED—Sales or advertising manager with Chicago talking machine manufacturer or local representative. Address "J. N. B.," care The Talking Machine World, 20 South State St., Chicago, Ill.


SALESMEN WANTED—Sales or advertising manager with Chicago talking machine manufacturer or local representative. Address "Address "J. B. S.," care The Talking Machine World, 20 South State St., Chicago, Ill.

SALESMEN WANTED—Salesman or tuner. Higher references than any position offered. Must be able to handle talking machine or musical instrument department. Age 47. Salary and commission. Address "Box 537," care The Talking Machine World, 373 Fourth Avenue, New York.


SITUATION WANTED—By wholesale phonograph and piano salesman. Open for position to travel east of Chi- cago. Has list on phonograph side and is thoroughly familiar with phonograph. Address "Box 537," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Salesman or tuner. Higher references than any position offered. Must be able to handle talking machine or musical instrument department. Age 47. Salary and commission. Address "Box 537," care The Talking Machine World, 373 Fourth Avenue, New York.


NEW OCCUPY COLUMBUS QUARTERS

New Wholesale Department of Columbus Co. in Cincinnati Well Equipped to Meet Growing Demands of Trade in This Territory

CINCINNATI, O. July 10.—The Columbus 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 that 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 shipped to customers. The re- 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 floor is 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 with his new offices.

Many dealers from over the Cincinnati territory have been visitors to the local Columbia headquarters recently. We hope they look forward to an unusual trade this fall and winter. They are placing heavy orders for goods in the hope that transportation shut them off later they will be ready for it.

SHELFON ELECTRIC PHONOGRAPH MOTOR

We have increased our factory facilities to handle the demand for the "SHELTON Electric Phonograph Motor" and are now ready to make prompt deliveries.

SHELTON ELECTRIC CO. 30 East 42nd Street, NEW YORK

FOR SALE

A good-paying Talking Machine business carrying Victor and Edison, in a city of 6,000 population in New Jersey. For sale. Good retail and wholesale business with a considerable importation, which totals about $4,000. Address "Box 520," care The Talking Machine World, 373 Fourth Ave., New York.

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 piping of last sections are good enough for highest grade retail department. Cost to produce to-day in excess of $12 per foot.

NEAL CLARK & NEAL CO., 778 Washington St., Buffalo, N. Y.


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 shall not be levied on articles purchased for import 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.

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 grammaphone 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 what 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 in question 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 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 was 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 persistent 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 so—the association that it will maintain its membership (Continued on page 100)

His Master's Voice'

—the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

Brances

DENMARK: Skandiafisk Gramphonob-Aktiebolaget, Frihavnen, Copenhagen.
SPAIN: Compañia del Gramofono, 56-58 Belenes, Barcelona.
SWEDEN: Skandiafiska Gramphonob-Aktiebolaget, Drottning Gatan No. 47, Stockholm.
RUSIA: The Gramophone Co., Ltd., 45, Nevsky Prospekt, Petrograd (Petersburg); No. 1 Sofranks, Bolshoy Dvor, Moscow; G. Golotynsky Prospekt, Tiflis; Novy-Swiat 30, Warsaw; 52, Abasovskayas Ulitsa, Baku.
INDIA: The Gramophone Co., Ltd., 139, Brahmaputra Road, Calcutta; 7, Bell Lane, Port Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES, MIDDLESEX, ENGLAND

 право на репродукцию принадлежит

"His Master's Voice" Copyright

This intensely human picture stands for all that is best in music—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.
SOUTH AFRICA: Darter & Sons, Post Box 114, Pretoria; Mackay Bros., Post Box 181, Johannesburg; Mackay Bros., & McMeeken, Post Box 419, Durban; 159, M. H. HArnott, Box 105, Bloemfontein; Frant MeRier, Post Box 106, East London; R. J. Byron & Co., Post Box 36, Queenstown; Handel House, Kimberley; Laurence & Co., Post Box 123, Britswey; The Argus Co., Salisbury.
EAST AFRICA: Bayley & Co., Lawrence & Co.,
ITALY: A. Ross & Co., Via Gerdini, 2, Milan.
EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. F. Vogel, Post Box 614, Alexandria.
FROM OUR LONDON HEADQUARTERS—(Continued from page 99)

The almost general use of the gramophone in theatrical plays is not so widely known as one would think, as it was only at the end of 1917, and the very beginning of 1918, that the first 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, though sectional meetings will probably be held in 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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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 micros. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear $50 per gross, F. O. B. London.

Orders for less than gross lots not accepted.

Write "Kontalopa, London".

W. H. Reynolds (1915) Ltd.
45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

GUARDSMAN RECORDS

10 inch and 12 inch Lateral Cut

We can ship you immediately, any quantity of Records:

BANDS ORCHESTRAS INSTRUMENTAL SOLOS VOCAL

SELECTION OF AMERICAN AIRS

including, "Marching Through Georgia"—"Dixie"—"Arkansas Traveller"—"Red, White and Blue"—"Star Spangled Banner", etc., etc., Recorded by Full Regimental Band of H. M. SCOTS GUARDS. Get Ready Now for the Big Trade coming and have

THE FINEST RECORDS OF THE FINEST TITLES AT THE FINEST PRICES

Apply for Lists and Prices to INVICTA RECORD COMPANY, Ltd.

Cables: Duarrab, London


JULY 15, 1918

THE TALKING MACHINE WORLD

FROM OUR LONDON HEADQUARTERS—(Continued from page 100)

ought to be done for a full debate before the largest possible meeting of traders. On being pressed in 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. Ryalls 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 varied selection of solo and instrumental numbers is itemized, there being no less than sixteen twelve-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 1 and 11, "Ding Dongs" and "Bobb's Selections." In addition the Scott 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 Law- reece, 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 but not least is a contribution by the Band of the Honourable Artillery Co., whose brilliant playing of "Son 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," "Wafts of the Flowers," "Dance of the Sugar Plum Fairy," by the Band of H. M. Scots Guards; "Faust," bal- let music, parts 1, 2, 3, 4, 5, 6 and 7 on two double records 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 "Bobbi's Selections." In addition the Scott 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 Law- reece, 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 but not least is a contribution by the Band of the Honourable Artillery Co., whose brilliant playing of "Son of the Brave" and "Forward" marches is distinctly well recorded by the Guardsman people.

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 unusual figure of 8 guineas. It realized the startling price of 26 guineas, with a premium of 5 guineas for the "His Master's Voice" record-pressing department, because 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

Soundboxes

have to close, as the principal, Captain Potter, had been "out" since the beginning of the war. Three months' exemption was granted. "The Deca" on Active Service

Barnett Samuel & Sons, Ltd., this city, have issued two attractive booklets containing several photographs of "the Deca" (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 sol- diers 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

Agropro the replacement of men by female labor in our record and other factories, it is in- teresting to learn that 95 per cent. of the work in the "His Master's Voice" record-pressing de- partments 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 atmos- phere 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 employees 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 repre- sents a fine eulogy of the gramophone on active
YE "POPULAR" RECORDS
LONDON'S LEADING VALUE!!!

"OUR POINTS" SET OUT BELOW

REMEMBER You Can Have CLOSE QUOTATIONS
For 5,000 Lots and up Your Selection or a Sample $1,000, 750, "Bands and Orchestras."

Address: SOUND RECORDING CO., Ltd., EXPORT DEPT., 18-19 Swallow Street Piccadilly, London, England

POINTS
- Repertoire Approx 2,000 Titles
- Superb Selection, Bands and Orchestras
- Lightning Shipments under Government Export License
- Packing by Experts
- Rock Quotations "Always" on Demand
- London
- We attend to all Insurances "At Request" to Buyers A/e
- Our Shipping Services, this Side FREE

CABLES "Grammox" London
QUOTATIONS CABLED FREE

FROM OUR LONDON HEADQUARTERS (Continued from page 101)

service; its wonderful—almost divine—power of healing and comfort to our soldiers. The glorious voice it imparts to 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 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 Oversea Buyers
For a number of years past the Sound Recording Co., Ltd., has been cultivating the suffrage of oversea traders for their "Popular" and "Grammox" series of records through the columns of this trade newspaper. An interestingly good export business is the result. It is due to the company's close study of their customers and, in part, would, might be permitted to say, to the world-wide influential circulation of this journal. Whatever the reason, the fact that this firm's records are 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 recordings, instrumental, vocal and instrumental, of current interest. As, for instance—"Bing Boys on Broadway," "Good-by-ee," "Roses of Picardy," "God Send You Back to Me" and dozens of others, are mentioned. The Sound Recording Co., whose announcement will be found elsewhere in this section, invite correspondence with large buyers overseas, and for their part, commit close attention, 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 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 certain adjustments, 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 all their own way!

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 advice 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, for 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 needs 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.
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 mechanisms.

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 sectional view of a portion of the tone arm box, or cylinder, and the horizontal axes. Figure 2 is a detail sectional view substantially on the line 2—2 of Fig. 1; 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.


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 one hand 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 plan view of the opposite side; Fig. 4 is a front sectional elevation of the opposite side; and Fig. 5 is a plan view of the reproducing mechanism, including the shallower and deeper indentations.

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 laterally 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.

The inner end portion of the longer portion 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 the attachment in operative position.

This invention relates to improvements in sound conveyors for talking machines, and the chief purpose or object of the invention is to provide a sound conveyor 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 conveyor comprising a sound cone, a 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 axis, which is coincident with the center of the vertical delivery mouth of the lower portion of the conveyor. It has been found that a sound conveyor 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 conveyor 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)
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 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.

This invention relates to attachments 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.

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.
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