"The best-known trade-mark in the world

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

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

Keeps your bank balances at high levels!

Read this extract from a letter received from a large Sonora jobber, think it over and then write us regarding a Sonora agency:

"You are certainly doing wonders to bring the phonograph business to the front in the proper way and we have adopted your cash payment plan. You would be surprised to know the small quantity of instruments our dealers have out on time payment. We called today on a number of our best dealers who have sold over $5000 worth of Sonoras and none of these dealers had over three instruments out on time payment out of their entire sales. They advised us that they have no difficulty in selling Sonoras for cash, and they are not bothered by department stores which sell phonographs at $1 down and $1 a week. Keep up your good work, Mr. Brightson, as you are on the right road."

SONORA is the instrument of magnificent beauty, famous as being the phonograph which won highest score for tone at the Panama-Pacific Exposition.

Sonora is the finest instrument it is possible to produce and its many exclusive and superior features make it matchless. It is purchased by those who demand the best. It is purchased by those who can pay cash. It keeps your bank balances strong and does away with the worries of large outstanding accounts. The Sonora is the instrument bought for value and sold on a sound financial basis.

Write us today for information

$50  $55  $60  $75  $120  $135  $175
$190  $215  $230  $300  $375  $500  $1000

Art Models made to special order to suit any taste

Sonora Phonograph Sales Company, Inc.
GEORGE E. BRIGHTSON, President
Executive Offices: 279 Broadway New York

Sonora operates and is licensed under BASIC PATENTS of the phonograph industry
Des Moines, Ia., August 5—George E. Mickel, general manager of the Mickel Bros. Co., Victor wholesalers in this city, recently purchased the building structure in which the company's business is located at 411 Court avenue. The building is a four-story and basement brick structure 133 by 22 feet, and is located in the heart of the Des Moines wholesale district, convenient to the business center of the city and to the freight terminals and depots, and will be known hereafter as the Mickel Building.

Among the recent visitors to the Mickel Bros. Co., were Mark W. Duncab, of Albia, Ia., L. P. Heinrich, of the Heinrich Drug Co., Ossela, Ia.; H. J. Schalekamp, of Sioux Center, Ia., and J. F. Baylor, of the Baylor Furniture Co., Whiteman, who is a son of Paul Cromelin, formerly vice-president of the Columbia Graphophone Supply Co., and is now sole proprietor of Valabhdas Runchordas and Madras, is at present in San Francisco, and plans an extensive tour of the United States for the purpose of studying the record-making situation and trade conditions generally, in the furtherance of the business plans of his house for the future.

Mr. Runchordas was one of the founders and is now sole proprietor of Valabhdas Runchordas & Co., Bombay, the importing division of the Talking Machine & Indian Record Co., being among the pioneers in the phonograph industry field in that country. Before the war the company had a practical monopoly of the products of the Beka Record Co., of Berlin, in India, Ceylon and Madras, and also featured Odeon records extensively.

It is the plan of the Talking Machine & Indian Record Co. to start a factory in India for the making of records, and Mr. Runchordas' present tour is in the furtherance of that project. Just before the outbreak of the present war Mr. Runchordas visited Switzerland and England, and on his present tour stopped in Japan for a month before coming to San Francisco. His present address in this country is care of the International Banking Corp., San Francisco.

A NEW RECORD SELLING SCHEME

How One Salesman Managed to Interest Cus-
tomers in Records That Ordinarily Wouldn't Be Called for or Even Listened to

An Eastern talking machine salesman has developed a little trick for selling slow-moving records that is worthy of passing consideration. The scheme works particularly well when there is a vacant demonstrating room at his disposal. And as for the customer who has heard the usual noise and is now seduced to enter the booth, the salesman plays the usual course of ushering the customer into a booth, inquiring as to his particular de-
sires and testing out the records. He uses the same kind of salesmanship that interests two with some of his own devising, and demonstrates as many records as possible while the customer is in the booth. When the sale is closed, however, the customer is waiting, frequently in the passageway, for his package and change, the salesman starts playing one of the records that he has sold him and goes about his business. Nine times out of ten the customer will stop and listen to the record, while making inquiries regarding it, the salesman, of course, asking frequent questions of the customer, but not bothering him about getting his package and going on his way. Out in the corridor, however, the cus-
tomer can see the package being wrapped and does not feel in that listening, apparently by accident, to another record he is wasting his time.

One of the secrets of the success of the plan, of course, lies in selecting records of a type that will appeal to the customer, judging from the selections he has already tried out and ordered for his store. For the record of the latter was still in the booth, but found that the results were not satisfactory, inasmuch as the customer felt that he had finished his business for the day and was inclined to be anxious about getting his package and going on his way.

The salesman in question first attempted to play slow-selling records for the customer and, after the latter was still in the booth, but found that the results were not satisfactory, inasmuch as the customer felt that he had finished his business for the day and was inclined to be anxious about getting his package and going on his way.

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IOWA VICTOR DEALERS TO MEET

State Association Plans Annual Convention to Be Held in Des Moines August 27-28, and All Inter-

terresting Addresses to Be Made at Gathering

Des Moines, Ia., August 5—Extensive plans are now being made for the annual convention of the Iowa Victor Dealers' Association, to be held in this city on August 27 and 28. The program is a most elaborate one, covering two days, and includes a demonstration by W. O. Swenker, of the Victor; a discussion on "How to Make a Record Department Profitable"; an address by C. G. Childs, director of the recording laboratories of the Victor Co.; a patriotic address by Dr. Titus Lowe, and an address on the educational value of the talking machine by C. A. Fullerton, of the Iowa State Teachers' College, Iowa Falls, Ia. Some interesting fea-
tures are also planned for the business meeting of the association.

The entertainment features include a special luncheon on August 27, an informal banquet the same evening, and a trip to Camp Dodge as the final event of the convention. The salesman's baseball team will also be in attendance at the meeting from all parts of the State.

The officers of the association are: Charles J. Kiefer, president; W. W. Swartz, vice-president; E. W. Lundquist, secretary, and J. W. Peters and Roy Banta, of the company's staff, are now at various points in Colorado, Wyo. and pleasure trips in the Eastern States.

Klemisch, who travels in eastern Iowa is now at an establishment in New York, August 15, 1918

Price Twenty-five Cents

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Eleven Months Ending May 31, 1918, as Computed

WASHINGTON, D. C., August 5.—In the sum-
mary of exports and importation of the commerce of the United States for the month of May, 1918 (the latest period for which it has been compiled), which has just been issued, the fol-
lowing figures on talking machines and records appear:

The doitable imports of talking machines and parts during May, 1918, amounted in value to $363,748 worth of talking machines and parts imported during the same period of 1917.

Talking machines to the number of 9,986, valued at $337,865 were exported in May, 1918, as compared with 6,015 talking machines, valued at $184,071 sent abroad in the same period of 1917. For the first eleven months of 1918, it was shown that we exported 88,319 talking machines, valued at $2,006,617, as against 69,221 talking machines, valued at $1,797,028 in 1917, and 66,819 talking machines, valued at $1,081,815 in 1916. The total exports of records and supplies for May, 1918, were valued at $303,489, as compared with $192,446 in May, 1917. For the eleven months ending May, 1918, records and accessories were exported, valued at $1,856,879, as compared with $1,449,987 in 1917, and $867,703 in 1916.

PROV рDONT VISITOR FROM INDIA

Valabhdas Runchordas, of the Talking Ma-
chine & Indian Record Co., Bombay, is Pre-
sent in the United States in Connection With

Establishment of a Record Plant in India

Valabhdas Runchordas, sole proprietor of the Talking Machine & Indian Record Co., of Bom-
bay, India, is in the United States, with branches in Calcutta and Madras, and is at present in San Francisco, and plans an extensive tour of the United States for the purpose of studying the record-making situation and trade conditions generally, in the furtherance of the business plans of his house for the future.

Mr. Runchordas was one of the founders and is now sole proprietor of Valabhdas Runchordas & Co., Bombay, the importing division of the Talking Machine & Indian Record Co., being among the pioneers in the phonograph industry field in that country. Before the war the company had a practical monopoly of the products of the Beka Record Co., of Berlin, in India, Ceylon and Madras, and also featured Odeon records extensively.

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GIVES A GOOD ACCOUNT OF HIMSELF

Lient. J. A. Cromelin, Whose Family Is Well

Known in the Industry, Severely Wounded

Lient. John A. Cromelin, of 400 River street, Platteville, a field artillerist in the Field Artillery, now in service in the Western front in France, is listed in recent casualty lists as severely wounded. In a letter to his mother, however, Lieutenant Cromelin describes his wounds as slight, but details have just been re-
ceived from France which indicate that the lieutenant, with customary American bravery, belittled his injuries and injuries in order to avoid worrying those at home.

According to the official reports Lieutenant Cromelin, who is a son of Paul Cromelin, for-
merly vice-president of the Columbia Graphophone Co., and a nephew of John Cromelin, general sales manager of the Otto Heineman Phonograph Supply Co., is subject to a ten

miles bullet went into one of his arms side by side and two through his right leg. He is recovering from his wounds, and is anxious to return to the firing line.

Lieutenant Cromelin was a junior at Prince-
ton University when war was declared. He entered the First Reserve Officers' Training Camp at Fort Meyer, Va., and was assigned to the Twelfth Field Artillery, sailing for France last January. His father, Paul Cromelin,

was a well-known one of the most important

members of the talking machine industry here and abroad, and at the present time is president of the Inter-Ocean Film Corp. of Manhattan.

MICKEL BROS. CO. BUY BUILDING

Purchase Structure Where Headquarters Are

Now Located in Des Moines—Some Interest-

ing Visitors—A Worthy Service Flag

The Talking Machine World
Vol. 14. No. 8
New York, August 15, 1918

How One Salesman Managed to Interest Cus-
tomers in Records That Ordinarily Wouldn't Be Called for or Even Listened to
Now Is the Time to Build Up a Cash Reserve For the Future by Proper Business Methods

Leading wholesalers and retailers in talking machines throughout the country are as one in agreeing that the time for the retailer to do just now is to conserve his stock by selling machines only to those who are in a position to pay cash, or who are able and willing to make terms that will bring up payments within a very limited time.

In this connection a well-known wholesaler expressed himself as follows to a World representative: "With conditions such as exist at present and machines and records constantly becoming scarcer, and with little prospect of any general increase in supplies from the factories until the war is over, the dealer who has any idea of staying in business permanently must do everything in his power to conserve his stock and make every dollar invested in his business produce a cash profit within a very limited time. In many sections of the country, particularly where war industries are located, there are bound to be more prospective purchasers of machines and records than there are supplies available. This means that the retailer can practically demand his own terms of payment, and under average conditions hold out for cash. I know dealers to-day who are letting machines go out of their stores only when paid for entirely in cash, and although they are naturally refusing some orders from those who desire to open installment accounts, they are finding enough business left to take care of available supplies of machines and records on hand, as well as supplies that they hope to obtain in the near future."

"It is very true that the old class of buyer has been trained to expect easy terms. He has had drummed into him through newspaper advertising and personal solicitation that talking machines may be purchased on terms as low as a dollar down and fifty cents a week, and he has formed the opinion from advertisements in some cases that a real dyed-in-the-wool talking machine dealer would be moved to refuse cash if it were offered to him, as not being a good business practice. In many cases stood them in good stead, and they have cash to buy those things that they had desired, which, of course, include talking machines of the better type. The retailer, therefore, who wants to follow a new line of business practice need not fear that he is going to lose the market. Without question he will lose more business through not being able to supply the goods than he will through refusing to tie up his investment in a machine for a year or more.

Never was cash so valuable as now. The dealer, therefore, who wants to follow a new line of business practice need not fear that he is going to lose the market. Without question he will lose more business through not being able to supply the goods than he will through refusing to tie up his investment in a machine for a year or more.

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F. A. MULFORD WITH HOFFER BROS.

F. A. Mulford, formerly manager of the retail department of Harper & Blash, Des Moines, Ia., the prominent Edison Diamond Disc phonograph jobbers, has resigned from that position and is now in charge of the Edison department of Hoffer Bros. in Norfolk, Va.
Victor Supremacy

Supreme as a musical instrument, the Victrola naturally stands supreme as a business proposition.

The success of Victor retailers follows Victor supremacy as a matter of course.

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

Stricker Gravure Co., Montreal, Canadian Wholesalers

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of that 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, with the latter, is absolutely essential to a perfect reproduction.

Victor Wholesalers

Albany, N. Y. . . . . . Capers-Haie Co., Inc.
Atlantic, N. J. . . . . . Ely-Duett Co.
Birmingham, Ala. . . . . Andrew Music House Co.
Birmingham, Ala. . . . . The Talking Machine Co.
Boston, Mass. . . . . . Oliver Ditson Co.
The Eastern Talking Machine Co.
Chicago, Ill. . . . . . The American Talking Machine Co.
Chicago, Ill. . . . . . The Ruggles-Wilbur Co.
Cleveland, O. . . . . . The Rugby-Brucher Co.
Cleveland, O. . . . . . The Rugby-Wilbur Co.
Cincinnati, O. . . . . . The Rugby-Brucher & Sons Co.
Columbus, O. . . . . . The Rugby-Brucher & Sons Co.
Dallas, Tex. . . . . . . The Rugby-McCord Co.
Denver, Colo. . . . . . The Rugby-McCord Co.
Detroit, Mich. . . . . . The Rugby-McCord Co.
El Paso, Tex. . . . . . . The Rugby-McCord Co.
Galesburg, III. . . . . . The Rugby-McCord Co.
Glasgow, Metz. . . . . . The Rugby-McCord Co.
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AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

The enormous demand for "National" Record Albums keeps pace with the ever increasing demand for machines and records, and our output capacity has been enlarged to meet the greater needed supply. Record Albums have proven themselves to be the best and most convenient, as well as economic, method of filing and keeping disc records.

MAKING THEIR SELECTION
Illustrating the daily actual usage of the Album, the most convenient and satisfactory record filing system extant.

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

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

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

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

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

WHY NOT "WILL YOU PAY FOR IT?"
Salesmen Should Ask This Question More Frequently So As to Encourage Cash Sales

The talking machine department of a retail house discovered that its charge accounts were increasing in a manner out of proportion to its cash sales increase. The proprietor did not simply take this situation for granted, but asked the reason. The credit man, after a little questioning, found the answer. It was in the way salesmen closed the order. They said, "Shall we charge it?" instead of "Will you pay cash for it?" or "Do you have an account here?" With the instructions not to suggest to a customer that he open an account for his purchase and charge it, it was soon discovered that the increase in cash sales held up in better proportion than it had to the increase in charge sales.

BLISNICK IN CHARGE AT HAHNE'S
Newark, N. J., August 1—R. S. Fink, who has been in charge of the Victor department of Hahne & Co., Newark, N. J., has joined the Naval Reserves J. S. Blisnick, who has been a member of the Hahne & Co. staff for the past twelve years, has taken charge of the company, with C. H. Gudegast continuing as secretary, and also directing the sales management.

LEARNING FRENCH BY "TALKER"
A recent cable from Paris says that the Knights of Columbus have arranged to give instruction in the French language to American soldiers in training camps throughout the country. Talking machines have been installed in every K. of C. clubhouse in the big cantonments, and records furnishing a complete course in conversational French have been sent to the general secretaries at the camps. French instructors have also been employed.
Victor Supremacy

The supremacy of the Victrola marks it as the greatest of all musical instruments.

And with genuine Victrolas in such splendid variety, possibilities are unlimited for every Victor retailer.

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.
A DEVELOPMENT of the labor problem that must appeal to members of the talking machine trade, as well as to men in every other industry, is that of utilizing the labor of soldiers crippled in the war and sent back into civilian life to make their living in peaceful pursuits. This question is rather new to the United States, because the cripples have not yet come home from the battlefront in any considerable number, but the French, English and Canadians have faced the problem in all its perplexities, and from their experience we know that it is something that must be prepared for seriously and carefully. There will be thousands—maybe hundreds of thousands—of men coming back from Europe unfitted through wounds or mutilations for taking up their pre-war activities. Many of them will be close to physical wrecks, but for the economic welfare of the nation they must be fitted somewhere in the industrial fabric. The talking machine industry, as well as other industries, must prepare to take into this work of re-education those who may be fitted to do certain work in the factories and stores. The Talking Machine World has learned of at least once instance where a returned fighter has taken up the study of repairing machines with considerable success. Shrapnel wounds left him physically unable

JUST as the question of supply and demand regulates prices in other fields where selling prices are not established or fixed, so should that same question of supply and demand at least regulate the terms upon which talking machines and records are sold during these war days. It is revealing no secret to say that supplies of both machines and records are going to become scarcer before they become more plentiful, as war conditions make themselves felt to a greater degree.

The talking machine dealer on the other hand finds that his cost of doing business is steadily on the increase; his help costs him more; he has new taxes to meet, his own cost of living is jumping upward, and every factor that goes into his overhead is away above normal and keeps getting higher. His margin of profit on the machine and record unit is practically fixed and, therefore, in order to offset his higher selling costs, he must depend upon improved methods.

The first thing that comes to mind, therefore, is to sell only for cash, or on terms that will represent cash in a very few months. This will mean that the dealer has the cash on hand to turn over his stock more quickly, where possible. He is able to conserve his capital, and when the dawn of peace arrives, will find himself financially sound with actual cash, instead of notes in his bank, which he must clear in due time.

It is no time for a dollar down and fifty cents a week business.

I N the figures bearing upon the exports and imports of talking machines and records which appear elsewhere in The World, it is rather noteworthy as emphasizing the development of the industry to bring to the attention of readers the fact that the exports of talking machines and records for the eleven months ending May 31, which amounted in value to $4,363,496, are rapidly approaching the entire shipments of pianos, players, organs, music rolls, and, in fact, musical instruments and merchandise of all kinds, for the same period, the exports of the latter amounting in value to $4,570,706. This is probably the first year that the exports of record and phonograph records have made such a close approach to the exports of the old-time instruments, which demonstrates that the industry is becoming a real factor in the great mercantile activities of America.
BUSINESS in the talking machine industry for the past month has shown a slight slowing-up at least in some sections of the country. Meanwhile, a shortage of stock continues to prevail in certain makes and in certain styles. As the war in Europe progresses, a greater demand is being made on manufacturers for space and equipment to make war supplies for the Government, and this activity is having its effect particularly in the curtailing of the production of accessories for the talking machine trade. The industry is especially short of steel, and this is being felt by a great many manufacturers of all kinds of supplies. Efforts are being made, however, to better conditions, to the end that steel production will be speeded so that there will be a surplus left from Government requirements for the smaller industries, where the use of steel is comparatively insignificant, nevertheless, important.

Late last month talking machine manufacturers held a meeting in New York, and decided to send out questionnaires to manufacturers so as to get the fullest information regarding the exact amount of steel needed by the industry, after which a committee will get in touch officially with the authorities in Washington and present facts for their consideration that will merit the attention so that the needs of the talking machine industry are supplied, at least, in part.

Members of the industry have been greatly interested the past month in the recommendations of the Treasury Department, which in a letter to the Ways and Means Committee suggested 20 per cent. taxes on a number of so-called "luxuries," among which were included talking machines and records. The formulation by the Treasury Department of this high tax evidently did not have weight with the Ways and Means Committee, for the first of the month Congressman Kitchin announced that a proposed tax of 10 per cent. on talking machines and records would be placed before the House of Representatives for consideration. This increase of 7 per cent. over the old tax, which was 3 per cent., is considered by members of the trade to be far too high and it is believed that a total tax of 5 per cent. should be the limit, if any increase is necessary.

It is hoped, however, when the new Revenue Bill comes up for consideration in the House of Representatives, that the facts presented by the industry will compel our legislators to give closer consideration to the fact that talking machines and records are an absolute necessity in these war days. The Government itself is recognizing this fact by its orders for musical instruments for the Army and Navy. Music is now widely recognized as a requirement in the maintenance of the morale of the Army and Navy as well as the people of this country, and there is no medium which better expresses all forms of music than the talking machine.

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.

Ship Ahoy!

LET the skipper of this craft throw you a line on your next "short" order.

Pearsall Service sails through charted seas, and while the delivery waves at present are rough, we may be able to lay up to your wharf with surprising shipments.

From port to starboard; from bow to stern; Pearsall Service on Victor Records keeps your profits anchored.

Silas E. Pearsall Co.

Wholesale Distributors of Victrolas and Records

10 EAST 39th STREET NEW YORK
Edison Message No. 25

Reading, 'Riting, 'Rithmetic —and Music

"I believe most fully in the value of music as an important factor in the education and life of any people, and especially of a free people with a democratic form of government. The songs of a nation may not be more important than its laws, but their influence even in determining legislation and obedience to law . . . cannot easily be estimated . . . After reading, writing and arithmetic I consider music the most important and the most practical subject taught in our schools."

ALEXANDER P. CLAXTON,
U. S. Commissioner of Education.

The Edison dealer who works in close touch with his neighborhood schools can materially assist in sowing the seeds of a love of music in the children of his community.

Music-loving children are a vital factor in the future of a community of music lovers.

THOMAS A. EDISON, Inc.
ORANGE NEW JERSEY
Getting Away from Stereotyped Forms in the Advertising of Talking Machine Records

There are very few fields in which the individuality of the merchant can play such a large part in his success as in the talking machine trade, for by the very nature of the industry the merchant must depend upon his individuality and his originality in presenting himself and his product. The merchant can play such a large role because there are so many dealers-and they are successful-to another.

The trouble has been that too many dealers have been content to rely upon the manufacturers for their advertising ideas and to use the material furnished them without further embellishment, and let the matter go at that. Of course, the advertising matter was, and is, the material that it refers. There is nothing elaborate about the material, it is simply a means for a prospective buyer to visit one store in preference to another.

Undoubtedly certain wholesalers and retailers have realized the advisability of supplementing the manufacturer’s publicity with advertising creations of their own. Some jobbers have gone ahead with this matter on a broad basis, and a large number of dealers—and they are successful—have accepted the manufacturer’s advertising matter simply as a means of increasing the public at large, and have of their own accord issued supplementary advertising calculated to concentrate the attention of possible buyers to their particular product.

The idea has been carried out still further in many instances in the matter of record publicity. Companies have issued hangers and other things featuring special records of a popular sort, or records of better known standard selections, and it happens, particularly in the present situation, that the dealer may not have sufficient of such records to warrant any excessive exploitation, or, on the other hand, may have shelves full of other numbers that he is very desirous of moving. In this case he is thrown on his own resources, and it is here that the cultivation of individuality in advertising stands him in good stead, and pays for the attention given to it.

Each dealer knows, or should know, the type of people he desires to reach, and the sort of appeal that is most likely to bring results. He can, therefore, advertise in a most striking way and much more effectively than by the use of general material the manufacturer sends out for use in all sections of the country. He can associate certain records with certain local events. He can bring special records to the attention of special classes of people. He can utilize local interest in various directions in furthering the sale of records that otherwise might lie dormant on the shelves. He can inject a humorous touch into his description of certain numbers that will appeal to a certain section of his clientele and result in sales. There have been introduced in The World, from time to time, many publicity schemes utilizing by individual dealers—schemes that have proven successful, and can thereby be considered beyond the experimental stage. A system of publicity worked in one territory may, with profit, be used in other sections of the country, where it will prove comparatively new, or the system may be altered, and changed about, to adapt it to local conditions.

The talking machine dealer who is experiencing difficulty in getting new or more popular records and still has a substantial stock of numbers that usually lie dormant must give his earnest attention to ways and means for moving those remaining numbers off his shelves, and it is a problem that only he, himself, can solve. No manufacturer can afford to give special study to his particular problem and meet it specifically. That is up to the individual, and he will often find that an introduction of the proper sort will go far to reduce his surplus of certain records. But the plan must have individuality in order that it will serve to move his records and not those of his competitor up the street. In other words, the particular record must be associated with his store, or such a degree of success that prospective buyers instinctively will go to that particular shop to purchase that particular record.

As an illustration of individuality in talking machine record publicity, we reproduce here with several cards sketched by Ned C. Strouse, manager of the A. B. Clinton Co. store in Hartford, Conn., where a substantial Victrola department is maintained by Mr. Strouse, fortunately, is gifted as a cartoonist, and draws up the little sketches himself. They measure about seven by nine inches, and one is always to be found in each booth of the company’s store. It frequently happens that a casual customer first begins by laughing at the humorous character of the cartoon and ends up by listening to, and finally buying, the record to which it refers. There is nothing elaborate about the sketches. They are simply in pen and ink and rely upon just a touch of comedy to make them drive home.

Mr. Strouse has followed the cartoon idea also in his local advertising in the newspapers, using space from two to three columns wide,

SCHMIDT'S FUNNIGNRAPHS

Being a style of advertisements specially designed for the music dealer, the Funnigraph will be found a convenient medium for the reproduction of descriptive matter of all kinds.

"The Man Who Put "Germany" in Germany (What's in a Name?)"

The name of "Man Who Put "Germany" in Germany" refers to a man who gave over the same product of the more popular strains of old time songs.

"The Man Who Put Germany in Germany (What's in a Name?)"

OF COURSE, NOT EVERY TALKING MACHINE DEALER OR HIS MANAGER HAS THE ABILITY TO DRAW CARTOONS, BUT AT THE SAME TIME THE SKETCHES ARE OF A SORT THAT CAN BE OBTAINED AT SMALL COST FROM ANY LOCAL SKETCH ARTIST, AND IN CASES WHERE ONLY ONE DEPARTMENT OR THE LIKE IS TO BE HANDLED.

An Ad That Embodies the Cartoon Idea

Of course, not every talking machine dealer or his manager has the ability to draw cartoons, but at the same time the sketches are of a sort that can be obtained at small cost from any local sketch artist, and in cases where only one department or the like is to be handled.

The cartoon idea for general advertising, too, can be carried out on a comparatively expensive basis through the assistance of an outside artist, or in cooperation with the artists on the regular staffs of the newspapers. The idea is to get away from the beaten track, to train the public to associate instinctively the dealer’s establish-ments with a particular product. It means more business and the building up of a following that will keep business on the increase, barring, of course, conditions over which the

(Continued on page 13)
The most wonderful Talking Machine of the present age at the price
An Instrument of Supreme Value, Tone and Quality.

The Cleartone has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. Dealers! Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

Recorders—No. 1, 9-in. turntable, single spring, $1.25; same model with 12-in. turntable, $1.50; No. 2, 12-in. turntable, double spring, $2.25; No. 6, 12-in. turntable, double spring, plays three 10-in. records, $2.35; same model with 15-in. turntable, $2.85; No. 7, 15-in. turntable, double spring, plays three 10-in. records, $2.50; No. 11, 15-in. turntable, end-on frame, horn gear wind, double springs, penal hour 18-in. records, $4.10; No. 12, 18-in. turntable, end-on frame, horn gear wind, double springs, penal 22-in. records, $5.10.

TONE ARMS AND REPRODUCERS—No. 1, $1.00; No. 2, $2.20; No. 3, $3.50; No. 4, $4.50; No. 7, $2.50; No. 8, $3.50; No. 9, $5.00. (Prices subject to change.)

Main Springs—No. 48—¼-in., 13 groups, 6-4 ft.; No. each, 100 ft., $5.00; No. 49, 1, 13 groups, 7 ft., No. each, 100 ft., $10.00; No. 50, 1, 13 groups, 8 ft., No. each, 100 ft., $12.00; No. 51, 1, 13 groups, 9 ft., No. each, 100 ft., $15.00; No. 52, 1, 13 groups, 10 ft., No. each, 100 ft., $20.00; No. 53, 1, 13 groups, 11 ft., No. each, 100 ft., $25.00; No. 54, 1, 13 groups, 12 ft., No. each, 100 ft., $30.00; No. 55, 1, 13 groups, 13 ft., No. each, 100 ft., $35.00. (For Government use; see special order.)

SUNDRY DEPARTMENT

RECORDS—POPULAR and GRAMMAMAX Brand, 10-in. double face, lateral cut, all instruments—2s. in lots of 100; 20s. in lots of 1,000; 30s. in lots of 5,000. GENUINE DIAMOND POINTS for playing Edison Records, $1.45 per dozen, 100 lot, $125.00; same for playing Standard Records, $1.50 per dozen, 100 lot, $135.00; same for playing Pathé Records, $1.50 per dozen, 100 lot, $135.00. (Special price in large quantities for motor manufacturers.) GENUINE DIAMOND POINTS for playing Edison Records, $1.45 each, 100 lot, $135.00; same for playing Standard Records, $1.50 each, 100 lot, $135.00; same for playing Pathé Records, $1.50 each, 100 lot, $135.00. (Special price in large quantities for motor manufacturers.)

NEEDLE CUPS—$1.15 per dozen, 100 lot, $115.00; same for playing Standard Records, $1.25 per dozen, 100 lot, $125.00; same for playing Pathé Records, $1.25 per dozen, 100 lot, $125.00. (Special price in large quantities for motor manufacturers.)

COVER STAYS—No. 1, for Table Cabinets, 4 in. long, 10s. each, 100 lot, $9.00; No. 2, for Floor Cabinets, 4 in. long, 30s. each, 100 lot, $30.00; No. 3, heavy for Floor Cabinets, 15 in. long, 50s. each, 100 lot, $50.00; No. 4, heavy for Floor Cabinets, 16 in. long, 50s. each, 100 lot, $50.00. Complete Piano Hinges, 25c. per foot; 100 feet, 25c. per foot. We also manufacture special machine parts, such as worm gears, stopwheels, or any screw machine parts for motors, reproducers and part manufacturers. Special quotations given to quantity buyers in Canada and other export points.

The TALKING MACHINE WORLD
AUGUST 15, 1918

The most wonderful Talking Machine of the present age at the price
An Instrument of Supreme Value, Tone and Quality.

The Cleartone has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. Dealers! Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

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MAIN SPRINGS—No. 48—¼-in., 13 groups, 6-4 ft.; No. each, 100 ft., $5.00; No. 49, 1, 13 groups, 7 ft., No. each, 100 ft., $10.00; No. 50, 1, 13 groups, 8 ft., No. each, 100 ft., $12.00; No. 51, 1, 13 groups, 9 ft., No. each, 100 ft., $15.00; No. 52, 1, 13 groups, 10 ft., No. each, 100 ft., $20.00; No. 53, 1, 13 groups, 11 ft., No. each, 100 ft., $25.00; No. 54, 1, 13 groups, 12 ft., No. each, 100 ft., $30.00; No. 55, 1, 13 groups, 13 ft., No. each, 100 ft., $35.00. (For Government use; see special order.)
Put the first of the new model Grafonolas on exhibition—advertise their arrival—they are real events in the phonograph trade. Your customers will be interested.

Columbia Graphophone Co.
NEW YORK

NOVELTY IN RECORD ADVERTISING
(Continued from page 11)

men of the industry can exercise no control. Another house which has shown individuality in presenting the new songs and records through its clientele, through the medium of bi-weekly newspaper advertisements, is the

THE MACY-VICTOR LITIGATION
Federal Court Sustains Demurrer to Answer Filed in This Suit

The latest development in the suit of R. H. Macy & Co., against the Victor Talking Machine Co. and its agents for triple damages amounting to $570,000 for alleged violation of the Sherman Law, by seeking to limit the supply and fix the prices of its talking machines and records, occurred in the Federal Courts on July 22. In its answer to the suit the Victor Co. asked that the action be dismissed because the Clayton Act, which it is alleged was also violated, was unconstitutional by reason of exceptions in favor of horticultural, agricultural and labor organizations, and that the provisions of the law said to be violated could not become effective until after the Federal Trade Commission had exercised its jurisdiction.

The plaintiff demurred to the answer, and Federal Judge Knox sustained the demurrer in a long opinion, in which he said that the Federal Trade Commission only served as an instrumentality for doing justice to business where the remedy could not be applied by the courts.

INCREASES CAPITALIZATION

The Doehler Die Casting Co., of Brooklyn, N. Y., have certified to an increase of capital from $500,000 to $1,000,000. The only exclusive Record Album Factory in the world.

The Stauffer Grafonola Shop recently incorporated in Harrisburg, Pa., with a capital of $50,000, reports an excellent business.

CONGRATULATIONS FOR L. M. COLE

L. M. Cole, traveling representative for the Gibson-Snow Co., Syracuse, N. Y., Sonora distributors, and one of the most popular members of the traveling fraternity up-State, recently returned from his vacation, which gave him an opportunity of recuperating from the activities of the past year. Incidentally, Mr. Cole's vacation was also a honeymoon, and he has been receiving the hearty congratulations of his associates and friends upon his departure from bachelorhood. Mr. and Mrs. Cole will reside in Syracuse, and, needless to say, one of the most important pieces of furniture in their home is a handsome Sonora phonograph.

Mr. and Mrs. L. M. Cole

The Stauffer Grafonola Shop

AN EDUCATIONAL CAMPAIGN

The Vallorbes Jewel Co., of Lancaster, Pa., are giving attention to an educational campaign in the trade to prove their claims that their semi-permanent needles do not wear away the records. Attractive circulars have been mailed describing the parallel shape of the Vallorbes needle points and showing how they wear down evenly and do not enlarge their diameter towards the end of the record which they claim the ordinary "one-time" needle does. Greatly enlarged photographs of the ordinary steel needle and the Vallorbes needle after a number of playings have been made. The comparison in the wear of the two needles is interesting to note.

The T. P. Pattison Music Co., of Denver, Colo., have added the Brunswick and Bush & Lane phonographs to the talking machines which they handle. Their full line now consists of Victor, Bush & Lane, Brunswick and Stradivara.

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

THE BOSTON BOOK CO., Inc.

The only exclusive Record Album Factory in the world.


Buy Your Albums Direct From the Manufacturer

Mr. Dealer

Push the Sale of

"B & H"
Fibre Needles

For A Revival
In Your
Record Sales!

Take our word for it now and your customer's pleased admission later that the tonal qualities of the only Fibre Needle licensed for sale in the United States and their absolute freedom from the scratching sound, which so often mars reproduction, caused such pleasure and satisfaction as to create the desire for new selections.

By Such a Campaign, You and Your Customers are Sure to Gain

DELAY DOESN'T PAY!

“B & H” Fibre Manufacturing Co.
33-35 West Kinzie Street :: :: :: Chicago
THE TALKING MACHINE WORLD

August 15, 1918

Why the Accessory End of the Talking Machine Business Should Be Developed

:: By Lester E. Noble
R. Wurlitzer Co., Chicago

Manufacturing conditions in 1918 have presented a very definite problem to all talking machine retailers, depending largely on the profits accruing from their talking machine sales for the support and carrying on of their business. In previous years it has been possible for each retailer to secure a sufficient amount of machines and records to counteract the actual loss of sales, provided the necessary forethought and judgment were exercised in purchasing. This year retailers have found that, due to limited factory output, and regardless of the methods used, it has been seemingly impossible for them to secure more than a set amount of machines and records, and hundreds of them have accepted the situation, assuming that their total business and profits must necessarily be limited.

Certain retailers have refused to accept the situation and, determined to invest some means whereby their sales organization might be kept busy and their gross sales and profits kept at normal. Probably the most successful means used is the introduction of music, which was a tremendous help in displaying their progress to the public, with the progress of their talking machine business nor reduce their standing with concerns from whom they buy and on whom they are to some extent dependent for merchandise, has been the pushing of talking machine accessories. It is a known fact that the average talking machine dealer has never been obliged to put the maximum effort behind his sales, principally due to the fact that people have had the desire to own a talking machine and records instilled into them from other sources, and, therefore, the selling of talking machines and records has been largely a matter of inducing a customer to purchase one brand over another, and of placing the size instrument and the grade of records best suited to each customer's needs and resources. Now, however, this class of retailers are training their sales organization to create in their customers the desire for certain talking machine appliances of proven worth, which represent to value their retail price and on which a fair profit can be made.

There are two most excellent results of this effort that is being put forth. In the first place, each machine customer and record customer is kept "alive" by solicitation for the talking machine accessories, and each account is made to show a tidy profit, aside from that gained by the sale of the original machine and the subsequent record sales. Certain retailers during the past six months have made each machine purchaser on their books pay as high as 5 or 6 per cent. in profit on the initial machine purchase, aside from record sales.

Another and without doubt a far greater result is the fact that the sales staffs of the talking machine establishments are being taught REAL SALESMANSHIP, the first principle of which is without doubt to create in the mind of the prospective purchaser a desire for the article to be sold. It is not impossible that this ability to create desire may be highly advantageous, and likely absolutely necessary in the future selling of talking machines and records, and in raising the standard of salesmanship in their organizations talking machine retailers are adding an attribute that has been sadly wanting in the past.

The retailer who does not go after the accessory end of his business at this time can be likened to the colored gentleman of the South who refused to earn a quarter for carrying a stick-case because he already had a quarter.

TALKS ON MUSICAL HISTORY

Miss Edith Rhetts, of the Victor Educational Department, gave an Interesting Address at the Billings Library, Burlington, Vt.

BURLINGTON, Vt., July 30.—One of the most interesting events in musical circles here recently was the talk given by Miss Edith Rhetts, of the educational department of the Victor Talking Machine Co., Camden, N. J., at the Billings Library, before the members of the summer school. She discussed musical history in a colloquial way, illustrating her remarks, both on the piano and by the use of Victor records, which were a tremendous help in displaying the music, which she referred to so admirably in her address. Miss Rhetts went away back to the beginning of music, illustrating her description of Indian music with the "Gambler's Song" and the "White Dog Song." She spoke particularly of the rhythm of this music. She said that music had three vital elements and that people went through those three stages in appreciation: First, they liked rhythm, next melody and next harmony.

As an example of the very oldest music she played some Chinese melodies, and then to show the difference played some from the music of Japan. She illustrated the quarter tone intervals of their music with the quarter tone record.

Her next selection was the Greekian "Hymn to Apollo" and before playing it she explained that the present-day music comes from the Greek. She said the Greeks used three ideals and that one could trace the stage of civilization of peoples by the predominance of stringed instruments over percussion instruments.

Miss Rhetts told of the introduction of music into the church, playing a Gregorian mass, and then told how it changed as time went on. She played later masses to show the difference. She played the troubadour song, saying that was an outgrowth of music brought back by crusaders. She described how the operas came to be written. There was very little orchestra in those days so the singer was lord and master of all he surveyed. As an illustration of operatic music she gave a record of Mme. Galli-Curci.

As an illustration of extant music Miss Rhetts played "Symphonic Poem" and a modern brass band in Saint-Saens" "Death Dance."

Miss Rhetts during her visit also talked to the teachers of the summer school during the assembly period of the method of and material for teaching appreciation in the grades from the kindergarten to the eighth grade.
Columbia

Announcing

New Style Cabinet—New Type Motor—

Here They Are:

The kind of instruments you have wanted to sell ever since you have been in business—instruments you can offer your customers with the absolute conviction that you have the best product on the market.

The new Grafonolas! New in design; new in mechanism; new in the marvelous perfection of tone-quality; new in ways that make them bigger, better sellers; greater profit-makers for you.

The New Motor Unit

Strong, compact, portable—with many improvements that make for noiselessness, smooth running, long life. The plate is hinged, permitting instantaneous changing of motors. Motors can be interchanged by simply loosening two thumb-screws. New Integral Motor Frame; Spring Barrel fitted with bayonet joint.

Columbia Non-Set Automatic Stop

The new Columbia Automatic Stop requires no setting or any attention whatever when playing a record. Start the motor in the regular way by moving the start-lever. The automatic device will stop the motor when the record is through playing, no matter what size record it may be. This does

Sell Foreign Language Records
Small Investment—quick turnover

For Information write to

Columbia Graphophone Co.
102 West 38th Street, New York

For Information write to

International Record Dept.

Columbia Graphophone Co.
New Models—

Columbia Grafonola
Type K-2
$175 Retail

Columbia Grafonola
Type L-2
$225 Retail

Exclusive New Columbia Non-Set Stop

not in any way interfere with moving the start-and-stop lever by hand.

No adjustment is necessary when playing different size records, because the lever that stops the motor is connected with the tone-arm. While a record is playing it holds back the Automatic Stop until the entire record is played. At this point the tone-arm loses its power and the stop occurs infallibly.

The New Columbia Tone-Arm

The slender, symmetrical tone-arm of the Columbia Grafonola is a mechanical attainment of lightness, durability and sound-transmission of the highest degree of excellence.

Every tone-arm is tested by playing at the factory, at the same time its attached reproducer is put to critical trial.

It is impossible to describe these new instruments fully here. To really appreciate them, you must see them, and inspect yourself the many wonderful improvements which have been made. Among these are the new tone-arm and the perfected reproducer, advances in phonograph construction almost as important, certainly as valuable to you, as the Non-Set Stop.

Columbia Graphophone Co., New York, N.Y.
EDISONS ON EVERY TRANSPORT

Large Shipment to Hoboken Recently—Transports Will Be Kept Supplied With Velvet Surface Records Through Dealers' Generosity

This photograph was taken at the Edison laboratories, Orange, N. J., as a large shipment of Edison Army and Navy phonographs was being loaded onto trucks to be taken across the Jersey meadows and delivered to the United States Transport Service at Hoboken, N. J.

The two men observing the loading operations are Charles Edison and William Maxwell. The Edison Army and Navy phonograph is one of Charles Edison's hobbies. It is specially designed for use by soldiers and sailors and is sold at a price considerably below its cost of manufacture. Thousands of these instruments have been purchased by patriotic persons and donated to various units of the army and navy.

Some time ago Mr. Maxwell, vice-president of Thomas A. Edison, Inc., was a guest aboard a United States transport and came away with a very keen realization of the need for phonographs on the big troop ships that carry our soldiers to France. A special fund to provide Army and Navy phonographs for the Transport Service was immediately started. A considerable amount was raised in various ways and finally, at the Edison dealers' convention, about $8,000 additional was contributed by the Edison Army and Navy Edison Phonographs Being Shipped for the U. S. Transport Service phonograph dealers and jobbers in a patriotic response to the need of our soldiers for musical entertainment aboard the crowded transports that carry them on the last leg of their journey to France. This liberal contribution on the part of the jobbers and dealers brought the total to an amount which not only provides a full equipment of Edison Army and Navy phonographs for all of the United States transports, but also sets up a fund from which the transports can be regularly supplied with Edison Velvet Surface Re-Creations for a long time.

SONORA ENJOINS "LONORA"

Suit Brought by Sonora Phonograph Co. Upheld by Supreme Court

A decision was handed down recently in the Supreme Court by Justice Ottinger, restraining the Stefanograph Co., New York, from using the word "Lonora" on their phonograph. This motion was brought by the Sonora Phonograph Sales Co., and the opinion of the court, which is very important and far-reaching, reads:

"This is a motion to restrain defendants, pendente lite, from using the word 'Lonora' upon phonographs to the injury of the plaintiff, who manufactures and markets phonographs under the name 'Sonora,' for which it has acquired a trade-mark, and which has been in use for many years. The principles regulating injunctive relief in cases of this kind, not only for the protection of the plaintiff, but in order that the public may not be deceived, are so well settled that it is unnecessary to review the authorities. There is no question in my mind from the papers presented upon this motion that the defendants are using the name 'Lonora,' and that their purpose in so doing is to deceive and defraud the public into the belief that the articles are those manufactured by the plaintiff. The similarity in names is so evident as not to require comment, and the proof is clear that it was adopted for the purpose of taking advantage of the trade name and reputation that plaintiff had acquired. The defendants do not even undertake to show how or why, out of the myriad words of the language, they selected upon an artificial word identical with, except for the first letter, that used by the plaintiff, and similar in sound. There may, as claimed by defendants, be some slight differences in appearance and manufacture is quite immaterial if, because of the name, the public are likely to be deceived to the prejudice of the plaintiff's rights. Motion is granted."

Schechter & Lotsch appeared for the Sonora Phonograph Sales Co. as attorneys in behalf of this motion.

THIS is the Edison style A100, equipped with an EJECT-O-FILE. Note the beauty, as well as the simplified efficiency, in filing and finding records at will.

The Eject-O-File Sales Co.
216 W. Saratoga Street
BALTIMORE, MD.
How Complaints Can Be Made a Business Asset and Used As a Basis for Future Sales :: By J. A. Parsons

Welcome complaints. Encourage your customers to come into the store and tell you of your salesmen about their troubles or fancied troubles with any of the goods you have sold, for a complaint is just as important as a sale, and perhaps, more so, and should receive equal attention. A complaint, no matter how trivial, that is properly handled, can be turned into a genuine business asset, and a complaint neglected, or not given sufficient attention to satisfy the customer, can offset the good effects of several weeks of sales work.

The talking machine dealer, or his manager or salesman, who takes the stand that his line of talking machines or records can give no just cause for complaint is too narrow-minded to remain in business. The talking machine is simply the product of human hands, and workmen are always liable to make errors, no matter how skilful or careful. Then, too, there are unseen flaws in materials or in adjustments that first become apparent in the home of the customer. No matter how high the price or reputation of the instrument, there will always be occasions, few perhaps, when the purchaser finds some real or fancied reason for complaint, and when the complaint is filed it should be investigated courteously and honestly for the protection of the dealer's name.

A purchaser who has complained about some particular feature of the instrument must have some reason for bringing the matter to the attention of the dealer. If the customer is laboring under a delusion, then his or her mind can readily be set at rest with a proper and courteous explanation, and the customer will return home feeling that the dealing fair and remedying any possible errors. If there is some actual reason for the complaint, the sooner the instrument is adjusted, just so much sooner will the instrument be in proper shape to be a fitting advertisement for the dealer's line among the friends of the purchaser.

If the manager of the store appears callous to the complaints of instalment customers with a view to keeping them satisfied until all payments have been made and then neglecting the cash customer because there is nothing due on his instrument is a mistaken idea that, apparently, prevails in many talking machine houses even to-day, regardless of the fact that the cash customer is probably possessed of the greater number of influential and well-to-do friends who may become prospects.

Watch the complaints. They can be developed into sales later on.

MANAGERIAL CHANGE IN HOUSTON

Houston, Tex., August 1.—W. B. White, who was formerly manager of the wholesale department of Thomas Goggan & Bro., of this city, is no longer with that institution. He has become manager of the talking machine department of the Schaeffer Photo Supply Co., who are handling the Columbia Grafonola exclusively. This concern have been in the talking machine business only a couple of months, but in that time they have done a very large volume of trade, due in a large measure to the character of the advertising they have indulged in, as well as the line which they handle.

It is impossible to wrong another without injuring yourself.

LONG CABINETS

FIRST and FOREMOST

In the cabinet field.
Why? Because we've specialized in

CONSTRUCTION
FINISH and
ADAPTABILITY

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

That's why you should anticipate your wants NOW.

No. 83
In all finishes. Specially adapted for use with Columbia 50. Front posts made to show lines of posts on Columbia 75.

No. 79
In all finishes. Showed with top moulding and shelves. Specially adapted for use with Victrola IX-A.

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

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

Talking machine dealers are evidently becoming more keenly alive than ever before to the value of window display as a factor of importance in their business. They are realizing that if the well-dressed "window," the often-changed Detroit. This window, which deservedly attracted a great deal of attention, was admirably conceived. Patriotic records were the principal feature of display, and these were surrounded with miniature soldiers, small tanks and other little displays, such as soldiers' hats with red, white and blue bunting, which, admirably arranged around the window, made a very attractive display.

A Summer Window of Lyon & Healy, Chicago

A Summer Window of Lyon & Healy, Chicago, is a silent salesman that pays a good return for the time and money spent in using this space advantageously. During the past month The World has received a large number of photographs, showing that dealers are giving the closest attention to window displays. They are giving considerable space to stimulating the business of the store, as well as utilizing the summer season as a means of bringing to the notice of prospective buyers that the talking machine is an indispensable equipment during the vacation period, and that no summer home can well afford to be without it.

In the line of patriotic windows we are reproducing a very attractively arranged display made by the talking machine department of the People's Outfitting Co., 44-48 Michigan avenue.

A VERY PERTINENT IDEA HERE

Which Some Types of Salesmen Should Consider and Properly Digest

Here is an incident which came under our notice recently which furnishes the point to an idea which should be considered by dealers.

The following conversation was recently overheard in the shop of (who are prone to believe an unsuccessful) Columbia dealer.

A gentleman came in, walked up to a clerk and said: "Have you A-2158?"

The clerk answered promptly, "No, sir, we have not. Everything else?"

To which the man replied, "I guess not," and went out.

By strange coincidence we were in the shop of another Columbia dealer in the same town later in the day, when the same man entered and asked for the same record.

The salesman said, "I'll see at once, and while I am looking it up I would like you to hear this one," putting into a 2450, starting the instrument and stepping back to look up the record asked for. In a few moments he returned and said, "I am sorry, but we are out of the number you want."

To this the man replied, "Let me have this one you are now playing, and order the other for me."

We have nothing more to say. Have you? - The Peptimist.

A Patriotic Window of the People's Outfitting Co., Detroit

A Patriotic Window of the People's Outfitting Co., Detroit, little what window space a dealer may control, if he makes the most effective display possible in the space at his disposal he will have done his duty and proclaimed himself to be a progressive and up-to-date talking machine merchant.

Talking Machine Hardware

We manufacturer hardware for all styles of cabinets

Lid Supports Door Catches
Needle Cups Siding Casters
Needle Rests Continuous Hinges

BEST QUALITY
WEBER-KNAPP COMPANY

LOWEST PRICES
- Jamestown, N. Y.
NEW OFFICERS FOR DUO-TONE CO.

Prominent Business Men Now at Head of That Organization—Featuring New Stylus

ANSONIA, Conn., July 31.—The Duo-Tone Co., of this city, have recently elected new officers. They are as follows: President, Frank D. Terry; vice-president, C. S. Auschitz; secretary, Carleton F. Hoadley; treasurer, Chaple S. Carter. The new officers are all prominent men in this locality and are all new with the exception of Mr. Carter, who retained his office as treasurer of the company. L. P. Cornet, who is well known to the talking machine trade and who has been connected with the organization for some time, has been appointed as general sales manager of the company.

In addition to the Duo-Tone device they are now featuring the De Luxe stylus. Although they have had this new semi-permanent needle for some time they are now behind a campaign to make it known from coast to coast. They report good business and that several large jobbers have already taken on their new product and are enthusiastic over it.

FACTORS IN THE RETAIL FIELD

In the retail talking machine field the drug-gists seem to be figuring to a much larger extent than ever before throughout the country. The drug store is usually a center for the people of the town, or district, and talking machines and records are apt to find in these establishments a large following. At the present time there is a large army of druggists throughout the country who have taken on talking machines, and find them to be perhaps the most profitable end of their business—at least they return a very nice income on the space devoted to these instruments.

SIZING CARUSO UP

Enrico Caruso, who is soon to bust right out as a film hero, went to the Famous Players-Lasky studio the other day to have a look at things. A property man asked a camera operator who "the stocky little guy" was.

"That's Caruso, the tenor. He's going to be a film star," came the reply. The property man studied Caruso a moment and muttered: "He's a great tenor singer, all right."

In addition to the Duo-Tone device they are now featuring the De Luxe stylus.
Tone Reproduction

Buy only the highest grade HEINEMAN-MEISSELBACH Tone Arm Combinations. Your machines will then be unexcelled in tone quality.

- HEINEMAN TONE ARM No. 11
- HEINEMAN IDEAL SOUND BOX No. 2
- HEINEMAN TONE ARM No. 12
- HEINEMAN IDEAL SOUND BOX No. 2
- MEISSELBACH TONE ARM No. 97
- MEISSELBACH No. 2-C SOUND BOX
- MEISSELBACH TONE ARM No. 97
- MEISSELBACH No. 2-C SOUND BOX
Some of the Advantages of Being a Practical Talking Machine Salesman

How much knowledge should a salesman possess in order to make more than ordinary success in the sale of talking machines? Now, selling talking machines might be a simple matter. Presumably it is, and then after the sale is made there might be an unlooked-for difficulties that are not anticipated when the sale is being made. Your larger knowledge of the inner workings of the machine and your more detailed grasp of the inner workings of the machine can be made a help to you in increasing your sales.

It is so simple to discuss talking machines. This is all in the day's work, and so general is the idea that it seems everybody knows what they are, and there does not appear to be any very great difficulty that is not anticipated when the sale is being made. Your larger knowledge of the instrument itself and your more detailed grasp of the inner workings of the machine can be made a help to you in increasing your sales.

What do we know about the sound box and about the unseen factors that enter into the wonders of this device? Can we explain some of the more simple details that are worked out by the inventors of talking machines, oftentimes has need for a larger detailed knowledge of the inner workings of every machine. There are little mysteries that we, the salesmen, can impress the customer favorably. He should be able to make some statements that are of value to the customer just a little of the secrets that he might be able to explain some of the more simple details that are worked out by the inventors of the machine and the help that the salesman could render might be of great consequence. One trip of the machine back to the store or the saving of one repair man's time to the dealer will pay for this knowledge.

The salesman is not merely a man who can, like a phonograph, give voice to the words that are repeated there by the records. He must be a man who can induce sales and can offer logical reasons for the purchase of a talking machine with intelligence and with a care and training that should place him above the commonplace salesman. He is not merely a tool for the manufacturer to make possible this tone transmission. Can the salesman give a fair explanation of why the sound is carried from the arm of the machine, from the diaphragm into the reproducer and then to the sound box? Is it necessary to be able to explain this to the prospect? Not always, of necessity, but certain it is that this knowledge will prove to be a material aid to the salesman.

Suppose that the customer asks questions, as some of them do. When the salesman is at a loss to explain some of the more simple details that can he impress the customer favorably? She might want a comparison of the various talking machines. She would like to see the device in they differ. If he cannot give a satisfactory explanation then there is danger that there will be a lessen number of sales to his credit. The salesman should be posted. He should be able to make some statements that are of value to the customer and of help to him in increasing the number of his sales.

This is all in the day's work, and it can be made to become of a wonderful help to the man who is going to make it a part of his future betterment. It might not be a very serious matter to him if he might be looking at as one of the more detailed matters that can be passed by and that will not become so important that it must be given study. There are certainly some points of distinction in every machine. There are features that lend a different tone to the phonograph. There are little details that are worked out by the inventors and the manufacturers that give each machine an individuality that can be made a strong talking point, provided the salesman is aware of these things.

This is one reason for the education of the salesman along practical lines. There are others, of course, and of these let us say a word with regard to the importance of this knowledge. We might say a little mechanical ability or training, too, can be put to excellent advantage when the occasion does arise. New machines, cost-of-living, and all the rest, do not make a help to the salesman, or to the man who travels about making sales of these machines, oftentimes has need for a larger detailed knowledge of the inner workings of the phonograph. This is all in the day's work.

Some of the Advantages of Being a Practical Talking Machine Salesman

A Word to the Phonograph Trade

The "BLISS" REPRODUCER with its treated silk diaphragm differs from the ordinary type of mica sound box, offering a latitude in reproduction that is not attained with the mica diaphragm. It reproduces with greater volume, better articulation, and represents the artists as they performed.

Better music is being demanded by the public, and with the "BLISS" REPRODUCER you can meet this requirement. Other Phonograph specialties that we are featuring are the "Disc-Lite", an electric lighting attachment adaptable to any Phonograph, and the "Photo-Lite", an automatic lighting attachment for the New Edison. Also Edison Diamond Points and Edison and Sapphire Points.

Owing to the acute shortage of material and the certainty of price advances, dealers are advised to place their orders at this time to insure delivery for their fall and winter trade.
To The Phonograph Men
Of America

WE ANNOUNCE six new and improved models of the Thos. E. Wilson & Co. phonograph.

The Wilsonian
Retail from $35.00 to $250.00

Dealers and salesmen realize more than ever before the vital importance of quality and individuality in phonographs.

The Wilsonian has many refinements and individualities of style and construction that will appeal instantly to the most critical buyer.

The Wilsonian renders the most difficult and intricate musical and vocal selections with wonderful clearness and beauty of tone.

The Wilsonian plays all makes of disc records without it being necessary to make annoying changes.

The Wilsonian is shown in six different models, all representative of their class, and each one selling at an extremely moderate price.

The Wilsonian is absolutely guaranteed. Both this firm and our parent organization—Wilson & Co.—vouch for the dependability of The Wilsonian.

Dealers who desire to participate in the profits that will be made on The Wilsonian this year are invited to write today for full information.

Service and Price

No matter how perfect the phonograph itself might be, you would have real difficulty in selling it if service was lacking and the price exorbitant.

Wilson service does not end with the sale of the instrument to you. That point is really where our service commences. The entire giant organization of Wilson & Co., with branches in over 150 principal cities, back us up in seeing that you receive prompt delivery, efficient selling helps, co-operative advertising, and all else that goes to make service.

Wilson prices are figured to give a legitimate profit to our dealers. With the buying-power that is ours we can mark our instruments at prices that hold an irresistible appeal to the public.

There is a Wilsonian For Every Home
You can offer your customers the new model Grafonyolas with the absolute conviction that no other machine made today can equal them in mechanical perfection or tone-quality.

Columbia Graphophone Co.
NEW YORK

ENTHUSIASTIC OVER THE OUTLOOK
John Cromelin Returns From Western Front
and Tells of the Splendid Reception Being
Accorded the Heineman "OkeHi" Records

John Cromelin, general sales manager of the Otto Heineman Phonograph Supply Co., New York, returned recently from a visit to Chicago and St. Louis, and in a chat with The World, commented upon the enthusiastic reception being accorded the Heineman "OkeH" record in all of the Western trade centers. He states that this record is finding a ready market with talk-

manager of the Otto Heineman Phonograph Supply Co., is now a member of the Chicago sales staff, assisting Mr. Ribolla in developing the demand for the Heineman products in that part of the country. The sales totals of the Chicago branch have increased tremendously the past year, and Mr. Baerwald will be in a position to render invaluable assistance in handling the Western trade.

TRADE SWINDLER ARRESTED
Man Named Rogers With Confederate "Run Down" by Leading Talking Machine Houses

Talking machine dealers in New York and nearby territory were greatly pleased to learn of the arrest recently of John W. Rogers, who is charged with swindling numerous talking machine dealers in this city. The arrest of Rogers, who has also worked under numerous aliases, was accomplished through the united efforts of C. H. Ditson & Co., John Wannamaker and Bloominghamale's, who succeeded in developing a plan that enabled them to secure the arrest of the swindler.

It is understood that Rogers worked his swindling scheme in company with a confederate. This plan consisted of ordering a talking machine to be sent to an address on Thirty-third street, and giving as a reference a man named Smith. When the store wrote to the name given as reference, Rogers handled all the mail at this "dummy" address, and answered the letters himself. After receiving a satisfactory response from his reference, the store usually shipped the instrument to the address on Thirty-third street, where it was subsequently delivered to another address on Thirty-second street. At this latter address Rogers' confederate secured the machine, and between them sold the instruments around the city. The confederate was also arrested, and both he and Rogers are now awaiting trial.

The Crown Disc Co., of New York City, has increased its capitalization to $75,000.

VAL REIS TEMPORARY PRESIDENT

Heads Tri-State Victor Dealers' Association, Owing to Retirement of A. M. Magoon—Ofi-

ficers Will Be Elected at Meeting in September

St. Louis, Mo., August 5—Val Reis, treasurer of the Smith-Reis Piano Co., has been elected temporary president of the Tri-State Victor Dealers' Association, vice A. M. Magoon, who leaves St. Louis to return to his former home in Minneapolis.

The selection of Mr. Reis was announced by the executive board after a meeting held July 30. The election will obtain until the September meeting of the association, the date of which is not yet announced. All officers of the association are regarded as "temporary," as they were elected prior to the membership campaign and are St. Louis men. It is hoped that at the September meeting there will be a big outside representation of members and their officers representative of the scattered membership will then be elected.

The executive board announced that arrangements had been completed for the attendance at the September meeting, which will be regarded as the first annual meeting of the association, of a number of Victor artists and many prominent trade speakers. Both Victor and general trade subjects will be treated by men who know whereof they speak.

O. L. Faster, of the Faster Shops, Lafayette, Ind., was elected a member of the association.

Mr. Magoon, who has been the only president of the association, was manager of the talking machine department of the Kieselhorst Piano Co. for two years. He came here from Minneapolis, to which city he returns as manager of the Victor department of the Dayton Drygoods Co. At the meeting of the executive board of the association a resolution of regret at his departure from the association territory was adopted. He is succeeded at the Kieselhorst Co. by J. B. Sabath, who has been assistant manager since last October. Mr. Sabath came here from the East.

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York

AUTOMATIC STOPS

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

Send 50 cents for Sample Stop

COTTON FLOCKS

Record Manufacturing
THE PECKHAM MFG. CO., NEWARK, N. J.
Manager Heath, the Columbia distributor here, said:

"There has not been any news of special interest to the trade in Philadelphia during July. No new dealers have been appointed, and no houses are making any startling changes. Cost of material and labor are so high that there is likely to be very little of this at least for some time to come.

Penn Co. Moving in New Home

The Penn Phonograph Co. are making their final move to their new home on Arch street, and have about completed the establishing of their stock in their new quarters. They expect to move their offices to Arch street by the beginning of next week. Through their arrangements with the owners of both buildings they have been able to take their time as to moving, and they have not been handicapped in any way.

Doing Well With the Pershing Record

The Columbia Graphophone Co. are advertising extensively in this city their record of "General Pershing's Own Voice," and it is having a big sale. They have secured an ample stock of these records to meet all demands, and they expect it to be the biggest seller of the year.

Manager Heath, the Columbia distributor here, says: "The record is taking very well. It has been able to maintain Penn Service in its highest form of efficiency. There has not been the great variety in records to be had, but there seems to have been an abundance of records of certain classes, and these seemed to satisfy the dealers, and all around it looks as if the trade was going to enter the fall with excellent prospects.

There has not been any news of special interest to the trade in Philadelphia during July. No new dealers have been appointed, and no houses are making any startling changes. Cost of materials and labor is so high that there is likely to be very little of this at least for some time to come.

Wholesale Only

A. D. Proudfit, who has been the manager of the Philadelphia representatives visited Philadelphia: F. R. Erisman, manager of the Dallas, Tex., store, and A. W. Ross, manager of the Cleveland branch. They were both here on their vacations.

Activity With Blake & Burkart

Mr. Blake, head of the firm of Blake & Burkart, who is the biggest handler here of the Edison phonograph, says that he has no kick coming at all. Phonographs, records and customers have all been coming through fine. He says: "We had two sets of records coming over in July, which looks very good to us." The firm cleaned up more than 100 per cent. over last July. Last week they experienced a little dullness, but the first part of the month was fine. Mr. Blake will take a vacation the last two weeks of the month, but does not expect to wander far from his luxurious home in the suburbs, where a Blake, Jr., recently arrived, which will divide his vacation interest with the vegetable and flower gardens which he takes so much pride in cultivating in his spare moments. One of the Blake & Burkart boys, Ralph Ziegler, has been sent to Camp Dix, and they were compelled to take on a lady in his place, Mrs. McElvain.

Business of Average Volume

George D. Orustein & Co. report that Victor business at Eleventh and Chestnut streets is fair for this period of the year. George A. Lyons, Mr. Orustein's right-hand man, has just returned from a vacation spent at the Delaware Water Gap.

Manager Proudfit Resigns

A. D. Proudfit, who has been the manager of the Victor department of the Theo. Presser store, has resigned, but no successor has as yet been appointed.

A Welcome Summer Visitor

Charles Snow, from the Cressey & Allen firm of Portland, Me., came to this city last week to pay his annual visit to the Victor factory. The combination of Snow and a temperature of 95 in the shade that existed during his visit is something unusual. But he was a

THE TRADE IN PHILADELPHIA AND LOCALITY

TALKING MACHINE DEALERS

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

Weymann "KEYSTONE STATE" Musical Instruments

a combination that has proved to be an instantaneous success.

Write for catalogue

H. A. WEYMANN & SON

Established 1864

Victor Wholesalers

1108 Chestnut St.
former traveling man of the Victor, and consequently knows the climate in this section, and it was never known that Snow would melt during his entire association in Camden. And while he may be looked upon as a cold proposition in name he is anything but that in nature.

Well Satisfied With July Business

The Louis Buehn Co. had their usual business in July limited to the amount of goods they were able to receive. Mr. Buehn is spending about half of his time in Ocean City, his summer home, where he is most active in all the life at that resort. Taking everything into consideration the firm reports that they are very well satisfied with their July business. Reports from practically all of their dealers are to the effect that their business exceeded that done during the same month of last year—of course, it could be better were more stock procurable.

Many New Pathé Dealers Appointed

Manager Eckhardt reports that July was a very good month at the Pathé Shop, and that things never looked more promising and encouraging for a tremendous fall business than they do at this time. Many inquiries are coming in from all directions regarding the Pathé proposition and they closed up during the month of July a substantial number of new dealers. The retail business here, says Mr. Eckhardt, "looks like a tremendous proposition. We are getting a great many new accounts of the real kind."

I asked Mr. Eckhardt what he thought of the outcome of the high tax on machines and records that was going to be levied by the Government, and he replied: "I feel that there is going to be a 10 per cent. tax which will be levied at the source. This will necessitate an increase in price, but unless the increase is prohibitive it will have no effect whatever on business. People purchasing luxuries, such as are musical instruments, are not governed entirely by the price. If the merchandise has merit it will sell, with a reasonable increase, just as readily as if there were no increase."

Warren Clover, of the Pathé shipping department, has joined the army and has been sent to camp at Waco, Tex. C. S. Tay, Mr. Eckhardt's right-hand man, will leave in a week for a vacation which he will spend at Frederick, Md. Weymann & Son Optimistic Over Outlook

H. A. Weymann & Son had so laid out their plans in advance that they have been able to keep their trade very well supplied in July, and with their stock they have been able to make a good showing. Both in their retail department and as jobbers they found July a most satisfactory month. They have again been able to get their force well organized, after the inroads made upon it by the Government, and Harry Weymann says that he believes they are going to have the largest fall business they have ever enjoyed. Both of Mr. Weymann's sons are in the service, one in the army and one in the navy, and they have already been heard from in France.

Well Satisfied With July Business

Mr. Buehn Service at 1025 Arch street, report an excellent demand for the very attractive talking machines made by the Vitola Co., Chicago, in this territory. They are building up a very large business with splendid prospects for the fall.

Latest Brunswick Styles Much Admired

The Brunswick-Balke-Collender Co. are steadily expanding their phonograph business in this territory, and many new dealers have been appointed. The latest Brunswick styles are winning very favorable notice because of the number of distinctive features which they contain.

Prepare for Fall Business

George W. Arnold, of Glassboro, N. J., is making extensive alterations in his warerooms preparing for a big fall business.

DEATH OF MRS. A. DEISINGER

Daughter of Louis F. Geissler Killed in Automobile Accident at Stony Brook, L. I.

Mrs. Nellie Deisinger, wife of Albert Deisinger, of Philadelphia, sales manager of the Fiat Automobile Co., was instantly killed just after midnight on July 30, when a large touring car in which she was riding with her husband was overturned on a sharp curve at Stony Brook, L. I. Mr. Deisinger, who was driving the car, escaped without serious injury.

Mr. and Mrs. Deisinger had driven over from Philadelphia to call on Mrs. Deisinger's father, Louis F. Geissler, general manager of the Victor Talking Machine Co., of Camden, N. J., at his summer home, Tree Tops, Northport, L. I. They had intended to make a tour of Long Island before returning to Philadelphia, and left Tree Tops shortly before midnight. In swinging around the turn at Stony Brook the car is believed to have struck an obstruction of some kind, as it turned completely over.

7% of your year's business CAN be secured in August. In other words—April sales, May sales and August sales should be about the same. The Fall season starts with August and you can work hard this month with a feeling of being properly rewarded. Musical inspiration is necessary now, for we all want good music. And the best way of getting the world's music is through the Victrola and Victor records. Our policy is to urge you to sell MORE MUSIC. Our efforts are concentrated— to maintain Buehn Service at its consistent efficiency.

The Louis Buehn Co., Philadelphia

OPEN PIANO DEPARTMENT

The Kline, Eppihimer Department Store, Reading, Pa., which for some time past has conducted a very successful talking machine department, has recently installed a line of pianos.

CHANGE OF NAME IN EL PASO

Following the purchase by the Tri-State Talking Machine Co., of the talking machine department of the El Paso Piano Co., El Paso, Tex., it was decided to drop the Tri-State name and the business will in future be conducted under the name of the piano company.
In a lengthy article in the New York Evening Post recently William Maxwell, vice-president and general manager of Thomas A. Edison, Inc., argued most effectively and logically for the establishment of a middle ground between the "Business as Usual" and "Cut Out Luxuries" suggestions that have been so much in evidence to date.

In the opening paragraphs Mr. Maxwell took occasion to decry the existing tendency to exaggerate on the part of public speakers and the public press, particularly in the expressions of opinion regarding what may be held to constitute non-essentials. He wrote in part: "We, which means our Allies and ourselves, must win the war, and we, meaning ourselves alone, must furnish enough men, enough food, enough arms, enough ammunition and enough equipment of every character to insure beyond all questions that the war will be won by our Allies and ourselves. Furthermore, we must not plan to do exactly enough. We must plan to do more than we really believe is necessary. In carrying out this program, if it is necessary to discontinue the manufacture of automobiles, pianos, jewelry, silverware, phonographs, and the several hundred other articles which have been discussed as non-essential, there can be no question in any loyal citizen's mind as to which should be done. I attended a phonograph convention the other day and heard a prominent dealer say: 'I am ready to close my store and become a bankrupt if it will really help win the war.' Some seven hundred phonograph dealers were present, and all of them endorsed this sentiment. So it is with every decent American citizen and every decent American industry. No one wants to be ruined, but loyal American is willing to be ruined if he must be to win the war. If our young men in uniform are willing to sacrifice their lives, businessmen should be willing to sacrifice their businesses. There can be no argument on that point. However, if a business man needlessly sacrifices his business, or is needlessly required to sacrifice his business, it is an injury to the nation, comparable in principle, at least, to the needless sacrifice of his life. 'So far as phonographs are concerned, I do not need to argue in their behalf. Music occupies, with literature, the fourth place among human essentials in civilian life, and the experience of army commanders in previous wars, and particularly in this war, has established that music is much more important to the morale of an army than any form of literature. The American nation, both in and out of uniform, needs music and must have music, if it can possibly be provided. The phonograph supplies more people with music than all of the other musical instruments and musical organizations combined. Phonographs are in great demand at the present time. They are a national need, but a need subordinate to the need for ammunition and munitions. 'To the extent that the manufacture of phonographs lessens the output of war equipment, the manufacture of phonographs should be curtailed and inevitably will be, if the necessity really exists. However, I do not think there is anyone in the United States to-day who is able to say what percentage of reduction, if any, should be made in the musical instrument business. I am sure that no one is able to say what increase in war munitions would result if there was a 25 per cent. decrease in the manufacture of musical instruments. Steel, although a relatively small amount of it, is used in the manufacture of phonographs. We know that for some time to come practically all the nation's steel output will be diverted to war work. Accordingly, phonograph manufacturers will experience difficulty in getting steel. Therefore, no official curtailment of phonograph manufacture is required to conserve steel. The steel mills at present are reported to be working to 90 per cent. of their supposed capacity. I believe it will have a wholesome effect on the steel industry if its heads are kept continually conscious of the needs of so-called non-essential manufacturers. It has been my experience that an accumulation of unfilled orders is a potent influence in speeding up production."

Mr. Maxwell then went into a discussion of the fuel and transportation and labor problems and their relations to the business of phonograph manufacturing. He emphasized the willingness of the industry to make sacrifices for the good of the country and for the fact that manufacturers in the trade have expressed their desire to aid the Government in every way by devoting sections of their plants to Government work and told of their readiness to take any necessary steps in support of the Government's war program without quibbling when there is a genuine necessity for unusual sacrifices.

**ESTABLISH NEW PRICE SCHEDULE**

The Progressive Phonographic Supply Co., New York, sole distributor of the Wall-Kane phonograph, has advised its jobbers throughout the country that, owing to the steadily increasing cost of all materials used in every phase of the manufacture of Wall-Kane phonographs, the company is compelled to establish a new price schedule. According to this schedule the retail list price of a package of fifty Wall-Kane phonographs is now 15 cents and new advertising material and display stands featuring the new prices have already been prepared for the use of jobbers and dealers.

In the letter to the trade announcing this change in price J. Tauber, president of the company, emphasized the fact that it is the company's aim to cooperate with and protect its jobbers in every possible way. The new schedule of prices accomplishes this aim in a practical way, and according to present plans the service to be rendered Wall-Kane jobbers during the coming year will even exceed the co-operation offered during the past year.

**VICTROLAS FOR SCHOOLS**

Harold M. Stillwell, who handles the Victor in Freehold, N. J., is having a big success in selling to schools. He said recently that he had sold Victoris to eighteen rural schools, and has found that these sales have stimulated his general business considerably.

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**NYOIL**

is the last word in the refining of high-grade oils, for every impurity is taken from it, leaving nothing but what is required to keep machines in perfect condition, being combined of four oils perfectly blended.

Will not Gum, Chill or become rancid; is free from acid. It is colorless and has no sickening smell, being absolutely odorless.

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

Hundreds of satisfied customers have written us that they would never use anything else for TALKING MACHINES, GRAPHOPHONES, PHONOGRAPHS AND SEWING MACHINES

NYOIL will lubricate the machinery and polish all woodwork and can be obtained of any "Up-to-date" Talking Machine Dealer in the world, and is manufactured by Wm. F. Nye, who for 50 years has made 80% of all the Watch, Clock and Chronometer Oil that is used in America.

WM. F. NYE, NEW BEDFORD, MASS., U. S. A.
UNICO SYSTEM

THE SALES BUILDER

Unico Demonstrating Rooms Excel from Every Standpoint

- DESIGN
  - Six standard styles
  - Special period styles
  - Patented, Interlocking Portable Units
  - Sound Insulated

- CONSTRUCTION
  - All standard Oak, Mahogany and Enamels
  - Increased sales at lower cost per sale
  - Moderate first cost
  - Always an Asset
  - Adaptable any location
  - Prompt shipments from stock ready for immediate use

- FINISH

- EFFICIENCY

- ECONOMY

- DELIVERY

Unico Racks and Counters
Maximum Capacity
Minimum Space

- DESIGN
  - Patented to correspond with Unico Rooms
  - Sectional Units adaptable to any space
  - All standard Oak, Mahogany and Enamels
  - All records always available instantly
  - Moderate Equipment Cost
  - Lower Operating Cost
  - Prompt shipments from stock in all finishes

Install a Complete Unico Department

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.
Columbia steps forward again!  
The new model Grafonolas are ready!  
The highest type of phonograph made today.

Write for detailed description of exclusive features.

Columbia Graphophone Co.  
NEW YORK

UNUSUAL RECORD IN KANSAS CITY TRADE

Comparative Figures Show Business Volume for July Ahead of Same Month for 1917—Cash Sales Predominate—Many Members of Trade Join Uncle Sam’s Forces—News of Month

KANSAS CITY, Mo., August 9.—The talking machine trade in Kansas City for the month of July was ahead of the month of June and also ahead of the same month in 1917. This is an unusual record, considering the many obstacles in the form of price advances and scarcity of merchandise. “We are having the biggest record business in the history of the store,” said Miss E. Surendorf, manager of the Starr Piano Co. C. V. Bissell, formerly general manager of the local branch of the Starr Piano Co., was called into service a month or two ago and is now en route to the East, where he will leave for foreign service. Mr. Bissell was made corporal in the Thirty-fourth Infantry, which has been overseas.

Mr. Bissell comes to Kansas City from the firm regarded Mr. Bissell’s departure. F. C. Corner still retains his position as retail manager temporarily until a permanent manager is appointed.

Surendorf comes to Kansas City from the foreign trade, was called to the colors July 31. Following the round of golf, an old-fashioned picnic dinner was spread in the orchard of the clubhouse. At the Rotary Club picnic July 27 Miss Genevieve Pierce won the ladies’ singles in the tennis tournament, the 75-yard dash and the potato race. Mr. Pierce was captain of the winning baseball team at the same affair.

D. M. Guthrie, retail manager of the Columbia Grafonolas Shop, will leave very shortly on a two weeks’ motor trip to Colorado. Mr. Blackstock, repair man for the Columbia, is visiting his old home in Mississippi.

The talking machine department of the Jones Store Co. finds business far ahead of last year, not only in volume but also in the quantity of goods sold. “We are getting terms on machines which are almost unheard of. A large part of our business is on the 50 per cent. cash basis,” said Mrs. Nelle Williams, manager. A. R. Willey, salesman, who has been handling the foreign trade, was called to the colors July 22 and has left for Camp Crook, Neb. Mrs. Nelle Williams, manager, will leave shortly on a two weeks’ camping trip in the Ozarks.

“There is a big demand for machines and no goods,” said B. J. Pierce, manager of the Victrola department of the J. W. Jenkins’ Sons Music Co. “It is very difficult to adjust the business to conditions.” C. L. Kipp, of Manhattan, Kan., and Mr. Walters, of Walters & Behrens, Atchison, Kan., were recent visitors to the Victrola department of this store.

“Business has been very good,” said A. A. Trostler, Victrola department of the Schmelzer Arms Co., “and July has been ahead of the same month in 1917. Trade is keeping up nicely and the demand is still as great as ever with no prospects of a let up. Anything which looks like a Victor sells.” Mr. Trostler recently returned from a week’s trip to the Victor factory, where he went to see about securing merchandise. The Schmelzer Arms Co. has adopted the one-a-day delivery plan.

Missa. Frick, formerly connected with the Jenkins’ Victrola department, has been added to the force of the Schmelzer Arms Co. She will later replace Miss Hill as assistant to Mr. Lyman in the wholesale department.

The wholesale department of the Phonograph Co. of Kansas City finds trade conditions very good. July was ahead of last year, and the prospects for August are the best that the company has ever had. O. M. Fisk has been added to the sales force, replacing C. L. Smith, now of the national army, in southwestern Kansas and eastern Oklahoma territories.

G. H. Clevendine, of the credit department of Edison wholesales, has left for the Great Lakes Naval Training Station. Mr. Clevendine is replaced by W. C. Hall.

Roy Kroger, head of the talking machine department of Brunswick wholesale, has joined the navy and left for the Great Lakes Naval Training School. Mrs. Paul Oviatt is now in charge.

The Brunswick wholesale reports a steady business throughout the summer season. “The volume of business during July was 20 per cent. larger than during June,” said Mrs. Oviatt. “In fact, the conditions have been better than we anticipated, in view of the usual slowing down in demand.” B. Altman, formerly a piano salesman with the Altman Piano Co., has taken the position of assistant to Mrs. Oviatt.

L. S. Byrke, Missouri, Kansas and Oklahoma salesman for the Brunswick, has just returned from a thirty days’ trip through his territory. The following firms have contracted as dealers for the Brunswick: Schrack & Son, Pratt, Kan.; M. Y. Rush, Brookfield, Mo.; and Harry L. Hass, Milan, Mo.

Mr. Darrow, of the Darrow Music Co., Tulsa, Okla.; Lewis Megede, Richmond, Mo.; and C. L. Dosch, Mayville, Mo., were visitors at the Kansas City Brunswick headquarters.

J. W. McQueen, McQueen Bros., Carrollton, Mo., has just received word from France that his son was slightly wounded in battle.

M. M. Blackman, manager of Edison wholesale, has recently taken up golf. Judging from Mr. Blackman’s enthusiasm, members of the office force prophesy that he will be able to meet "Chick" Evans to the latter’s discomfiture by next season’s tournament.
BELIEVES IN CASH PAYMENTS

F. E. Yahr, of the Yahr & Lange Co., Carrying on Campaign to Educate Retail Trade to Importance and Value of Cash Payment Plan

MILWAUKEE, Wis., August 3—The Yahr & Lange Drug Co., of this city, wholesale distributor for the Sonora phonograph in this territory, has been achieving splendid success with this line, and has established successful and responsible dealers in practically all of the leading cities in its territory. Fred E. Yahr, secretary of the company, who is in active charge of the Sonora division, is an enthusiastic believer in the "cash-on-payment" plan of selling phonographs, which forms an important part of the Yahr & Lange Sonora campaign. George E. Brightson, president of the Sonora Phonograph Sales Co., New York, has congratulated Mr. Yahr upon the success he has attained in this important work.

In a recent chat with The World Mr. Yahr commented as follows upon the progress his company is making in this direction: "We are educating our dealers to sell Sonoras on a cash basis only. They all seem to appreciate the value of this plan now that we have put them on this basis. Heretofore, they thought it impossible to sell Sonoras for cash, but they have changed their minds and are now rejoicing in the clean business they are doing."

"Some of our dealers handle two and three makes of phonographs which they sell on time payment, but they tell the customer at all times that the Sonora cannot be sold on "easy" terms, and they find that the larger sales are of the Sonora, as the customer invariably forms a better opinion of an instrument that is sold on this basis instead of one that they can purchase on 'convenient terms.'"

"As Mr. Brightson put it, 'pride of possession' is a very true saying, and I hope eventually that all merchandise will be sold on this basis. Then dealers will be able to go home and rest in ease and not spend half of the night worrying about poor accounts and how they are going to pay their jobbers for the merchandise which they have on time payment."

"We have in the neighborhood of 150 good live dealers handling the Sonora in the city of Milwaukee, the State of Wisconsin, and in Upper Michigan, and we have educated them all up to the cash payment plan. We have added to our list of dealers the G. W. Fischer Furniture Co., of Milwaukee, which is located in the heart of this city, and is one of the largest and finest furniture stores in the State of Wisconsin. They placed a large order last week for Sonora instruments, including a representa-

DEATH OF JOHN M. DEAN

Founder of the Well-Known Needle Manufacturing House of That Name Passed Away Recently at His Home in Putnam, Conn.

John M. Dean, founder of John M. Dean, Inc., the well-known needle manufacturer, which was recently incorporated as a division of the Otto Heineman Phonograph Supply Co., died recently quietly and peacefully at his home in Putnam, Conn. Mr. Dean had been ill for some time, but with his customary vigor and energy had taken a keen interest in his many business and social connections notwithstanding his illness.

John M. Dean was well known throughout the country as a pioneer in the talking machine needle industry. He founded the concern of John M. Dean, Inc., many years ago, and through his intimate familiarity with all the important mechanical details of needle manufacture, succeeded in gaining for the Dean needle world-wide recognition. Dean needles steadily increased in popularity year after year, and recently John M. Dean, Inc., became one of the divisions of the Otto Heineman Phonograph Supply Co.

In addition to his prominence in the talking machine industry Mr. Dean was also well known in general industrial circles, for the concern which he founded manufactures vast quantities of textile pins, comb, faller, feeder and card pins. The house is known from coast to coast as one of the leading manufacturers of these products and since the war broke out has been handling very large Government orders.

Mr. Dean is survived by two daughters and two sons, John M. Dean, Jr., and Charles E. Dean, both of whom have been active in the executive direction of the Dean needle factory for many years. Under the able guidance of their father they obtained a thorough knowledge of every detail of the business, and since the amalgamation of John M. Dean, Inc., with the Otto Heineman Phonograph Supply Co. they have perfected many plans for expansion.

The funeral services were held August 2 from Mr. Dean's late residence in Putnam and were attended by many well-known manufacturers in the textile field and personal friends and acquaintances. W. C. Strong represented the Otto Heineman Co. and numerous floral wreaths testified to the esteem and affection in which Mr. Dean was held by all who knew him.

To Jobbers and Dealers

Especially those selling Hill-and-Dale Records

YOU can greatly increase the demand for the best phonographs by selling these Reproducers and Attachments applying them to standard machines.

Write for Quantity Prices

Liberal Arrangement for Jobbers

Superior Universal Reproducer

The Reproducer that people on its ability to play the correct angle for all makes of records—and the needle returns the same tone in both positions.

Sample Retail 0.40

With Attachment for Nickel $4.10 $5.50

Victor

Gold 5.50 7.50

With Attachment for Nickel $3.50 $5.50

New Victor

Gold 4.55 7.75

With Attachment for Nickel $5.10 $7.50

Columbia

Gold 4.55 7.25

With Attachment for Nickel $4.00 $6.50

Edison

Gold 3.50 5.95

With Attachment for Nickel $3.75 $5.50

Pathé

Gold 4.00 7.00

With Attachment for Nickel $3.50 $5.65

Pathé Universal

Gold 5.75 8.60

*This refers to the latest improved models.

*The Superior Universal Reproducer gives a depth of sound that is so musical that no other phonograph I have ever heard seems quite as good. Besides this marvelous depth and firm resonant tone, it has the great advantage of a surprising musical volume. In all makes of records it overcomes and undercuts every sound, and with other reproducers are brought into a comparison. It is the only Reproducer that places the needle in an angle right angle for either the Columbia and Victor or the Pathé and Edison records. It is one of the few which places the groove at the proper angle to play a record. It has a broad flat of the jewel to dig into the record and ruin it. Our phonographs are not too much, therefore there is always the tendency for the needle to slip from the groove and shunt. All that I have said of the Superior is also true of the Scofield Reproducer, and in a way, with its large phrasing, plays the Pathé, Victor, Luxury, and several others with marvellous results. Other makes fail to play records to suit me in any machine, but this machine, under that to perfect articulation, beautiful tone and overtones and undertones never before heard with other Reproducers are brought out with pure, crystal-like clearness. Our Reproducer places the needle in exactly the right angle for either the Columbia and Victor or the Pathé and Edison records.

The Superior Universal Reproducer is the生产者 of the Otto Heineman Phonograph Supply Co.

Scofield Model 1 Reproducer

This reproducer is a true Scofield Phonograph—plays only Hill-and-Dale Records, but plays them at their best.

Sample Retail Prepaid Price

As is — fits the Nickel $3.50 $5.50

Victor

Gold 4.10 6.50

With Attachment for Nickel $3.75 $5.50

Columbia

Gold 4.55 7.00

With Attachment for Nickel $4.00 $6.50

Pathé

Gold 4.75 7.50

Can be used on the Edison with the Kent Attachment

Barnhart Brothers & Spindler

Manufacturers of Superior Specialties for Phonographs

Monroe & Throop Sts., Chicago
Something New under the sun!
The Columbia NON-SET Automatic Stop.
The only "self-stopper" on the market.

RECORD TRADE OF ENORMOUS DIMENSIONS IN MILWAUKEE

Trade Problem Is to Get Sufficient Stock to Meet Demands—General Trade Very Seasonable—Machine Shortage Causing Some Concern—Advertising Campaign Along Co-operative Lines Pays

MILWAUKEE, Wis., August 12.—While the demand for talking machines is showing something of the usual midsummer slackening, due to the fact that hundreds of families which might be classed as potential prospects are in the country during the torrid spell, dealers are kept busier than ever in trying to fill the extraordinary requirements for records. Not only is the demand for these the largest it has ever been, but it is growing every day and Victor dealers particularly are at their wits' end to know how to supply all orders.

"The record situation is the most acute that is known in our experience," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber in Wisconsin and Upper Michigan. "We cannot get more than a part of the stocks of records which we require to meet the demand from our dealers. The main reason for this is that their wants are far and away above anything we or they have ever encountered. With a record supply that could hardly be expected to grow apace with the demand, due to the urgent needs of the Government for materials, facilities and the records themselves, the trade isilly equipped to face the constantly expanding demand.

"One reason why so many records are wanted is that the market virtually has been flooded with any number of machines of a more or less nondescript nature—machines that have no records to back them up. This throws the entire burden of furnishing records to play into the hands of dealers who are engaged in the manufacture of records as well as machines. Dealers everywhere report that their stocks are badly broken, and it is a constant scramble to replenish supplies."

Concerning Victor machines Mr. Goldsmith said that the situation still is very unfavorable, as not enough can be obtained to fill orders. At this time, when sales of machines are probably at the low point of the year, due to the season, foresighted dealers are taking advantage of the temporary lull in getting under cover for their requirements during the coming fall and holiday season. For this reason the demand as viewed by jobbers is perhaps just as great as ever, and the chances of providing machines are no better than before, because the factories cannot increase production when more pressing Government requirements are being given attention.

None of the other big jobbers in Milwaukee, all of whom supply a large share of the demand from the retail trade in Wisconsin and Upper Michigan, are in much better shape than their competitors, although here and there may be found a house that is perhaps better fortified on stocks than another. These jobbers, however, regard the future with some apprehension on this point, for while they may have fairly moderate supplies of machines at this time, there is no telling what may happen when the demand is resumed early next fall.

At the Edison Shop, 213-215 Second street, Edison jobber and retailer, it was stated that while dealers' orders are being fairly well filled, there is a shortage of some styles. The company has been making a brave attempt to anticipate requirements during the last half of the year, but finds that stocks are diminishing more rapidly than expected. So far as records are concerned, hardly enough can be obtained to fill current orders, to say nothing of laying up stocks.

Thomas I. Kidd, general manager of the Brunswick-Balke-Collender Co., 375-379 West Water street, has been fairly successful in keeping his dealers stocked and is working like a beaver to give them the machines for which they are clamoring to protect themselves next fall. Mr. Kidd foresees a shortage sooner or later if the demand is anything like he expects it to be.

The Sonora is moving better this summer than last, according to Yahr & Lange, 301-215 East Water street. Sonora jobbers for Wisconsin and the Upper Peninsula. The company's dealers are exercising foresight in anticipating their wants ahead, and in addition to placing these orders in large volume, need many machines to fill immediate requirements. Under the vigorous promotion of Yahr & Lange, the Sonora has won remarkable prestige all through the territory and this is now being reflected most strongly in the demand.

A. G. Konde, 516 Grand avenue, distributor of the Columbia, says the big demand for Columbia records is causing him even greater concern than the matter of getting enough machines. Columbia catalog has never been so popular as now, and old as well as new issues are being snapped up by retailers as rapidly as they become available.

"Wisconsin certainly appreciates Wisconsin products," said Charles J. Orth, 504 Grand avenue, distributor of the Puritan phonograph and Paramount records in this State and Upper Michigan. "It may be true in some things that 'A prophet is not without honor, save in his own country,' but not so with the Puritans. We have been able to offer dealers the double advantage of quick deliveries and ample stocks, and this has brought us a really enormous volume of business. The factories at Steibygan, Fort Washington and Grafton are so close to everyone in this State that while some dealers in other machines need a couple of weeks to fill orders for certain styles of which they are out, we can deliver the goods almost the same day. We are building up a splendid record business with the Paramount line, which also is made right here in Wisconsin, both because the goods are 'right' and service is quick.

The acute shortage of labor has had its effect upon the retail as well as the jobbing trade. All dealers are lamenting the fact that it is practically impossible to get men, but at the same time they realize that the movement of the boys to the front is bringing the dawn of peace much nearer, and they are making the best there is of it.

"The Music Without the Blur!"

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

MARVELOUS MAGNOLA
"Baited by Tone Specialists"

"Magnolia's Tone Deflector eliminates the scratch"

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
VICTOR DISTRIBUTORS MILWAUKEE, WIS.

COLUMBIA GRAPHOPHONE CO.
NEW YORK
the situation in a patriotic way. It is today-not an unusual sight to see the head of a retail store behind the wheel of a delivery car, taking the place of a young man who has answered the call to the colors and for whom no substitute can be found. Rather than destroy reputations for service, the executives are not afraid to do this class of work, and, as a matter of fact, they really enjoy getting out and coming face to face with problems and situations that are new in their experience.

The death of Walter Ruez, a popular traveling representative of the Badger Talking Machine Co., Victor jobber, on Saturday, July 20, cast a pall of gloom over the entire force, and especially over George F. Ruez, president of the company, who thus lost his only brother. Mr. Ruez was only thirty years old, but earned for himself a splendid reputation in the field and his passing caused genuine sorrow throughout the territory. The funeral was held July 24 at Fond du Lac, Wis., the former home of the Ruez family. Mr. Ruez is survived by his mother, Mrs. H. Ruez, three sisters and his brother, George.

Edward Heath, who took Mr. Ruez's place when he was stricken about four months ago, has taken the route permanently.

Miss Helen Gunnis, manager of the Music Shop, 310 Grand avenue, retailer of the Columbia and Star, has gained new laurels as a soprano by her appearances as soloist at the free brother, George.

The Leonard Markels

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.

Specifications

1. Revealed gear noiseless winding.
2. New ratchet device that prevents clicking.
4. Plays seven 7-inch or five 12-inch records at one winding.
5. Cast iron nickled frame.

For Use of Travelers Rather Than 5,000-Mile Book as Originally Planned

The National Association of Piano Travelers was advised last month that the authorities in Washington had made a change regarding the issuance of a mileage book for travelers, and that instead of issuing a 5,000 mile book, they had decided to issue only a 1,000 mile book. This book can be used for the payment of regular fares on any railroad in the country, and can also be utilized to pay for Pullman and dining car charges. The Government authorities, however, have decided definitely that the use of this mileage book does not exempt the traveler from paying the extra charge of one-half cent per mile for riding on a Pullman.

TO ORGANIZE ASSOCIATION

Oakland, Calif., July 30.—The talking machine dealers of Oakland, Berkeley and Alameda met here last week for the purpose of discussing the formation of a talking machine association, the object being the general betterment of the business.
THE TALKING MACHINE WORLD

SAN FRANCISCO TRADE ACTIVE, BUT STOCK IS SCARCE

Conditions, However, Better Than a Month Ago—New Columbia Models Interest—Changes in Personnel of Phonograph Shop—Walter S. Gray Doing Well—Hauschildt Activity

SAN FRANCISCO, CAL., August 4.—As far as the demand for talking machines and records is concerned few complaints have been registered by local dealers in the past month, as sales have held up unusually well for the summer vacation season. The wholesale distributors report the demand well up to expectations also but in some lines the shortage of stock is a serious handicap, and more and more uneasiness is felt in regard to getting ample supplies to meet the requirements of the Western trade during the coming holiday season. While the local branch of the Columbia Graphophone Co. is in a little better position in regard to stock than it was at the end of June, the supply of machines is still so short that it is impossible to go out after business in an aggressive manner. A shipment or two arrived during the past month, but they came on a bare market and practically all the machines contained therein were sent out again immediately on back orders. Much interest is shown in the few samples of the company’s new automatic self-stop models, which have just been received here. Manager F. A. Denison considers this new feature a revelation in the talking machine business, and he looks for it to stimulate the demand for Columbia products on an extensive scale. It will be largely a question of being able to get stock during the remainder of the year in his opinion. Mr. Denison spent part of July at Santa Cruz, Cal., having had a very pleasant vacation there.

Among the new personnel of the Phonograph Shop’s force, the most prominent is Miss Tully, another employee who had been there some time, has given up her position, it being understood she is to be married shortly. Among the new faces to be seen at this store is N. D. Humphry, who arrived in San Francisco recently from the Northwest. Manager F. B. Travers, of the Sonora Phonograph Co., is back on duty after an enjoyable outing in the redwoods north of here. Walter S. Gray, who is engaged in the talking machine trade accessory business with offices in the Chronicle Building, is calling on the trade in the southern part of the State. He has been successful in making very desirable needle connections and is doing a big business in this branch of the business. Miss Tully, which has won for him the title of “needle king” of the Pacific Coast.

Frederick Stern, head of the Stern Talking Machine Co., at 1085 Market street, which also has branches in Oakland and Richmond, Cal., is making a strong feature of the Pathé line and reports excellent results. In Richmond the business has grown to such an extent that new quarters are necessary. The company has leased the store at 1111 Macdonald avenue and is having the place nicely fitted up for occupancy at an early date. The move will be in the nature of a celebration of the first anniversary of the business in that city.

The San Francisco trade received a pleasant visit from Geo. F. Hopkins, sales manager of the Columbia Graphophone Co., during the past month. The principal object of his trip to the Pacific Coast was to attend the annual convention of the Associated Advertising Clubs of the World, which was held in this city, but while in the West he took advantage of the opportunity to call on various Columbia agencies and to make a general survey of trade conditions in this section of the country. He stopped in Los Angeles, Cal., on his way here, and then proceeded homeward via the Pacific Northwest. The California Phonograph Co., of which E. A. Levy is president, has been handling quite a bit of export business, having a special license to make such shipments and special permission for its men to go aboard off-shore vessels entering this port. As each consignment of records leaving the store for a foreign destination has to be censored and bear a Government seal, the work of filling the orders and preparing the records for shipment is no small task. Mr. Levy has just returned from a long automobile trip.

The Fresno, Cal., store of Sherman, Clay & Co., under the management of E. R. Armstrong, is undergoing extensive improvements, which will provide larger and more desirable quarters for the talking machine department of the business.

Mrs. Helen Plummer Howard has made a special showing in War Savings Stamps in the office of the talking machine department of the Hauschildt Music Co.’s store in Oakland, Cal., since taking charge of that part of the business a few months ago. Her work along educational lines continues to increase in scope. During the recent War Savings Stamp Drive the community was invited to attend a War savings drive at a local motion picture house to which the children of various orphan and relief societies of Oakland were invited. A vaudeville and moving picture program was arranged, using a Brunswick talking machine in the lobby of the MacDonough Theatre, having some one in charge to play it from 11 in the morning to 9:30 at night each day, specializing between acts on the current comic operas. Mrs. Howard reports that the gratuitous equipping with talking machines of various ships called into United States service either as training or troop ships is still going on and she is convinced that the boys in our service truly appreciate “that music will help to win the war.” Her company has also sent machines to various boy scout encampments, together with records. Recently the Hauschildt Music Co., and one of the Oakland newspapers gave a theatre party at a local moving picture house to which the children of various orphan and relief societies of Oakland were invited. A vaudeville and moving picture program was arranged, using a Brunswick talking machine for two numbers. At the invitation of Henry Hauschildt, of the Hauschildt Music Co., the talking machine dealers of Oakland, Alameda and Berkeley, Cal., met at the company’s Oakland store a few days ago for the purpose of discussing plans for cooperation and better working methods on the east side of San Francisco Bay. The meeting was well attended and will likely bring about a closer understanding among the trade in that section.

What can you do when you have come to what seems the limit of your powers, the end of your string but just—keep on. It will win.

MELOPHONE MOTOR

COMPLETE WITH 10-INCH TURN TABLE

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

Immediate Deliveries Sample $2.00

Write for Quantity Prices

Melophone Talking Machine Co.
380 Lafayette Street, New York
Royal Serbian Orchestra
at the Waldorf Astoria

In New York all the best people visit the Waldorf Roof for their rendezvous. The Waldorf-Astoria, desirous of choosing the best kind of entertainment, picked for the summer season the celebrated Royal Serbian Orchestra.

It's the talk of the town—in fact the talk of the country—every manufacturer wanted to be the first to offer records of this orchestra.

But first out as usual, it's Emerson Records

No. 955, the new large size Emerson disc consists of the Belovarska One-step and the Slobode Waltz, by the Royal Serbian Orchestra. This is but one of the many new popular song and dance hits from the Catalog of large discs.

You will hear the Tambouritza, a sort of combination between the mandolin and the guitar. Music that is novel and unique and makes you want to dance.

This first Emerson Record of the Serbian Orchestra is conducted by Zerbes, the great Serbian conductor and violinist.

EMERSON Records are the most economical buy today; the only records which can be played on any machine without attachments; and the most widely wanted discs.

FIRST OUT WITH THE BIG HITS

EMERSON Records are the most economical buy today; the only records which can be played on any machine without attachments; and the most widely wanted discs.

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

Gentlemen—

Kindly send me full details and particulars about your new large size Records at 65c each.

Name
Address
City
ADVERTISING THE VOCALION RECORD

Mammoth Advertising Campaign Inaugurated by the Aeolian Co., Covering Their New Records—Artists Individually Featured

As announced recently in The World the Aeolian Co., New York, has completed plans for a mammoth advertising campaign in behalf of the new Aeolian-Vocalion records. This campaign has already been launched in the newspapers throughout the country, and judging from the enthusiastic reception accorded the first advertisements in this series, this publicity will not only produce sales for Vocalion dealers, but will serve to emphasize the prestige and quality of the Vocalion records.

When this record campaign was being prepared the advertising department of the Aeolian Co. endeavored to inaugurate something distinctive, and after carefully considering various plans it was decided to introduce Vocalion records through the medium of advertising that would feature one record by one specific artist. As the Aeolian-Vocalion record library includes selections made by many famous artists who are recording exclusively for the Aeolian Co., this plan of publicity presented many attractive features.

In announcing the initial recordings by the distinguished tenor, Giulio Crimi, the Aeolian Co. featured two records presenting selections from "Cavalleria Rusticana" and "Pagliacci." This advertisement appeared in the leading newspapers in this city, and was noteworthy for its attractive illustration, which carried out the idea of the "Cavalleria Rusticana" selection, as well as for the unusual manner in which this

Miss Florence Easton

Another advertisement in this interesting series called attention to "A Vocalion Record of Rare Charm," this record being "Three Green Bonnets," sung by Miss Florence Easton, of the Metropolitan Opera Co. This distinguished soprano, who also records exclusively for the Vocalion record library, and his records will doubtless meet with the hearty approval of Vocalion dealers everywhere.

Advertising the Florence Easton Records record was introduced to the music-loving public. Mr. Crimi records exclusively for the Vocalion record library, and his records will doubtless meet with the hearty approval of Vocalion dealers everywhere.

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expert calculator not always a good business man

merchant who measures his business progress by pretty figures rather than facts is the sort of fellow who helps to make the sheriff's job worth fighting for

at the same time this figure hound is wondering why the pile of bills in the till is getting higher as the pile of cash is getting lower. some day this boy is going to get wise to himself and throw the fast figuring overboard for the slow, steady count. he is going to do out the fact that the only money he makes is what is left after he has paid for his goods, paid all his expenses and gets his money from the customers.

then he is liable to do a brodie, because he will find out that sometime there won't be any money left except on the wrong side of the ledger.

a baby with these generous propensities should not give away goods to strangers. with a disposition like that he ought to have enough clinging friends to keep the business going until the stock is cleaned out. at the same time he should break into his siesta long enough to spend a profitable hour watching solly down the street holding out for the hard coin for his machines, telling the world fair that he had a hard time to get them and don't expect to get any more, and demanding of the same world that it come across clean with the kule or nothing doing. the only bills solly's got in his till are greenbacks and a bunch of mortgages at 5 per cent. on other peoples' houses, which shows that solly is a wise guy, at that.

when it's raining soup it's no time to grab a fork. the wise guy knows this and goes forth with a bucket. it's no time to let go those goods for a buck down and a promise. when the light figuring calculator gets down to cases, goes back to the elementals, as it were, and begins to count slowly like a donkey on the stage, using his hoof instead of his head, then he is going to find that figures in business don't mean anything unless they have got a great big dollar sign in front of them.

moral: don't take water when gravy is plentiful.

dayton motors

sold all over the world

used in all high-class talking machines

every manufacturer building talking machines knows that the success of his business depends wholly upon the satisfaction his products give to the dealer and the user. therefore, he realizes that only the best parts are good enough to put into his machines. that's the reason thousands of dayton motors are being sold. their superiority makes them

"the best motor in the world"

they embody the highest quality of mechanical perfection. made in different styles and sizes; noiseless, easy-winding and durable. build satisfaction into your products by using our quality line. dayton motors, dayton tone arms, dayton reproducers.

they will bring you more business and satisfy your customers.

write for full particulars

thomas mfg. co., 322 bolt st., dayton, ohio, u.s.a.
The New Model Grafonolas give you, Mr. Dealer, more and better sales arguments than any other instrument on the market.

Increase Your Record Sales

by forcing the owner to maintain his files

DO IT

by furnishing him a file index which he will use

Proper Index is the Secret

The Handy Record Index

EASY TO MAKE
EASY TO KEEP
EASY TO USE

In Convenient Form
for the owner to hand to his friends in answer to their question of “What records have you?”

Its Use A Pleasure
inducing the proper maintenance of files and thus the

PURCHASE OF MORE RECORDS

HARRISBURG BOOK CO.
Commonwealth Trust Bldg.
HARRISBURG - - - PENN.

EDISON SUPERVISORS RECLASSIFIED

Warren F. Taylor Among Those Recently Appointed to Position of Supervisors

The following reclassification of Edison supervisors and their territories became effective August 1, 1918:


C. S. Gardner, Pittsburgh, Cleveland, Cincinnati, Richmond and Philadelphia.

C. W. Burgess, Des Moines, Sioux City,

correspondent. When a place on the Edison supervising staff became vacant, Taylor was chosen to fill it.

He is pictured here “absorbing,” which is part of the training Edison supervisors get before they go on the road. Having spent several weeks in the laboratories learning how Edison phonographs are made, he is now ready to go out and help spread the gospel of music’s recreation.

JOINS UNCLE SAM’S FORCES

Harry Schoenthal, who was formerly a member of the traveling staff of the local wholesale branch of the Columbia Graphophone Co., covering the northern part of New York State, is now in the National Army, and expects to leave for camp in the near future. Lambert Friedl, manager of this branch, states that Mr. Schoenthal’s successor has already been chosen, and will be introduced to the trade next week.

DEATH OF MRS. WARBURTON

Mrs. Mary Helen L. Warburton, widow of Fred J. Warburton, who was formerly vice-president and a director of the Columbia Graphophone Mfg. Co., died July 26 at her home in Scarsdale, N. Y. Funeral services were held at her late residence July 27, and the interment took place at Loudon Park, Baltimore, Md., the following week.

What More Can You Ask

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

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

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

ELECTRO-PLATING of PHONOGRAPH PARTS
AND MUSICAL INSTRUMENTS
Gold, Silver, Nickel and Antique Finishes

JOSEPH MUSANTE

168 CENTRE ST. Tel. Franklin 3032 NEW YORK
The Stradivara
Art Phonograph

"Known for Tone"
(Patented)

has neither concealed horn nor metal throat, nothing but a flat, life-giving sound board made out of choicest spruce. The tone is of velvety smoothness without megaphonic, metallic, or piercing effect. It reproduces tone true to life without change, but it cannot make a bad record good.

The workmanship is exquisite and the proportions are correct. Genuine mahogany, oak, and walnut are used only. The entire instrument is fully warranted, and the strong motors are as near trouble proof as possible.

The Stradivara "Known for Tone" represents a good and honestly made standard line; sold without undue bombast, but fulfilling every promise made. It repre-
sent distinctly an advance in the science of applied phonetics.

We will ship to thoroughly responsible firms any one of these seven models upon ten days' approval, and desire one dealer only in each locality of less than fifty thousand. Our discounts are attractive and pay a good profit to our representatives. A wide range of advertising material is available to help in selling service.

Will you not write us today and may we not help you to the acquisition of a deserving line which invites favorable comparison?

Manufactured by

THE COMPTON-PRICE CO.
COSHOCTON, O.
WAR PICTURES HELP DRAW BUSINESS IN INDIANAPOLIS

Views of Battle Front a Strong Display Feature at Brunswick Shop—Call to Service Disrupts Organizations—Excellent Business Prospects in Agricultural Districts—News of Month

INDIANAPOLIS, Ind., August 6.—Midsummer finds business conditions among the wholesale and retail talking machine dealers in the Hoosier capital quite satisfactory. In a number of instances the business of July this year exceeded by a considerable margin the business of the same month last year. The dealers are getting a better class of business and doing more business at the same time. The policy of demanding larger payment down and larger weekly and monthly payments is in force quite generally.

George F. Standke, manager of the Brunswick Shop, believes in giving the people what they are interested in along with selling them Brunswick machines. In the Brunswick Shop window in North Pennsylvania street hangs each day a photo of some of the boys who are fighting the Huns across the water. These pictures are supplied by the Committee on Public Information.

To illustrate the extent to which the public is interested in such matters Eph Inman, a prominent Indianapolis attorney, stopped in front of the Brunswick Shop recently to look at one of these photos and found his son, Lieutenant Gilbert H. Inman, lying on a hospital cot.

Needless to say he was surprised. Lieutenant Inman had notified his parents of being gassed a short time before.

Mr. Standke is posting all the photographs so received along the walls on the second floor of the shop and has invited the public to inspect the pictures at any time. There have been a number of instances where persons have recognized soldiers in these pictures.

Through the courtesy of Mr. Standke the Optimists' Club at a recent meeting at the Hotel Lincoln had the pleasure of listening to General Pershing through the medium of a Columbia record and a Brunswick machine.

Mr. and Mrs. Standke are the proud parents of George F., Jr., now at Camp Taylor, Kentucky, and a very heavy increase over the same month last year but simply could not get the machines and records to fill complete orders.

The war cut into the Columbia wholesale organization recently. Louis Sayer, representing the branch in Kentucky as traveling salesman, is in the spruce forests of the Northwest as foreman of a gang of foresters. Herman Schaefer, former shipping clerk, now at Camp Taylor, Kentucky, has been promoted to a corporal.

William Daly, of Louisville, Ky., has succeeded Mr. Sayer as traveling representative in Kentucky for the Columbia Co.

Frank J. Clark, manager of the Dictaphone department of the Columbia wholesale branch here for the last four years, has left to open up branches in the northern part of the State. He will establish offices at Fort Wayne and South Bend. He has been succeeded by C. A. Wilkins, formerly with the Globe-Wernicke Co.

Frederick Aylesworth, manager of the Vocalion department of the Aeolian Co., says that the prospects for exceptionally promising business in the country districts of the State is good because the wheat crop of the State was successful and farmers have money.

Business has been brisk with the Vocalion.

A. H. Snyder, of the Edison Shop, reports business conditions very good.

George W. Kadel, formerly sales manager of the Edison Shop, has joined the tank service and is in training at Gettysburg, Pa. H. L. Lewis and H. G. Parker, former Edison Shop employees, are in the service, Lewis with the Quartermaster's Department in New York City, and Parker with the marines.

J. L. Peters, the new manager of the retail store of the Columbia Co., is getting things in shape for a big business this fall. He is having some redecorating done in the shop. July business with the Columbia retail shop was exceptionally good, Mr. Peters said, July business being almost double that of a year ago. And this was in the face of a decided shortage of machines and records.

James Stewart, who was manager of the retail store of the Stewart Talking Machine Co., which handles the Victor line, has gone to the Culver Military Academy for a course of military training. Business with the Stewart Co., both wholesale and retail, has been excellent.

DELIVERING THE "RESURRECTONE"

Joseph Hoffay, president of the Hoffay Talking Machine Co., Inc., states his firm are now delivering the "Resurrectone," their patented reproducer to the trade. Letters are being sent out to the trade notifying them that the reproducers are made in several models to fit the various makes of machines, and it is necessary when ordering to state the make of instrument.

Mr. Hoffay says the trade is showing enthusiasm regarding the Hoffay sound box, and the company's earliest predictions are being met in the results obtained. He further states that the tones obtained through their product in playing operatic selections are proving valuable to dealers who use the "Resurrectone" in demonstrating their records.

Fred H. Putnam, head of the Putnam-Page Co., Peoria, Ill., Victor distributor, is receiving the congratulations of his many friends in the trade upon the arrival at his home last week of a baby girl. This young lady has been christened "Marion," and she is already giving realistic indications of a future operatic career.

SOMETHING NEW

THE FLETCHER REPRODUCER

EXACT SIZE

After years of practical experience and experimenting, we are pleased to offer a Reproducer constructed on entirely new principles. In its natural reproduction of tone, either vocal or instrumental, it astonishes and pleases beyond expression, and a Caruso, Galli Curci or Heifetz sounds as if the artists themselves were before you.

The Fletcher Reproducer is different. Hear it and be convinced. A sample order carries with it a guarantee of satisfaction or money refunded. Samples to dealers and manufacturers $4.00.

Write for prices and terms in quantities.

FLETCHER-WICKES CO. 6 E. LAKE STREET CHICAGO - ILL.
THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., AUGUST 5. - Curtailment of business through Government needs, tax embargoes and the natural shortage of goods and labor are the topics that are being most discussed these days in the trade; but to offset this is the pleasant fact that there appears to be no curtailment in the demand for machines and records on the part of the general public, and it is a perplexing problem that faces the jobbers and dealers in not being able to supply goods in the large quantities demanded. Many instances are being told of the large orders received by the distributors from out-of-town dealers who are having a heavy call for this or that record, and when allowed only a small percentage of their order are most indignant, and cannot see—at least they so express themselves—why a much larger fraction of the order cannot be filled. Were there enough goods there is no question that business in both machines and records would be very large.

Herbert L. Royer's Handsome Cheney Quarters

Having taken the New England agency for the Cheney phonograph product Herbert L. Royer has fitted up a suite of rooms at 77 Summer street, where a number of the latest models of this excellent machine may be seen by dealers. This is the first time the Cheney line has been shown here, and apart from the excellence of this machine may be seen by dealers in the excellent product. Royer has fitted up a suite of rooms at 77 Summit street, and Bridgeport, at the latter place making a salesroom, business office and large stock-room facilities, and he is in far better position than ever before to meet the demands of the trade. Mr. Nelson has just taken on the Vocal-style player-piano styles for which he becomes the New England distributor.

Opening of Bates & Holdsworth Store

The opening of Bates & Holdsworth establishment at Framingham was necessarily postponed until July 27 because of the fact that the establishment was not quite ready; but when the doors were opened the public had an opportunity of enjoying an unusually beautiful and comfortable graphophone department. J. F. Carr, manager of the dealers' service department of the Columbia Co., and C. E. Sheppard, one of the sales associates of the same house, whose line is featured in the Bates & Holdsworth establishment, were dinner guests at the home of one of the partners, after which they returned to the store where all the sales force was assembled, and Manager Carr gave an interesting and illuminating talk on the Columbia product and the most advantageous ways of merchandising it. Mr. Holdsworth, by the way, is now overseas in Uncle Sam's service.

New Edison Records Liked

There seems to be universal praise among all the Edison dealers for the quality of the new Edison records that are now being put out by the company and the traveling staff of the Pardee-Ellenberger Co. have everywhere found the actual and prospective owners of Edison machines quite enthusiastic over the latest Edison list. For this reason a very good business is looked for this fall.

Advancing New Brunswick Models

Manager F. H. Walter, of the Brunswick-Balke-Collender Co., says his department is awaiting the arrival of a group of new models in which he has been interesting the trade during the past few weeks. These machines are expected here any day. Manager Walter plans to start on a short vacation in about a fortnight.

Steinert Employes in Nation's Service

Robert Steinert, head of the Arch street Victor department of M. Steinert & Sons Co., has been spending several days down at the firm's New Haven, Conn., quarters. Mr. Steinert had a most enjoyable but active time attending camp as a member of the Motor Corps of the State Guard. The Steinert house has added another to its large list of employees who have gone into service. The latest is J. W. Graham, who

Behind the Co-operation

we are now extending in Eastern Victor Service lies the hope, that when the great world war has come to a victorious close we may look back on a period during which we attained a reputation among Victor dealers for giving practical help to them in the solution of their war-time problems.

EASTERN TALKING MACHINE CO

177 TREMONT STREET

BOSTON, MASS.
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 40)

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

BUFFALO, N. Y., August 6.—Buffaloes at this writing have received relief from a terrific hot wave which temporarily threatened the prosperity of the talking machine business and kindled lines for a few days. The welcome drop in temperature has now restored to the trade its normal summer activity. During the torrid spell the talking machine stores were veritable "sweat boxes," on which high-powered electric fans seemed to make little impression. "It's the humidity that gets me," was a typical statement of a local talking machine customer to a dripping-browed salesman. Of course, the local summer resort trade in machines and records was satisfactory as the mercury soared into the nineties and drove many Buffaloes to cool spots along Lake Erie and Niagara river. Even in spite of the fickleness of the weather July trade is generally reported to have passed the mark of a year ago.

The Hoffman Piano Co., of 606 Main street, and M. Turchin, 160 East Ferry street, have been appointed Brunswick talking machine dealers.

Frank Long, a first-class mechanic and finisher, is employed at the Brunswick's Buffalo branch. He came here from the company's finisher, is employed at the Brunswick's Buf-

THE WELCOME DROP

LEADERS IN TALKING MACHINES

Manufacturers - Jobbers - Dealers

PERFECTION FLEXI-TONE reproducers attached to PERFECTION half-foiling tone arms No. 3 and No. 4 play all lateral cut records, on all types of Edison machines. Made in nickel and 24 carat gold finish, extra finely finished.

Tone arms fitted to Edison machines only

The only way that you can appreciate the value of this product is to have these arms and reproducers in your store. The PERFECTION tone arms, and FLEXI-TONE reproducers are INCOMPARABLE, as the product is the very highest grade that can be manufactured. These reproducers and arms are built with the precision of a watch, carefully assembled, best of material is used, and plate is of the finest. Your customer WILL BUY a first-class tone arm, and he demands the best reproducer, for nine times out of ten, he wants and will pay for the best. Your profit is greater when you sell high grade accessories, so it is up to you to investigate the real value of this product, and if you do, you will quickly find your order for a quantity. If your jobber does not stock this product, write directly, for prices, etc.

Phono. Mfrs. Send for detailed information regarding our new Universal Tone Arm Models 9 and 10 with plug-in reproducers. It is the only reproducer that makes of records with perfect amplification of sound

All accessories in stock ready for immediate shipment. Write for prices, information, etc.

NEW ENGLAND TALKING MACHINE CO.
16-18 Beach Street
BOSTON, MASS.

MILITARY GRAFONOLA TRUNK

The dealer service department of the Columbiana Graphophone Co., New York, announced this week the addition to the Columbia line of a new military Grafonola trunk designed to accommodate the type "C" Grafonola. This trunk conforms in every respect to those already announced, and will doubtless be a welcome addition to the portable line of Columbia Grafonolas. The military Grafonola trunks, which were placed on the market several months ago, have enjoyed great popularity with vacationists. Men in the service and travelers use these trunks to maximum advantage, and Columbia dealers report an active demand for this product.

Some men who have climbed to the top rung of the Ladder of Success don't dare look down at their less fortunate fellows for fear they'll lose their own hold.
HARVEST TIME IS HERE

Your sales floor should be filled to its capacity with NIGHTINGALES. The most popular line offered today. Our factory is running full speed to meet the demands. Dealers enjoy handling the NIGHTINGALE because it sells quickly and gives the customer Perfect Satisfaction.

PLAYS ALL RECORDS

You will remark its clear tone. The beautiful high notes of Galli Curci and McCormack are not shattered and lost in our tone arm.

The NIGHTINGALE is built in our own factory under the strictest supervision. Skilled hands are employed behind which is the power of knowledge. Equipped with Stephenson's Precision-Made Motor and the Scoford Tone Arm and Reproducer gives the dealer a Superb instrument. Prices from $90 to $150.

Your complimentary order is solicited, the result of which we know will be lasting friendship.

Get in touch with us at once regarding your needs for the coming season. Your inquiry will receive our very best attention and the Highest Service guaranteed.

Harry Blocher
President

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

It makes no difference whether you are a Manufacturer, Jobber or Dealer.

You can use our line to bring money into your pockets during the fall season ahead.

CABINETS

for the jobber fully equipped with the most modern and best accessories obtainable. Your own name on the machine if you desire.

CABINETS

for the manufacturer. Cabinets that are the results of our long years of furniture building—in a variety of handsome designs.

CABINETS

that will sell themselves through their attractiveness. Send for catalogue and information.

THIS IS AN AGE OF SPECIALIZATION—

FOR CABINETS GO TO

THE CABINET BUILDER

For the dealer we have the HARPONOLA, a phonograph built by us and of exceptional merit.

The Celina Furniture Co.

CELINA OHIO

MINNEAPOLIS DEALERS MAY ORGANIZE LOCAL ASSOCIATION

Many Objects Will Be Gained by So Doing—Dealers Look for Record-Breaking Trade This Fall—Great Prosperity Prevails in Northwest—Dealers Now Enlarging Their Lines

MINNEAPOLIS and ST. PAUL, MINN., August 7.—Dealers in talking machines and like musical devices, whatever they may be called, are prepared to take all the machines that the dealers will forward to them, for, like the farmers, they are assured of a monumental, a record-breaking fall. It will be a month before industry and trade will be up on "high," but already the talking machine dealers are complaining that they are unable to get goods and the jobbing houses, which are supposed to supply goods, are like Mother Hubbard's cupboard, while their managers are at the end of their wits.

Many retailers in this section are more than discontented and there is a disposition on the part of many to broaden out their lines so as to have more than one string to their business bow. Foster & Waldo and the New England Furniture Co. carry three lines of talking machines, the Victor, Edison and Columbia, and some other dealers have two.

There is a possibility that the talking machine dealers of Minneapolis may form a local association for the protection of their mutual interests. They have gotten together informally on one or two matters in the past and they find that there is need for a permanent association. It could accomplish much good for the craft in the way of standardizing terms for payments and other purely business details.

Jay H. Wheeler, who handles the Pathé instruments and records in the Northwest, is seeking a large stock of the $75, $100 and $110 instruments for the fall trade. The medium-priced styles, he states, are disappearing so rapidly already that he has been unable to assemble what he considers a safe reserve. Of the higher-priced and low-priced styles, the Sommers stock is well supplied and that raided from the rural customers is awaited with equanimity.

The House claims the largest stock of records in the Northwest.

Being within a night's ride of the Dubuque factory of the Brunswick-Balke-Collender Co. and with E. L. Kern, one of the directors of the company, the Northwestern headquarters for the Brunswick machines will not be shy of instruments or supplies within the next few months. A good stock already has been assembled and traveling men are placing orders in every direction. Boutell Brothers, Minneapolis, will make a big drive with the Brunswick line in the near future.

G. F. Gamble, for years a Brunswick traveler and widely known in the Northwest, has been made manager of the house's phonograph department and has selected an efficient staff. Costin Brothers, Huron, S. D.; Home Furniture Co., Sioux Falls, S. D.; Hagen-Newton Co., Fargo; R. B. Grifith, Grand Forks; Hart Swalstead, Minot, and other dealers have launched a big Brunswick campaign. The Hagen-Newton Co. started at the North Dakota fair a fortnight ago, and showed there a fine booth of Brunswicks.

Laurence H. Lucke left Saturday, August 3, for New York and New Jersey to get an adequate supply of Edison instruments. He thought that he had things well in hand, but a 100 per cent. increase in the number of orders from the rural dealers has completely spoiled the beans.

Something must be done instantly, and Mr. Lucke will strain every energy to get more Edisons. The retail sales in St. Paul and Minneapolis are running about as expected—somewhat heavier than a year ago, but not remarkably increased. The Minnesota Phonograph Co. is seriously hampered by the loss of salesmen through the war draft. It happened that nearly all the "five wires" among the sales force were of draft age and, as they could not be replaced by men, the menagements had to use women. Of course, the latter are all right, after they learn the business, but in the meantime they don't know it.

Local dealers handling the Victor say that there will be a record sale of Victors in the Northwest next fall provided the instruments can be obtained even appreciably in proportion to the demand.

ANNOUNCE NEW LINE OF MACHINES

Veritone Talking Machine Co. Plans for Country-Wide Distribution of Products

The Veritone Talking Machine Co., 145 West Forty-fifth street, New York, announce in this month's Talking Machine World their fall line of talking machines. The above company have in the past confined their efforts to the production of cabinets, having had contracts for the delivery of cabinets to several large companies. Early this year they also decided to place in addition a machine of their own on the market and during this period they have gained many agencies in the Metropolitan district. Now, having increased their production, they feel they are prepared to make their product nationally known. They are manufacturing six models ranging from the table cabinet machine at $50 up to the more elaborate model at $215. The sales management of the firm is in the hands of men who have long been connected with the piano and talking machine trade and they state they are in a position to give the dealer a proposition that will be interesting.

AVOID MICROBE OF DRY ROT

Business dry rot is a microbe, active, healthy, formidable, pernicious, and flourishes in all climates and under all conditions. As soon as it gets into one's system, office or work shop, its influence is immediate, but it is only marked for life unless heroic treatment is promptly prescribed, and rigorously followed up.

BROOKS AUTOMATIC REPEATING PHONOGRAPH

The Machine Creates Interest and Discussion.

Prices, Particulars, Wonders, etc. are Free.

SEND FOR OUR BROCHURE.
HOPKINS TALKS ON ADVERTISING

General Sales Manager of Columbia Co., a Prominent Figure at Associated Advertising Clubs.

by Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, returned to his desk last week after a month's trip to the Pacific Coast. While in the West Mr. Hopkins attended the fourteenth annual convention of the Associated Advertising Clubs of the World—Discusses Trade Conditions on the Pacific Coast.

During the course of this convention Mr. Hopkins gave several addresses, one of which was entitled "Standardized Merchandise—Now and After the War." This address, which was one of the most important given at the convention, was reprinted by many newspapers and trade periodicals, who proclaimed it as an address well worth the careful attention of merchandising and advertising men in all lines of the industrial world. In this address Mr. Hopkins urged advertising men to study and combat the vicious theory that bulk goods are the most economical, and set forth various problems with Columbia dealers. During the course of these meetings Mr. Hopkins spoke on pertinent and timely subjects, and his talks were enthusiastically received in every city.

In a chat with The World Mr. Hopkins commented as follows upon business conditions on the Pacific Coast: "The business situation in the far West is simply wonderful, due very largely to shipping activities that are general on the Pacific Coast. Los Angeles, San Francisco, Seattle, Portland, Salt Lake City and Denver, and was enthusiastically received by Columbia branch managers everywhere. In fact, in each of these cities, Mr. Hopkins was the guest of honor at informal luncheons and meetings, where he had an opportunity of discussing various problems with Columbia dealers. During the course of these meetings Mr. Hopkins also states he contemplates making a trip to this country in the near future.

VICTROLAS FOR SIGNAL CORPS

The sparsely division of the United States Signal Corps recently placed an order with the W. B. Allen Co., of Portland, Ore., for ten Victrolas.

THE REGINAPHONE

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

THE RAIN OF FRANCE

Wisconsin Dealer Received Letter Telling How the Soldiers Appreciate Their Machine.

Will Bardeen, Edison dealer at Edgerton, Wis., is quite proud of the Army and Navy model of the Edgerton boys took along with them to France several months ago. Here is an excerpt from a letter Mr. Bardeen received from "over there." "A green salesman can make him a part of the selling operation, and a wise salesman is the man who shows the dealer that he is offering to sell him profits. 'No' is the first word of the buyer. The salesman needs to keep a pencil in the hands of the buyer and make him a part of the demonstration—make him a part of the selling operation, and first of all, the salesman must 'sell himself.' While on this trip Mr. Hopkins called at the Columbia branches in Los Angeles, San Francisco, Seattle, Portland, Salt Lake City and Denver, and was enthusiastically received by Columbia branch managers everywhere. In fact, in each of these cities, Mr. Hopkins was the guest of honor at informal luncheons and meetings, where he had an opportunity of discussing various problems with Columbia dealers. During the course of these meetings Mr. Hopkins also stated he contemplates making a trip to this country in the near future.

WANTS TALKERS FOR AUSTRALIA

Arthur Haskew, of Toowoomba, Wants to Hear From Talking Machine Manufacturers and Others Regarding Agency for That Country

The world is in a letter from a Mr. Haskew, Margaret street, Toowoomba, Queensland, Australia, who is desirous of making a connection with player-piano and talking-machine manufacturers with the idea of taking agencies after the war. Mr. Haskew also states he contemplates making a trip to this country in the near future.

FINAL MEETING OF FRAUD CREDITORS

The final meeting of the creditors of the Fraud Talking Machine Co., bankrupt, was held at the office of the referee in bankruptcy, Harold P. Coffin, at 82 Beaver street, New York, on July 18th, when the final accounting and vouchers of the estate in bankruptcy, F. A. Ogran, were inspected and passed upon. It was also decided to declare a final dividend, provided the funds were in hand to meet the claims filed.

VICTROLAS FOR SIGNAL CORPS

The sparsely division of the United States Signal Corps recently placed an order with the W. B. Allen Co., of Portland, Ore., for ten Victrolas.

THE REGINAPHONE

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

THE REGINA CO.

47 West 34th Street, NEW YORK

Manufacturers of the Regina Music Box and other musical instruments for over 25 years.
Can You Sell—
a $1.25 Record at 25 cents?

That is just what you now have the chance to sell in the new

"Special" Records
Can be played on all makes of Talking Machines

Now you see why the price of the Pathé "Special" Record is 25c.—to start owners of other phonographs buying Pathé Records regularly. The Records of such great operatic stars as Muratore, Muzio, Didur and a host of others—most of them singing for Pathé Records exclusively. The Records of the old world music, celebrated European Orchestras, on Pathé Records only. The latest popular hits, first out on Pathé.

How many will you start with?

You can just as easily, just as quickly, sell twice that number.

Pathé Frères Phonograph Company
20 Grand Avenue
Brooklyn, New York

This famous Chicago Opera Company Artist sings exclusively for Pathé Records
An Eye for Beauty—everybody has it
That is why so many stop, look and ask to hear

Art Model Phonographs
And the *surprisingly* low price together with the superb Pathe Tone do the rest.
Don’t overlook this opportunity to make bigger, more profitable sales.

Pathé Frères Phonograph Company
20 Grand Avenue Brooklyn, New York
The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto

No Needles to Change
The Pathé Sapphire Ball takes the place of needles. It need never be changed.

Long Life to Records
The Pathé Sapphire Ball cannot possibly cut, grind, rip or mar the record’s surface.

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

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

Sheraton Model
Satin Mahogany Finish $215

Jacobean
Antique Fumed Oak Finish $215

Pathe Freres Phonograph Company
CONDITIONS IN ST. LOUIS TRADE

Business Limited Only by Stocks Available—Country Trade Very Active—Sabath Succeeds Magoon as Manager of the Kieselhorst Department—Clever Record Ads—Other News

St. Louis, Mo., August 6—The talking machine business in this district is limited only by the stocks available. If there is a dealer, large or small, who is satisfied with his supply of machines and records, the writer has not found him. Jobbers are especially worried about the division of their receipts. Some of the retailers say that they have enough of machines except of a few favored models and that they probably did as much business as was possible with the help available, but they always add “we just got by and we are wondering how we will get by next month.” Some dealers are going easy on sales and letting some stock accumulate for later buying.

There is method in this system, if their idea of the future is correct. They reason that the supply of machines from the factories will get smaller before it gets larger and that the demand from the people is going to continue, so that after a while they will be able to sell any accumulated stock. To rush sales just now would be to add to overhead, while by keeping the machines for a few weeks only storage space rental can be charged, and this charge will be less than man power charge for hunting a prospect for the sale.

But a number of dealers, and there are many of them, are pushing sales as far as they can, cleaning up on all stock in sight. Some of these dealers believe that stock limitations will be extended soon and others go on the theory that the only use for merchandise is to sell it as quickly as possible.

Possibly the most urgent demand for machines comes from the country districts. General crops are going strong except in the district and there never was a time when any produce could be turned into money as quickly as this year. Also the price on so many article for sale on farms is stabilized that there is no need for holding back. So the country dealers are expecting a rush of trade. Some are having it already and the dealers are coming to town to beg for stock. They are told that they are getting a full share and that all machines arriving will be apportioned to the trade as soon as possible.

A variation in the monthly list advertising was supplied August 1 by the Famous & Barr Co., who plunged in the advertising of one particular record in the list as follows:

“We’ve been waiting for some time to tell you about one particular number of the August list. You’ll like it just as much as we like it and you will become just as enthusiastic about it as we did when we first heard it. The title of the selection is:

SINGLES

Double-Face Record No. 33785—“Smiles,” Fox-Trot and Rose Room Fox-Trot—50c

This is undoubtedly one of the best dance records the Victor Co. has ever issued. It is played in fox-trot time by Joseph Smith’s orchestra with a new arrangement that will surprise you. “Smiles” was composed by Lee S. Roberts and already has created a big hit in New York.

“The first day response to this advertisement was pleasing.”

J. B. Sabath, assistant manager of the talking machine department of the Kieselhorst Piano Co. for several months, has been made manager in the place of A. M. Magoon, who goes to the Dayton Drygoods Co., Minneapolis, his former home.

An interesting story is told as to how Manager Sabath comes to be in the Kieselhorst service. Mr. Sabath came to St. Louis from the East last October and was in town a day or two before he applied for a job, then he went to Kieselhorst. It happened that the day he applied E. A. Kieselhorst, the president of the company, had started East on an extended trip. None of those in charge felt that they had the authority to employ him, as the question had not been discussed. He was told, after some talk, that they would like to have him, but the man who did the employing was gone. “Well, I’ll wait until he comes back,” said Mr. Sabath.

“I have looked over the talking machine stores in town and have looked up the advertising and have picked this as the place I want to work, and I will wait.”

So Mr. Sabath went to the L. C. C. and got a temporary job until E. A. Kieselhorst returned. Then he went in and discussed the case with him and went on the payroll. Now he is advanced.

Manager Guttenberger, or the Vocalion department at Aeolian Hall, reports an increased machine business to the limit of the stock available and a 20 per cent. increase of record business. “We are doing all the business we can,” said Mr. Guttenberger, “and our prospects appear excellent to us. Our only concern now is stock. If the factory is able to continue shipments we anticipate a very fine fall business, both in jobbing and retail.”

E. C. Rauth, of the Koerber-Brenner Music Co., Victor distributors, and J. F. Ditzell, manager of the Famous & Barr talking machine department, the only exclusive Victor department downtown, made a motor trip to Michigan last month with their wives. They enjoyed ten days at a lake resort north of Muskegon, where there was nothing to do but sleep and eat and talk of talking machines. They had a good time.

J. F. Ditzell left August 1 for New York, to be gone for two weeks on business connected with the place end of his department.
How Intelligent Use of Manufacturers' Co-Operation Can Help Retail Trade :: By G. D. Crain, Jr.

Manufacturers know that their success lies in doing business with successful merchants. It is impossible for a manufacturer to make money unless the merchants with whom he is dealing are likewise making money.

That is why everybody in the organization of a manufacturing concern, from the president down, and with special emphasis on the traveling men, is anxious to give every possible assistance to those who are distributing their goods.

Many merchants make use of co-operation which emanates from the manufacturers, appreciating it at its full value, and realizing that while they have something to gain, the dealers themselves will profit most.

Others think that because the suggestions come from the manufacturer, the latter has "an ax to grind," and that they can best serve their own interests by disregarding these offers of friendly assistance.

I know a merchant who owes his present strong position to the aid that has been given him by traveling men. He said not long ago that on one occasion a tip from a salesman regarding a sharp rise in the price of goods enabled him to save many hundreds of dollars on a single purchase.

This merchant gives the glad hand to every traveling man who comes into his store, because he appreciates the fact that each of these visitors can, if he desires to do so, be of very definite assistance to him.

He doesn't buy of every salesman, of course; but he makes each caller feel that he got all of the consideration that he was entitled to, and each salesman becomes a booster for that merchant and that store. Isn't it worth while to have a bunch of friends like that?

Traveling salesmen keep their eyes open, as a rule, and see the good and bad points of the stores that they visit. The merchant who shows that he wants to get ideas regarding the management of his business, including the display of the merchandise, the training of salesmen, etc., will get all sorts of suggestions from the travelers, many of them of direct application to his business. These suggestions are worth money.

As indicated, the traveling man knows the markets in his own particular line, and is often in a position to give the buyer for the retail store some particularly good advice on this subject. The merchant who voluntarily closes his ears to information of this character is overlooking a big bet.

He is making it just a little harder than necessary for him to buy right, and buying right is just about half the battle in the successful conduct of a retail establishment.

There are other forms of co-operation extended by the manufacturer. Most of them have what are known among advertising men as "dealer helps." These consist of window display material, store cards and other advertising matter, the use of which helps to create a demand in the store for the products of the manufacturer.

The dealer can logically argue that the use of this material benefits the manufacturer, because the brand of his product is shown on the cards, etc. But after the merchant has put the goods into stock they are his goods, and he is more concerned than anybody else, even the manufacturer, in disposing of them.

The interest of the producer is in getting the merchandise out of the store, so as to make way for additional goods. To that extent the interests of the merchant and the manufacturer are identical. That is why the retailer is justified in using every bit of advertising matter that comes to him, providing it is calculated to increase the interest of his customers in those particular goods.

Another angle on this proposition is that many of the articles carried by the dealer are likely to be advertised by the manufacturer.

The latter is probably spending money to acquaint the public with the merits of his product. The customer who has seen the manufacturer's advertising, and then sees the announcements in the store window or inside the store, connects the two, and whatever influence the manufacturer's advertising may have had thus reacts to the benefit of the dealer.

Furthermore, most stores are short-handed at present. The sale that is made with the least effort is the profitable, worthwhile one. The use of display matter helps to force a decision by the customer, so that instead of asking to be shown an assortment of goods, a particular product is called for. To that extent the utilization of the manufacturer's advertising helps is a benefit in bringing about sales in a shorter time and with less effort.

Some of the manufacturers have dealers' service bureaus, which take up specifically the inquiries that their distributors send to them with reference to retail merchandising questions. Often these bureaus can outline methods of handling the goods that will bring better results than have been experienced heretofore.

The merchant is therefore justified in making use of any co-operation of this character.

The writer knows of one house that sends out a monthly bulletin to its dealers, showing methods of promoting its goods during the current month. Apparently this is an entirely selfish move, and, of course, use of the methods will increase sales of these goods. Yet the dealers frequently make use of the selling plans contained in the bulletins, because it is profitable.

The merchant, in these times of war stress, can afford to use every available help. It will be an advantage to him to use the salesman and the house, and to avail himself of the advertising and display material which the manufacturers offer. He can be his own judge of what is best suited for use in his store and in his community, but he ought at least to pass judgment on the sales promotion matter that the houses supplying his merchandise can furnish. (Copyright, 1918, by G. D. Crain, Jr.)

SETTLES WITH CREDITORS

The Cathedral Chime Co., Inc., of 106 Read street, New York, which recently became involved in financial difficulties, has made a composition with creditors on a 20 per cent, cash basis. The liabilities were $35,800, and the assets $9,462.

The New Phonograph

Phon d'Amour

The New Wonder

Reproducer

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

THE FRITZSCH PHONOGRAPH COMPANY

228-230 West 7th Street

CINCINNATI, OHIO
THE TALKING MACHINE WORLD

AUGUST 15, 1918

POPPULAR RECORD MAKERS

Now Booking Concerts for Fall and Winter

Appearing in Person


With a Repertoire of Old-Time Favorites and the latest popular comic and sentimental hits, records of which will be produced by the various talking machine companies this season.

Jobbers and Dealers

Make arrangements now to give your record buyers an opportunity to see and hear these famous artists.

There is no second company or connection with any other troupe of record makers.

Write for Particulars

H. H. McClaskey, Mgr.
102 West 38th Street
New York City

WHAT THE NEWSPAPERS SAY OF US:

"The record makers have come and gone leaving pleasing memories in the hearts of the large audiences at the Victoria last night, and they voted them peerless entertainers."

"With a chorus composed of 'stars' it would be difficult to make comparisons between them. Each one is a genuine artist and each more than sustained his reputation."

"The great audiences gave fully expressing to be royally entertained and their expectations were fully realized. Every number on the program was a popular gem."

"It was worth a hundred dollars to my father to hear Henry Burr sing 'Just a Baby's Prayer at Twilight.'"

"A high-class concert was expected from such artists, but expectations were more than realized."

BYRON G. HARLAN
Tenor
A name so familiar that it is like speaking of one's own household.

JOHN H. MEYER
Basso
His voice is one of the most opulent color. It fairly glows with warmth, and is altogether delightful.

FRED VAN EPS
Baritone
A wizard at the keyboard, without a peer.

THEODORE MORSE
Pianist
A composer and performer who is a genius. Composer of "Mother," "Blue Bell," "Dear Old Girl," etc.
CINCINNATI TRADE SUFFERING FROM SHIPPING EMBARGOES

Need for Organization to Offset Effect on Trade—Columbia Dealers’ Get-Together Meeting—Dealers Advised to Place All Orders for Fall as Early as Possible to Avoid Delay

CINCINNATI, O., August 2.—Manufacturers and shippers, the latter taking in the jobbers, are learning the lack of organization, the work about Cincinnati so far as this concerns adequate terminal facilities.

Cincinnati, it is believed, is the worst town from an embargo standpoint in the West. This condition has struck home with telling effect on dealers in talking machines. Factories simply are unable to make any shipments into the Cincinnati district. The embargo, unless necessary freight is on and off all the time so that the shipper has reached a stage where he believes the outside to be hopeless.

The Phonograph Co., for instance, has the lowest stock for this time of the year since the opening of the Cincinnati branch. There is a fair line of machines at the Chicago warehouse, but these cannot be shipped into the Cincinnati yards. The Baldwin Co., taking another example, finds some of its best dealers in Pennsylvania being compelled to buy from Eastern houses because of the inability of the corporation to ship out of this city. The Phonograph Co. also claims that the dealers, warned by the shortage of cars of last winter, have stocked up in advance of their usual time.

The Tucker Talking Machine Co., Sidney, O., will soon place a finished article on the market. Five models are now being prepared. The machines would have been announced sooner than this but for the death of J. B. Tucker, president of the Wood Works, of Sidney, who died early in July. The talking machine department’s head is Karl Hodge.

"Don’t wait for future deliveries" is the edict of C. W. Neumeister, representative of Otto Heineman Phonograph Supply Co., in talking to manufacturers and dealers whose supplies are running low.

The big thing of the past month was the Columbia dealers’ “get-together” meeting. Dealers from all over the Cincinnati territory came together for a one-day convention, as it were, Monday, July 29. The meeting was held at Columbia Graphophone Co. headquarters, 427 West Fourth street, this city. More than seventy-five dealers were represented at the meeting, and all were quite enthusiastic over the result. Many of them requested another such meeting in the fall, but Manager Dawson has indicated that another one would be held so soon.

The meeting was opened by F. F. Dawson, local manager of the Columbia Co., with an address which was received with hearty applause. Among other things Mr. Dawson said: "I want to plead with you dealers, the majority of whom have other large interests aside from your Columbia department, to make Columbia a positive part of your business interest. I want to cause you to awaken to the possibility tied up in the corner of your store set apart for the home of Columbia. The Columbia line is your greatest business builder. You can sell Grabosolas to a hungry public and satisfy their hunger for a time, only to find that soon their appetite is greater than ever. Columbia records to suit the taste ready to serve will build a business worthy of our greatest ambitions. This system of new records every month keeps the old instrument a matter of new interest. Make this department a positive part of your program. It has been negative long enough!"

The address of Assistant General Sales Manager F. K. Pennington, of New York, was the chief address of the meeting and created great interest and strengthened the confidence of the dealers in the Columbia line and their purposes. Mr. Pennington is always a welcome visitor to the Cincinnati territory. He gives to his work a wholesoled earnestness that makes his presence strongly felt, and a wholesome influence is always left behind.

The Columbia Graphophone Co. have just closed the best month in the history of the local branch.

P. H. Oelmann, manager of the Phonograph Co., is looking forward to a series of tone test recitals in his district in October. Harold L. Lyman, of Thomas A. Edison, Inc., was in the city during the past week arranging for the route. The artists will be Marie Tiffany, of the Metropolitan Opera Co., and Glen Ellison. The Crystalola Co. is just printing into the mail a new folder, favoring Style T, price $250. It is a high example of printing in colors.

The telephone company department of the Rochester Wurlitzer Co. has taken over more floor space of the Wurlitzer Building. This time the additional space is being utilized entirely for office purposes. The rooms which are located on the second floor of the Wurlitzer Building are for exclusively wholesale purposes only. The previous offices of the telephone department proved to be inadequate to entertain the large number of dealers visiting the Wurlitzer department and the new quarters were picked out with an especial view toward providing every facility for the visiting dealers to transact their business to the best advantage.

Conditions have not changed very much in the Cincinnati territory, excepting that the record demand has increased and also the Victrola sales. Fortunately, the demand in Victrolas is running heavily towards the higher-priced machines and this is very fortunate, as it enables the dealers to make quite a few sales without the embarrassment which would follow if the demand ran too heavily toward the medium-priced instruments.

There is still a very big reserve stock of records to be had and also both cheap and high-priced Victrolas. With this stock available, there is no reason why the present shortage should not be successfully weathered and things kept moving, until factory shipments will again be normal.

BRUNO

Criterion

(Full Tone)

and

Mezzo-Tone

(Medium Tone)

Steel

NEEDLES

A Superior Quality of Reliable American Manufacture

These Needles have been our Standard for many years

If you desire samples, please use the coupon below

C. BRUNO & SON, Inc.

(Established 1834)

Wholesale Exclusively

351-353 Fourth Avenue

NEW YORK

C. BRUNO & SON, Inc.

351-353 Fourth Ave., N. Y. City

Please send samples of Criterion and Mezzo-Tone Needles.

I am in the market for a quantity of thousand Needles.

Name

Town

State
Atlanta, Ga., August 6, 1918.—Trade conditions in the talking machine business in Atlanta during July were the best since January, which is always a large month.

Your correspondent called at the local store of the Cable Piano Co. recently and was surprised at the volume of sales posted on the bulletin board for the first and second salesmen. He would not have believed that such a very large volume of business was moving except for the undeniable assurance that the figures were authentic. The sales of the leading salesman were creditable for the entire business for a month of a whole store, and those of the next highest would not have been sneered at. The Cable Company are possibly the largest Victor record business was never better.

The usual mid-summer dullness has not materialized, and if anything, business has grown better and increased in volume as the summer lengthened. This condition is putting forth some very high class advertising in the local papers and is reaping the benefit of their foresight.

Chamberlin-Johnson-DuBose Co., Victor and Sonora dealers, have become completely rejuve-nated. Under the experienced and efficient management of Edward Brotherton, and a fine system of show windows and advertising they have quadrupled their sales in less than six months, and are moving steadily ahead to new fields of endeavor and success.

The Atlanta Talking Machine Co., Columbia and Vocalion dealers, report the sale of a period design Grafonola to one of the leading families of the city, also a large record shipment to the naval station at Guantanamo Bay, Cuba. It speaks well for the service of this concern that they should be favored with orders for Columbia records from such a prominent customer.

Phonographs, Inc., Edison jobbers and retailers, have just had their retail store remodeled and are in better position than ever to serve the public. Their sales have held up finely all the first half of 1918, and the Edison has undoubtedly found a "home" for itself in Atlanta and vicinity.

Haverty Furniture Co., Columbia and Pathé dealers, report that their business the first half of July was larger than all June, and the month of July was the best of 1918, surpassing January, which was in itself a very fine month. The backbone of what seems to have been a period of uncertainty and dullness in the month of June is entirely broken, and dealers generally look for continued good business during the balance of 1918.

Zaban Furniture Co., Columbia dealers, state that their July business was entirely satisfactory, and that they have found the Columbia line a very fine addition to the regular furniture business. They are moving ahead and progressing at a rate that any phonograph dealer would be proud to accomplish after two years in business, and are booking an ever-increasing volume.

The Dictaphone, under the supervision of Manager Brown, say that the Atlanta office stood third in the United States last month, being ranked only by New York and Chicago, cities of from fifteen to twenty-five times the population of Atlanta, and it is thought that this is a record of sales to be very proud of.

The trade in general look forward with equa-nimity to the future, and while there will undoubtedly be some vexations and uncertainty, no one expects the talking machine business to "shut up shop."

Again Resumes His Duties

Lester L. Leverich, assistant advertising manager of the Columbia Graphophone Co., New York, who left July 24 for Camp Upton as a member of the draft contingent from his district, has again resumed his duties in the Columbia advertising department. Although Mr. Leverich was keen and anxious to "do his bit" in the fight across the sea, the army surgeons decided that he was not physically able to take his place on the firing line.

Provide Music for Their Folks

Thomas Edens Osborne, the enterprising merchant of Belfast, Ireland, informed The World recently that the unselliness of the officers and men of the British Expeditionary Force, since the commencement of the war, has been much in evidence. In proof of this he points to the large number of soldiers on leave who have purchased gramophones and records at his store for their home folks' enjoyment.

Most Valuable of All Attributes

Initiative is the most valuable of all attributes in helping a man to overflow his present position and thus automatically demand a larger measure of responsibility and remuneration. The world never gets enough of it. The demand to-day is greater than ever.
TALKING MACHINE WORLD

THE RENE MANUFACTURING CO.
MONTVALE, NEW JERSEY

Talking Machine Supplies
and Repair Parts
SPRINGS, SOUND BOX PARTS, NEEDLES

August 15, 1918

THE TALKING MACHINE WORLD

Happenings in Dominion of Canada

TORONTO DEALERS ARE BUSY PREPARING FOR FALL TRADE

Columbia Forces Enthusiastic Regarding New Machine Features Introduced—New Victrola Departments Opened—Leading Lines of Machines and Records in Demand

TORONTO, Ont., August 5.—In a letter to Columbia dealers, James P. Bradt, general manager for Canada of the Columbia Co., says: "Our New York organization is giving top priority to getting them on the market, and our Canadian staff believe that whatever heretofore introduced into a Columbia Grafonola will mean more in the future. Our dealers throughout Ontario have been satisfied with the introduction of our new motor and non-set stop, which is to be installed in all Grafonolas of the floor types and in type "D." You have been asking for a non-set stop, or even for a set stop that was satisfactory. We will, in about a month, offer you in this new mechanism an exclusive non-set stop, protected by over 700 claims, exclusively a Columbia Graphophone Co. product, and the only non-set stop on the market, and in all probability the only one that will be on the market, because of the strength of our claims."

"We will also offer you a cabinet of up-to-date design, cabinets that every dealer in furniture, every lover of good furniture in their homes, and every one interested in the furnishing of homes will declare to be instruments of beauty and irreproachable design. As to tone quality, there never has been a phonograph plate on the market equal to the tone quality of these new instruments. The motor is quiet running, more so than any motor we have put on the market. The automatic non-set stop is foolproof.

The Cecilian Co., Ltd., this city, of which John E. Hoare is the head, are now located in their new factory at 89-91 Niagara street. In addition to the manufacture of Cecilian and other pianos and players the Cecilian Concertophone will also be manufactured in this factory for Musical Instruments, Ltd.

When on July 11 Remick's Song Shop, Toronto, opened up a Victrola department, in which "His Master's Voice" products are being featured exclusively, the first customer had the satisfaction of buying a record of his own composition. Mr. E. Hoare is the head, are now located in their new factory at 89-91 Niagara street. In addition to the manufacture of Cecilian and other pianos and players the Cecilian Concertophone will also be manufactured in this factory for Musical Instruments, Ltd.

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"We have been convinced that our line is being given able representation in the country's industries. When the members of the Ursuline Convent at Windsor wished to give the Mother Superior a gift on the occasion of her jubilee, they decided on a Model Superb of the Cecilian Concertophone, which was supplied by the Maloney-Connolly Co., of Windsor.

W. B. Pockett, John E. White and F. A. Trent- rail, of the Musical Merchandise Sales Co., Toronto, distributors of the Brunswick phonograph and records, paid a visit to Chicago recently and inspected while there a number of new features this month the first list of Phonola records. The Phonola firm, in addition to the parent factory at Kitchener, recently finally completed a transaction whereby they become owners of a factory at Elmira, especially equipped for the production of cabinets. This new addition will take care of the greatly increased demand for the Phonola. L. Montagues & Co., distributors of the Sonora phonograph in Canada, have recently received a supply of the "Troubadour" and "Imperial" models, made in Canada. The members of the firm are very much pleased with the work, finish and tone of these Canadian-made goods. The manufacturing of the Sonora will be further developed, making an important addition to the company's industries.

The Phonola Co., of Canada, Ltd., has purchased the retail business of Arthur K. Kempton, who in future will confine his efforts to the wholesaling of phonographs and supplies. Mr. Kempton has opened up a fine store at 8 McGilli College avenue, where he carries a full line of Gloria phonographs, and in addition maintains a library for the exchange of phonograph records, handles parts and accessories, and also does repairing.

Trade continues good and there is no indication of a change, said Manager Depocas, of the Toronto office of the Berliner Graphophone Co., wholesale Columbia Graphophone Co., of the Musical Merchandise Sales Co., Toronto, distributors of the Brunswick phonograph and records, paid a visit to Chicago recently and inspected while there a number of new features this month the first list of Phonola records. The Phonola firm, in addition to the parent factory at Kitchener, recently finally completed a transaction whereby they become owners of a factory at Elmira, especially equipped for the production of cabinets. This new addition will take care of the greatly increased demand for the Phonola. L. Montagues & Co., distributors of the Sonora phonograph in Canada, have recently received a supply of the "Troubadour" and "Imperial" models, made in Canada. The members of the firm are very much pleased with the work, finish and tone of these Canadian-made goods. The manufacturing of the Sonora will be further developed, making an important addition to the company's industries.

The volume of business maturing the past month in Sonora machines and Victor records is eminently satisfactory to Goodwins, Ltd.

Theodore Wright, of the Northeimer Piano & Music Co., Toronto, in charge of the Aeolian-Vocalion end of the business, recently paid his respects to the trade in Montreal and was well satisfied that his line is being given able representation. An influx of nice business has been noticeable of late with H. P. Labelle, Ltd., Pathé distributor being incorporated in the Brunswick. The company is carrying on an energetic campaign in the West, and Mr. Ross, who has returned to Edmonton from Vancouver and Victoria, reports gratifying orders throughout British Columbia. Mr. Stenberg, in charge of the company's Western office, is arranging for Mr. Ross to assist in exhibiting at all the Western fairs. Brunswick advertising is appearing in the local papers during the period of the fairs and also in the farm magazines. Brunswick retail showrooms have opened in Winnipeg at 323 Portage avenue East, under the name of The Phonograph Shop, Ltd. Mr. Joy, who is in charge of the store, reports sales satisfactory for summer months.

Among recent Brunswick agencies the Musical Merchandise Sales Co. report the Ajello Piano Co., of Vancouver, a well-known music house of that city. The company also report that Johnstone & Boone, with a number of branches throughout the West, have taken on the Brunswick line for their chain of stores, which will be known and advertised as the Brunswick stores. The Brunswick Phonograph was given by War Veterans as first prize at their Dominion Day celebration in Preston, July 1.

A. E. Landon, of New York, has joined the company's organization, and will be the company's representative on the road. W. T. Moore, manager of the Columbia Co.'s cabinet department at Bridgeport, Conn., paid the Canadian division a visit recently.

RECENT CHANGES OF IMPORTANCE IN MONTREAL TRADE

J. J. Flynn Purchases Business of A. K. Kempton and Lays Plans for Expansion—Business Is Good With No Indication of Dropping Off—General News of Interest

MONTREAL, C.A., August 6.—J. J. Flynn has purchased the retail business of Arthur K. Kempton, who in future will confine his efforts to the wholesaling of phonographs and supplies. Mr. Kempton has opened up a fine store at 8 McGilli College avenue, where he carries a full line of Gloria phonographs, and in addition maintains a library for the exchange of phonograph records, handles parts and accessories, and also does repairing.

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volume of July business being considerably ahead of the same month a year ago in actual number of Victrolas and Victor records disposed of.

The widespread and ever-increasing demand for the Columbia line in this city is in part due to the prestige these goods have been given locally by Alyn's, Ltd. Miss Vezina reports trade good and predicts still better business for later on in the season.

Wm. Lee, Ltd., are doing a steady business with the new Edison Diamond Machine, and of late have sold a considerable number of Edison Amberola Cabinet models. This also applies to Columbia Grafonolas.

The Brunswick Shop report that they are satisfied with July business, and state that the Brunswick machine has undoubtedly made a decided hit with the musical people in this city. Manager George S. Pequegnat, of the Exclusive Phonograph Shop, Reg., reports that Pathé and Aeolian-Vocalion sales have been good.

Creatore's Band will shortly visit Montreal for a two-weeks' engagement at Dominion Park, and in anticipation of this Columbia dealers are stocking up largely in preparation for a spirited season. Victors records sold well during the visit of Sousa's Band during the past month. "Summer business in Aeolian-Vocalion and Schubert records is not too bad," said Chas. Culross, "and with the leads we have in view it looks as if a good fall trade is in sight."

N. G. Valiquette, Ltd., stipulated to your correspondent that it was no use to grumble as the man who has a new or better way of doing a thing is the one to-day most wanted.

The officers of the Columbia Graphophone Co., of Tipton, Ind., are enthusiastic Victor dealers, and quite recently ran an interesting reader in Sherbrooke, Que., has put in a stock of phonographs and records.

T. A. Hulkey has opened up in the phonograph business at 57 Louisbourg street, Halifax, N. S. Goodwin, Ltd., the well-known department merchants of this city, are giving their phonograph department good prominence in their local advertising. In a recent announcement three types of the Sonora phonograph were shown, and of which line they carry a full range. In records they are featuring the Victor exclusively.

George H. Peate, who recently organized the Peate Musical Mfg. Co. in this city, to distribute the "York" record, of which he has secured the exclusive rights in Canada for a term of years, this city, and are handling the Brunswick phonographs and records. They are exclusively a Brunswick shop, and are now planning very extensive improvements, which will make the Brunswick Shop in Winnipeg one of the finest in Canada. They have inaugurated a heavy advertising campaign, and is under the management of Arthur G. Joy, who has been connected with local business conditions for the past fifteen years.

TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 53)

The Schubert records are all ten-inch double disc records and in matching up the selection for each record great care has been taken so that they will be of a similar nature. The list as it stands to-day includes nearly seventy records, making practically 140 selections, and among them are the very latest and most up-to-date songs, marches, Hawaiian and quartet selections, as well as violin solos with piano accompaniment, violin, flute and harp, concert and symphony orchestra, regimental band, military band and others. Where part music, quartet music or band music is played, the distinctive feature of these records, it is claimed, they give the listener the power of individualizing the different voices and different instruments with ease. The list is divided into patriotic songs, popular songs, sacred, instrumental, of martial music, dance and miscellaneous selections. The records have been manufactured in such a way that a most finished product in appearance has been produced.

PROGRESS OF DETERLING MFG. CO.

The Deterling Mfg. Co., of Tipton, Ind., are now well at home in their fine new factory building which was recently built by the Chamber of Commerce. This company have perfected plans for the production of a full line of cabinet talking machines, with many special constructive features that are destined to win consideration for their product. The officers of the company are: George P. Bowers, president; J. H. Woodruff, secretary and treasurer, and Phil. A. Deterling, general manager. The plant will be running in full within a very short time. The company intend to build their own cabinets, thus insuring individual creations.

"MAGNET" DECALCOMANIE NAMEPLATES

"MAGNET" DECALCOMANIE NAMEPLATES

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.

126 Liberty Street New York City

Columbia Graphophone Co.

NEW YORK

THE BRUNSWICK IN WINNIPEG

Phonograph Shop, Ltd., Take Over Phonograph Department of Cross, Goulding & Skinner

WINNIPEG, MAN., August 3.—The Phonograph Shop, Ltd., an incorporated concern, have taken over the phonograph department of Cross, Goulding & Skinner, Ltd., at 321 Portage avenue, this city, and are handling the Brunswick phonographs and records. They are exclusively a Brunswick shop, and are now planning very extensive improvements, which will make the Brunswick Shop in Winnipeg one of the finest in Canada. They have inaugurated a heavy advertising campaign, and is under the management of Arthur G. Joy, who has been connected with local business conditions for the past fifteen years.
Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Continued on page 57]
Ten Million Prospects!

Dealers, it is estimated that over ten million talking machines are now in use in this country. Every owner will be interested in the marvelous vibrant tube

The VIVITONE

(Patent Pending)

Here is the most wonderful Tone Controller ever produced: a simple contrivance that adds to the tone value of any instrument, no matter what the price.

You will make and hold an army of new customers by demonstrating its unique qualities and it is so reasonable in price that the demand for it is bound to be universal.

The Vivitone Controller is simply a small vibrant tube inserted into the needle-post of the sound box. It fits ALL phonographs using either ordinary steel or Tungsten needles.

Use the Vivitone and You Will Hear the Artist's Real Voice or Instrument

This will appeal to the critics and the great mass of music lovers alike.

A heavy or loud needle inserted into the vibrant tube reproduces the true value and color of tone of instrument or voice, eliminating at the same time the blasting, harsh, strident effects of steel needles. At the same time it minimizes and corrects many other faults of records and diaphragms.

To grade the tone to desired volume without sacrificing clearness simply turn the set screw in the sound-post; tightly for loud, and slightly relaxed for the softer and mellow tones.

Favorite Records Take on New Richness of Tone with the use of the Vivitone

Every lover of music will thank you for demonstrating the wonders of this simple little invention. You will find the Vivitone is a Talking Machine accessory that helps you add to that valuable asset of trade—the GOOD WILL of those to whom you sell it.

Each package contains four tubes which will play thousands of records and retails for 50c. Very liberal discount to dealers.

Sample FREE to Any Dealer

So certain are we that you would be eager to sell the Vivitone if you really knew what wonders it accomplishes, we will send a sample Vivitone free to any rated dealer. Write on your letterhead for Dealers' Proposition and the free sample today.

The Vivitone Controller Company

400, 401, 402 Bell Block

Cincinnati, Ohio
New Model Grafonolas—new styles of design; new type of motor; new and improved tone-quality; many other mechanical improvements.

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 55)

mainly an instrument for the orchestra or for smaller aggregations of strings, and in consequence the quantity of music specially written for it is not very large, though abundantly it amounts to a goodly bulk. Händel and Bach are the earliest writers who have taken the violsocell to separate voice and treated it accordingly, as the famous six pieces of Bach, and the employment of the instrument by Händel as obligato player with the voice in his oratorios will indicate. Beethoven wrote several sonatas for ‘cello and piano, and Mozart gave much prominence to it in some of his string quartets. Goltzermann and Popper may be mentioned as two writers of the nineteenth century who not only composed many original works for ‘cello, but arranged much other music for it from compositions originally written for other instruments. Mendelssohn’s wonderful Air with variations for ‘cello, with piano, remains one of the finest compositions for the instrument. Schumann, Nolique, Goldmark and others have written concertos for ‘cello with orchestra and Pablo Casals plays a marvelous set of symphonic variations by Boettman. Ysaye’s own sonatas and there are many other pieces of the same sort.

For various reasons, however, arrangements of music originally written for other instruments have been adapted to the ‘cello. The catalogs of records will be found to contain much material of this sort.

First Piece

If I were going to choose one special piece for the purpose of introducing a novice to the music of the ‘cello as recorded, I think perhaps I should take the Edison record of Paul Gruppe’s playing of Schumann’s lovely Traumerei, which, in these days, is better termed “reverie.” The piece was written for piano originally but is certainly better as a violin or ‘cello solo, best of all the latter.

The playing of the Russian Cesar Cui’s “Oriental,” an astonishing piece of virtuosity, both for the composer and for the player, is also worth hearing, but should come later.

Victor Herbert, as some people are not aware, was a ‘cellist first of all, and he has recorded a scherzo and waltz of his own, played by himself. Both are more than good. Try them.

Elias Kroll has done an arrangement of the lovely Flat nocturne of Chopin, in the Edison edition and the Tollefsen Trio (piano, violin and ‘cello) have made a good double record also for the same.

I might mention many others, but space-purse forbids. It is necessary, however, to speak of the greatest artist now recording ‘cello playing for the talking machine.

Casals

Pablo Casals is by all odds the greatest violoncellist of the day and no one will envy the Columbia people their good fortune in laying their hands on him for their edition of records. It is not necessary to select any special number from the list of his records. Each is a gem in itself. Casals has been called the “greatest artist who ever drew a bow” and the title is well deserved, especially when it is remembered that the phrase was made by that great Victor artist, the master fiddler player, Fritz Kreisler. Casals is a marvel. I have heard every great ‘cellist who has appeared in the United States during the last twenty years, Jean Gerardy, Elsa Ruegger, Anton Heukeling, Wilhem Willeke, Beatrice Harrison, Pablo Casals. Casals is boss of all, without a doubt. His Columbia records are wonderful, simply wonderful! You ought to encourage your customers to have all of them.

No Booth!

Just notice, by the way, that of the above mentioned great players, the first is a Belgian, the second a Swiss, the third and fourth Hollanders, the fifth English and the sixth a Spaniard; not a German at all! Whatever can the matter? Somehow I have a horrible suspicion that we shall find out lots more facts like these. Some day we may even begin to believe that musicians need not be made in Deutschland!

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

Patented March 2, 1915

SIMPLE AND ACCURATE
Made by manufacturers who have specializes in Edison attachments for years.

SEND FOR ONE TODAY
Mail today for FREE sample. If price does not suit, return.

F. C. KENT & CO.
Manufacturers of Phonograph Attachments
COR. MULBERRY AND CHESTNUT STS., NEWARK, N. J.
THE TALKING MACHINE WORLD

NORTHERN OHIO ASSOCIATION PLANNING ANNUAL OUTING

Cleveland, O., August 5—Charles K. Bennett, president of the Talking Machine Dealers' Association of Northern Ohio, announced yesterday, before starting for a two weeks' auto trip through the East with his family, that plans are being perfected for the second annual outing and picnic of the association members.

The place has not been selected but will probably be one of the bathing beaches in or around the city. Prizes in Thrift Stamps will be awarded successful contestants in a baseball game, girls' tug of war, fat men's races, and other similar amusements.

Mr. Bennett, who is manager of the Eclipse Musical Co., said that he expected to be in the East for two or three weeks, and during his absence would visit the Victor factory in Camden, N. J.

"Business with us in the record end of the game is about 40 per cent. better than it was this time a year ago," said Mr. Bennett. "We are having difficulty in getting machines, but on the whole the members of our association are inclined to be optimistic, and I might add shipping companies are coming through better than might be expected under the usual conditions. I look for better fall trade, and there is but one thing for us all to do, and that is to push ahead and not get discouraged, because our best licks must be effective in winning this war."

C. C. Lyons, assistant secretary of the talking machine dealers' organization, is in the East looking after business.

The new Pershing record, which has been widely advertised, is being royally received in Cleveland. This Columbia record makes an appeal to owners of machines having relatives in the war, particularly "over there."

Dealers predict an unprecedented run on the record, which is looked upon as a "voice from France."

Probably the same reason that prompts Cleveland audiences to sometimes rise when the national air of France is played in a theatre prompts these same people to seek the splendid record "Lorraine, My Beautiful Alsace Lorraine." "If He Can Fight Like He Can Love" is another record offering that is having a big run in this section of the country.

The Collister & Sayle Co., retailers of Victor machines, announce unusual business for the summer. This firm are also distributors for all kinds of athletic goods. Asked how this class of goods and talking machines go in a combination the sales manager of both ends of the business said "bull." He said music and "a bandking after athletics go together nicely, particularly with the dear young girls who seek to be up to date." This firm's summer window displays of sporting goods and Victor machines and records is unusually attractive.

"The talking machine business is just in its infancy," said a member of the firm of R. Dreher's Sons Co. "We hardly realized when this new outlet for music was opened what the results will be, but now the future is as clear as daylight. The war will develop rather than retard the talking machine industry, for the war is making "more music-lovers than all the teachers in the world."

Superintendent E. F. Spaulding, of the Cleveland schools, one of the best champions of good music the city has, has been granted a year's leave of absence to take charge of educational work among the American soldiers in Europe.

Bristol & Barber Incorporate
Organize the Bristol & Barber Co., Inc., With Capital of $100,000—Noted Men Interested

There was incorporated last week under the laws of the State of New York, the Bristol & Barber Co., Inc. This concern is capitalized at $100,000 and will take over the business of Bristol & Barber and the Pathéphone Sales Co., of New York. The Bristol & Barber Co., Inc., will continue both the piano bench and stool business conducted by Bristol & Barber in the past and the Pathéphone business formerly conducted by the Pathéphone Sales Co., New York, the latter company having been dissolved. The officers of the new concern are E. D. Bristol, president; C. L. Johnston, vice-president and general manager; N. G. Barber, secretary and treasurer. Mr. Johnston was formerly connected with Steger & Sons, the well-known piano house, in an executive capacity, and for many years has been prominent in piano circles. He will be assisted in the Pathéphone jobbing end of the business by R. B. Caldwell, who will continue to co-operate with and visit Pathé dealers in this territory, and J. G. Klein will assist Mr. Johnston in the piano bench and stool business. The company is planning to expand in various directions, and the new arrangement will enable it to give the dealers in this territory efficient service and co-operation, particularly in the development of Pathéphone and Pathé disc business.

COLUMBIA MANAGERIAL CHANGES

A. W. Roos Now Acting Manager, Succeeding J. W. Reid in St. Louis—J. L. Dubreil Takes Charge in Cleveland Territory

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this week the appointment of A. W. Roos as acting manager of the company's St. Louis branch, succeeding Irby W. Reid, who has resigned from the Columbia service.

Mr. Roos was formerly manager of the Cleveland branch of the Columbia Co. and has been identified with Columbia service for a number of years. He has won the esteem and friendship of Columbia dealers in Cleveland territory and he is receiving the hearty congratulations of his co-workers upon his appointment.

J. L. Dubreil, formerly assistant manager at the Cleveland branch, has been appointed manager in place of Mr. Roos. Although he has only been associated with the Columbia Co. for the past year, Mr. Dubreil has already gained an intimate knowledge of Columbia merchandising systems and plans, and his unceasing efforts to co-operate with Columbia dealers in Cleveland territory are justly rewarded in his promotion to the post of manager.
A Reincke-Ellis Novelty

A very attractive and seasonable advertising novelty for Victor dealers is illustrated. This fan, printed in red and black on heavy cardboard stock, is an exact facsimile of a double face Victor record, and when imprinted with the dealer's name and address makes a very effective advertisement. Displayed in the show window, with

The Latest Creation in Music

The Phono-Grand

small enough and sufficiently low priced to fit the apartment of the man of moderate means. Elegant enough for the most beautiful nook in the music room of the millionaire. A musical instrument par excellence. The player is adapted for any regular 88-note music roll. By the use of Q. R. S. expression rolls it becomes a high grade reproducing piano—Small in size, ample in tone of perfect quality. The talking machine embodies new and exceptionally effective acoustic.

The Phono-Grand is a novelty but a practical one—
It opens up a new field for the talking machine man.

Are you going to take advantage of this really remarkable profit making and business building opportunity?
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-gearing drive, the very latest and scientific method of construction.

CONSULT US
Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD - - - - - LONDON, E. C. ENGLAND
In addition to subscribing liberally to various war funds trade is sending hundreds of records to fighting men—little worry over tax—trade generally quite active.

PITTSBURGH, Aug. 5.—With the loyalty that has characterized the talking machine dealers and others in the United States, they have always said that the Government needs money to carry on the war to a successful conclusion. It has got to have it somehow. When Senator Stone of the United States Senate pointed out that the Government had not been able to get enough of the money it needed by means of voluntary contributions, Mr. Meyer, said, referring to the post war record of profit, that there have been included in every movement of a patriotic nature that has been held in the Steel City since the war started. In connection with the recent Young Men's Hebrew Association campaign, the Knights of Columbus fund raisings, the Young Men's Hebrew Association's collections and the Liberty Bond campaign, Mr. Meyer stated that men of Pittsburgh had an important part.

In addition to this they have also arranged for the sending of hundreds of records to the soldiers overseas and to the men in the various training camps in the United States. To this, it can be added that their show windows have been freely utilized for the display of patriotic scenes, which while coupled with the exhibition of records and talking machines, nevertheless have a potent factor in increasing and sustaining the men's interest in the war. There is a disposition on part of the dealers to the end that their show windows shall be the best in the history of this office. Mr. Nichols expressed himself as well pleased at the manner in which the Pittsburgh public received the Pershing record. There was a liberal use of newspaper space to notify the public of the Pershing record and the various dealers used their show windows for displays of the records, which were embellished by the very tasty background in which a life-size photograph of General Pershing and a number of American flags occupied a prominent place.

A. A. Buels, of the Buehn Phonograph Co., was on hand displaying popular and instrument records, showing the possible purchaser immediately recognizes the merchant, man of keen discernment, and one whose word, like the Schubert phonograph, is 100% good. Our phonograph; our name; our guarantee, are three of the important things you have back in your business. Why wait for something new, when you are doing so well? We are ready to serve you at all times and for the length of term.

A dealer is sometimes judged by the machine he carries if it's a Schubert Phonograph.

SIX MODELS $60.00 UP

Schubert Phonographs

The Bell Telephone Machine Corporation

Offices and Show Rooms: 44 West 37th Street, New York

Factory: 45 Southern Boulevard, Bronx, New York

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

Smith-Woodward Piano Co., 1118 Capitol Ave., Houston, Texas, Local Distributor.
DETROIT'S PROSPERITY REFLECTED IN TALKER TRADE

Well-Paid Mechanics Cleaning Out Stocks of Higher-Priced Machines—Sam Lind Resigns From Local Association—Various Concerns Preparing for Fall Demand—General News

DETROIT, Mich., August 10.—Talking machine dealers in Detroit are still inclined to feel that the coming fall is going to be the very best they ever had. They say that even July was a surprisingly good month, and that August will be up to a year ago from the way it has started out. Dealers are finding it quite easy to sell machines priced from $75 to $175, the only machines that are going comparatively slow being those below $75 and those over $175. They do not even believe that the proposed increased taxation will make any difference. It seems to be almost the unanimous opinion that "if we get the salable merchandise we can sell it regardless of the increased prices." People want talking machines now more than ever so that they can play the splendid assortment of new selections that are constantly being released. People hear the tuneful dance music and the patriotic numbers and they want instruments at home where they can play them as often as they desire. Record and machine business actually is good for August.

There are many reasons why business should be good in Detroit this fall. The town was surely never more prosperous. Orders running into millions are being filled every week and wages are nearly double what they were two years ago for skilled mechanics and those working in any of the factories producing war materials. The latest statistics show that despite war Detroit increased its population nearly 80,000 since the declaration of war and that right to-day there is scarcity of homes. With such a condition prevailing why should not dealers expect to do a good, big business in the fall? As before stated, it is simply a question of whether they will be able to get the merchandise. That's the really big question.

Well-Paid Mechanics Cleaning Out Stocks of Higher-Priced Machines

Sam Lind, president of the Detroit Talking Machine Dealers' Association, has resigned from the organization, both as a member and officer. His position as president has been filled by Charles Smith, vice-president, who will continue to act until the annual election about the first of the year.

Walter C. Brown, who operates an exclusive Brunswick shop, reports a very brisk July and August business, far beyond his expectations, and he is an ardent enthusiast over the prospects for fall. He toured to Chicago late in July, taking his family with him.

Max Strasburg has a large stock of goods on hand and is in excellent shape for fall business, although he still has a number of big orders placed that will further assure him of additional stock. Mr. Strasburg's hobby is golf and you can find him almost any afternoon at the golf links of the Detroit Golf Club.

Ed Andrew, of the J. L. Hudson talking machine department, spent ten days of July on a motor and fishing trip through the western part of the state. Ed is a very busy chap these days, being a member of the Michigan State troops which calls for much drilling at night. Several of the Hudson talking machine salesmen who are unmarried are apt to be lost to the firm under the proposed plan of increasing the draft ages. They have been with the firm for a number of years.

The Detroit Piano Co. has vacated the store at 73 Broadway and it is now being occupied by H. N. Ness & Co., who operate The Pathé Shop.

The General Pershing record handled by the Columbia dealers is proving a big winner. George Chedale, who operates a retail talking machine store in Springfield, Ill., was recently in Detroit passing through while on a motor trip to the East. Mr. Chedale is well known through his long affiliation with the Chicago Talking Machine Co.

Dave Herman, formerly in the record department of the J. L. Hudson talking machine department, has enlisted in the navy.

From the number of people who are daily in the thirty-seven booths of the Grinnell Bros.' store, in this city, the impression one gets is that business there, especially in the record department, is extremely brisk. This concern has not slackened up on its advertising and the minute the new records come out they see that the list gets plenty of newspaper publicity and advertising. They are doing as much advertising as ever during the month of August.

The J. L. Hudson piano store, which handles a complete line of Sonora phonographs, has advanced the $115 models to $135 and the $150 models to $175. On the other models there has been an advance of $10. The state distributor for Sonora phonographs is the C. L. Marshall & Co., occupying attractive quarters at 810 Empire Building, this city. The Hudson company, as well as all of the Sonora dealers throughout the state, are doing an excellent business.

The Walker-Rush Co., 2114 West Jefferson avenue, recently engaged in business taking over the phonograph business which had previously been established at that address. Mr. Rush was for a number of years manager of the talking machine department of the Cable Piano Co. store in Detroit. The company is handling a complete line of Columbia goods, and specializing in foreign records. Mr. Rush reports business is very active.

The Edwin H. Jeffery Co., 1906 Gratiot avenue, is among the latest accounts to be opened by the Columbia.

Victor dealers report that they are doing a big business in the small models which people are buying for their summer homes, boats, etc.

NEW LAMPS FOR OLD! Progress, always that's the keynote of the new model Grafonolas with all their wonderful improvements.

SONA-TONE A Phonograph of Distinction with the Tune 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—easement of operation—and convenience and solidity of working parts.

SONA-TONE Service means the immediate ability of the purchaser to play all makes of records—without attachment of any sort—and to play a library of from 250 to 1000 assorted records without further expenditure.

We believe that a Sona-Tone eliminates—to a greater extent than any other phonograph—to a better extent than the record.

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

From our sales record—previous to advertising—we believe that a SONA-TONE is a superior phonograph for retail merchandising.

SONA-TONE PHONOGRAPH, Inc. 3421 Broadway, New York City

"The music is on the record—the tone is in the phonograph."

SONA-TONE PHONOGRAPH, Inc.

3421 Broadway, New York City

SONA-TONE PHONOGRAPH, Inc. 3421 Broadway, New York City

"The music is on the record—the tone is in the phonograph."

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QUESTIONNAIRE ON STEEL SUPPLIES SENT TO TRADE

War Service Committee of Talking Machine Industry Seeks Facts From Manufacturers Regarding Steel Supplies and Requirements for Presentation to the War Industries Board

An important meeting of the War Service Committee of the talking machine industry was held Wednesday, July 17, at the Fifth Avenue Shop of the Columbia Graphophone Co. This meeting was called by H. L. Willson, chairman of the committee, in order to take steps to have the talking machine industry placed on the preferred list in respect to the use of steel and other materials.

Recently a bulletin was issued by the United States Government indicating that new classifications will be allotted manufacturing industries wherein industries will be classified under three headings as far as the allotment of steel and other metals is concerned, these three classifications being known as a "Priority List," with classes A, B, and C, and a "D" list, embodying all other industries. In the priority list will be included all industries essential to the war, such as munition plants, factories producing tools for munitions, shipbuilding, etc.

In the class "C" schedule will be listed those industries that are considered essential to national welfare. The "D" list will comprise all other industries.

The War Service Committee of the talking machine industry at its session on July 17 gave careful consideration to the important subject under discussion, and it was decided to appoint a sub-committee, which would visit the proper authorities in Washington in order to have the talking machine industry placed on the class "C" list as an industry essential to national welfare.

H. L. Willson, chairman of the war service committee, will act as a member of this sub-committee, and will appoint two other members at some later date. According to present plans this sub-committee will make application to the secretary of the United States Chamber of Commerce for recognition as a committee representing the talking machine industry. After this recognition has been granted the committee will then make application to the War Industries Board at Washington, D. C., for a hearing.

Preceding the executive session of the committee M. H. Mathews, of the Thomas Mfg. Co., Dayton, O., accompanied by his attorney, E. E. Burkhart, gave the committee interesting information concerning the steel situation as he viewed it after a visit to Washington.

The several members of the War Service Committee attended the meeting on July 17 as follows: H. L. Willson, Columbia Graphophone Co. (chairman); E. A. Widmann, Pathé Frères Phonograph Co.; Chas. A. Edison, Thos. A. Edison, Inc.; J. Schechter, Sonora Phonograph Corp.; Arthur L. Cushman, Emerson Phonograph Co.; Louis Rommel, Bell Talking Machine Co.; and a representative of the Mandel Mfg. Co.

The committee has since sent out a questionnaire to all concerns engaged in making, manufacturing and selling talking machines, of which the following information was asked:

QUESTION 1. State the total number of persons employed: In your offices: In your factories:

Schneider: Question 4 as follows:
(1) The number of males employed: In your offices: In your factories:
(2) The number of females employed: In your offices: In your factories:
(3) The number of males under 21 employed: In your offices: In your factories:
(4) The number of males over 31 employed: In your offices: In your factories:

QUESTION 2. What are the total annual wages paid in your offices: In your factories:?

Schneider: State the total annual rent paid for offices, factory buildings, warehouses, etc.

QUESTION 3. How much capital is invested in your business?

Schneider: What taxes have you paid during the past year, separating them as follows:
(1) Estate tax:
(2) Income tax:
(3) Excise profit tax:
(4) Other:

QUESTION 4. Does your company at present make any additional iron and steel products for the manufacture of complete talking machines, which you will require for the coming year, and if so, state the nature, and the amount thereof.

Schneider: (a) What are the total annual wages paid in your factories:

Schneider: (b) What is the value of the iron and steel materials used by you during the past year, in mechanical parts of talking machines, dividing them as to the following:
(1) Tonnage of cast iron:
(2) Tonnage of sheet steel:
(3) Tonnage of screw stock:
(4) Tonnage of blacksmith's iron:
(5) Tonnage of scrap steel:
(6) State, as nearly as possible, the exact amount (in tonnage) of such material which you have on hand:
(7) Cast iron:
(8) Sheet steel:
(9) Screw stock:

Schneider: (c) If your answer to (a) is "Yes," state the mechanical devices, talking machine needles, and the like.
(1) The number of males of draft age employed: In your offices:
(2) The number of persons under 21 employed: In your offices:
(3) The number of females employed: In your offices:
(4) The number of males over 31 employed: In your offices:

Schneider: (d) State approximately the amount (in tonnage) of material used by you during the past year, in mechanical parts which you manufacture any of:
(1) Tonnage of cast iron:
(2) Tonnage of sheet steel:
(3) Tonnage of screw stock:
(4) Tonnage of blacksmith's iron:
(5) Tonnage of scrap steel:

Schneider: (e) State approximately the amount (in tonnage) of such material which you have on hand:
(1) Cast iron:
(2) Sheet steel:
(3) Screw stock:

Schneider: (f) State, as nearly as possible, the exact amount (in tonnage) of the following mechanical parts which you will need for the coming 12 months, in order to continue your production at the present rate, dividing them as to the following:
(1) Tonnage of cast iron:
(2) Tonnage of sheet steel:
(3) Tonnage of screw stock:

Schneider: (g) State the amount (in tonnage) of material used by you in connection with the manufacture of talking machines, dividing them as to the following:
(1) Tonnage of blacksmith's iron:
(2) Tonnage of cast iron:
(3) Tonnage of sheet steel:

Schneider: (h) State the amount (in tonnage) of material used by you during the past year, in mechanical parts which you require in order to complete the finished product:
(1) Tonnage of cast iron:
(2) Tonnage of sheet steel:
(3) Tonnage of screw stock:

Schneider: (i) State, as nearly as possible, the exact amount (in tonnage) of such material which you have on hand:
(1) Cast iron:
(2) Sheet steel:
(3) Screw stock:

Schneider: (j) Are there any other kinds of iron and steel materials used by you in connection with the talking machine business, which you will require for the coming year, and if so, state the nature, and the amount (in tonnage) thereof:

Schneider: (k) What is the value of the iron and steel products which you have on hand, but which cannot be used unless you get other materials to complete the finished product:

Schneider: (l) What is the value of the iron and steel materials which you require in order to complete the finished product:

Schneider: (m) What would be the total value of the completed talking machines, if you were able to get such additional iron and steel materials to complete the same:

Says the Fuel Administrator: "LAY COAL IN NOW"

"LAY NEEDLES IN NOW" Is our advice to the dealer

MAGIC-TONE NEEDLES Take advantage of present low prices

55c per thousand in lots of 50,000 and up

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

I. DAEGER, Jr., Inc., 125 West 125th Street, NEW YORK

Victor Factory Wholesalers

Victor—Supplies—Needles
CONCENTRATING ON THE ARTISTS

Service Department of the Columbia Co. Announce a Set of Three Cut-out Figures of Columbia Artists for the Use of Dealers

The Columbia Graphophone Co.'s dealer service department has announced a set of three cut-out figures of popular Columbia artists. These figures are designed for the purpose of concentrating interest upon certain artists and creating a demand for their records. They have been issued at this time in order that the Columbia dealer can call attention to individual artists and individual records during the fall months. In the winter months the attention of the general public is usually concentrated on artists who are at the moment enjoying success on the stage and the winter demand for records is consequently towards those artists who are before the public eye.

During the summer, when theatrical activity is at a low ebb, the public frequently becomes indifferent and it needs a stimulant of window-trims and other publicity to impress upon music-lovers the distinctive features of the past season's theatrical and concert performances. These three cut-out figures will enable the dealer to create this impression as Nora Bayes during the season of 1917-18 was constantly before the public in many stage successes. Pablo Casals, the famous cellist, made a tour of America giving concerts in many of the large cities and in quite a number of smaller towns, and Maria Barrientos scored a remarkable triumph last season as a member of the Metropolitan Opera House. All of these well-known artists record exclusively for the Columbia library.

The cut-out figures are artistically designed in seven colors, lithographed on colored paper and mounted on 150-point cardboard stock, equipped with easel and varnished. This material is of a permanent nature, and may be used in connection with almost any window-trim. The designs and art work conform with figures and sketches used in different phases of Columbia national advertising, and form a direct tie-up with this publicity.

WILL TRADE COMMISSION CHANGE?

Manufacturers Who Believe in Price Standardization Watching With Interest Recent Decisions of the Federal Trade Commission

The manufacturer who believes in price standardization as a prime requisite for satisfactory country-wide distribution will find significance in the dismissal by the Federal Trade Commission, last month, of the complaint against the American Tobacco Co., says Printers' Ink. The complaint, filed April 15, 1918, involved particularly the use by this company of its large sales force to divert retailers' orders from their personally preferred jobbers and wholesalers to jobbers more ready to assist in maintaining the company's fixed retail prices. The action of the commission in sustaining the company in its denial of the allegations of the original complaint, based on a preliminary investigation, is especially significant because of the hitherto uncompromising position this body has taken in the American Tobacco case. The Commissioner intimated that the Trade Commission may not look leniently upon the cutting off for price-cutting of a customer otherwise entirely satisfactory.

ONE WHO HAS TRIED AND WON

A successful man is one who has tried, not cried; who has worked, not dodged; who has shouldered responsibility, not evaded it; who has gotten under the burden, not merely stood off, looking on, giving advice and philosophizing on the situation. The result of a man's work is not the measure of success. To go down with the ship in storm and tempest is better than to paddle away to Paradise in an Orthodox canoe.

To have worked is to have succeeded—we leave the results to time. Life is too short to gather the Harvest—we can only sow.—Elbert Hubbard.

John W. Kelly, of Salem, N. Y., Edison dealer, reports a very substantial summer trade in both the Edison Amberola and the New Edison phonograph.
The Development of a Trade Campaign by Means of the Telephone Worth Consideration

Developing a trade campaign by means of the telephone is not entirely a novelty in the talking machine or music trade field, but it is safe to say that its possibilities have not been considered, nor has the campaign been sufficiently developed to realize fully how telephone salesmanship may be made a most valuable assistant to the talking machine dealer where it is intelligently and properly handled.

Telephone salesmanship requires just as much ability and tact as personal selling. Courtesy must prevail, and the salesman must give his entire attention to his talking talk on the phone, and must have his facts marshaled before him so that he will not have to hesitate. Likewise, he should pause at intervals to let the prospective customer have something to say. Moreover, the results of the telephone conversation should be kept carefully on a card index, so that there will be no duplication of effort.

Douglas Emery pointed out some of these facts in a recent article in Printers' Ink in which he related the experiences of a member of the retail music trade in handling the music roll business by phone. His remarks are of unusual interest to the talking machine merchant because the sale of music rolls may be considered as distinctly similar to the sale of records.

"Sometimes telephone salesmanship fits into the business scheme in such a way that it is not only profitable to the house which employs it, but to the customer. This is the case with a great piano manufacturing house with a retail branch in New York City," says Mr. Emery. "The house keeps a careful card index of all purchasers of player-pianos, noting the number of persons in the family, style of instrument and particularly the class of music the customer is fondest of. From time to time, as new music rolls come in, the salesman looks them over and selects some which he believes his customer will probably like. Thus a man who has expressed a preference for Beethoven's 'Moonlight Sonata' is almost sure to enjoy Chopin's 'Nocturne in G Major' or Grieg's 'An den Frihling,' while the purchaser of Liszt's 'Hungarian Rhapsodies' should, in the nature of things, be interested in 'La Papiolle' or 'The Scarf Dance.'

"The salesman calls his customer on the phone, mentions the names of the new selections which have come in and asks permission to send them out for a trial. 'We have a wagon calling in your neighborhood, anyhow,' he says. 'Keep the rolls a few days and then if you don't wish them we'll have a man stop and pick them up.' Almost always the customer buys part, if not all, of the rolls left with him, and these sales, put through at the expense of only a few minutes of the salesman's time, run into thousands of dollars. A similar plan, by the way, is used successfully by a retailer who sells phonograph records, except that he follows up the leaving of the records much more quickly."

In another part of his article Mr. Emery says: "In a Chicago campaign on pianos a salesman sat down and called 100 numbers taken entirely at random from the book. Sixty people answered their phones, of whom thirty already owned instruments. Of the other thirty no less than ten expressed so much interest in buying that they could be classified as good, live prospects, well worth a personal call.

Women, by the way, usually do much better in telephone selling than men. This is particularly true when housewives are the prospective customers, the woman apparently feeling that she is less apt to be cheated by one of her own sex than by some scheming male creature. Moreover, a husband sometimes shows keen resentment if his wife is called on the phone by a male salesman, and, conversely, a woman salesman has poor luck in selling something where the wife needs to call the husband into consultation before buying."

The various trade pointers referred to by Mr. Emery can be utilized by talking machine dealers, just as effectively as by members of the piano or player trade. As a matter of fact, the sales of talking machine records should find an unusually fine opportunity for expansion through the aid of the telephone, while the suggestion to utilize Uncle Sam as an outside salesman by means of prospects secured over the telephone book is also one well worth consideration and action.

NEEDLE DEMAND IN SOUTH AMERICA

The increasing demand for talking machine needles and the difficulty of getting carbon steel formed the basis of a little article by the business editor of the New York Times recently. He also remarked that there was a keen demand for needles in South America, which manufacturers here are unable to take advantage of under prevailing conditions.

The Marshall Music Store, Bayonne, N. J., has moved to new and larger quarters at 431 Broadway, that city.
THE TALKING MACHINE WORLD

AUGUST 15, 1918

The New Model Grafonolas are ready. They have many improvements in design and construction that mean money in your pocket. Write for details.

COLUMBIA GRAPHOPHONE CO.
NEW YORK

NEW HOME FOR EISENBRANDT & SONS CO. IN BALTIMORE

Victor Wholesalers Will Move on October 1 to New Building at 417 North Howard Street—General Business Conditions Pleasing

Baltimore, Md., August 9.—Talking machine jobbers, and retailers as well, reported good business throughout the month of July, despite the lack of goods to take care of all the orders that could be had. Not alone was the quantity of business in excess of the same month of a year ago, but the cash business done exceeded by far that done in the similar period. Collections are reported as being very good.

Baltimore jobbers are being besieged with orders from all over the country, but none are taking on any new accounts. They are confining their trading to their old customers. All dealers are increasing their monthly orders, and this is probably due to the fact that they have not been able to get their allotments. Their increases, which are also cut, however, make it possible for them to get more goods than they have been receiving heretofore.

Extreme warm weather throughout the month did not in any way affect business. Patriotic records still have the call and war numbers are going very well. Records showed a wonderful spurt. The firm expects to be in their new quarters on October 1 unless something unforeseen occurs.

The National Piano Co., Pathé distributors, opened their new salesrooms on Howard street opposite their headquarters. The firm intends to run both places. Jesse Rosenstein, of the firm, reports good business for the month of July and a very liberal shipment of goods. He predicts wonderful business for the Pathé line this fall. July business showed an increase over a year and record shipments are improving weekly.

With the Columbia Graphophone Co. the business was very good in July, but W. S. Parks, manager, would have liked to see it larger. Failure to obtain goods was the reason why it did not go higher, but the increase was a good one. This was due principally to the arrival on July 30 of five carloads of machines, which were hustled out and reshipped before the close of the month. Mr. Parks was particularly anxious to show a fine increase because July is the anniversary month of George W. Hopkins, the general sales manager of the Columbia Co. Mr. Pennington, the assistant sales manager, was in Baltimore during the month and met the salesmen and made an address. Harry B. Goodwin, of the education department of Columbia, came to Baltimore during the month and visited various educational centers and proceeded in placing a model with the Playground Association. The June visit of T. O. Poskey, of the international record department, to Baltimore had a very good effect, for that department in records showed a wonderful spurt. A. B. Creel, who looks after the Richmond and Norfolk territory, happened to come in at the close of the month and aided in the reshipping of the goods and managed to see that his trade was well taken care of. He finds business exceptionally good in his territory. W. T. Sibbett, who looks after the western part of Virginia, was at headquarters during the latter part of the month. He reports the outlook good, and it is only a question of getting the goods to do the business.

Harry C. Grove has purchased the Washington store of the Columbia Co. and will handle the retail business in that territory, the Columbia not maintaining a retail store there any longer. He is well satisfied with the outlook for business in the nation's capital. Among the visitors to the Columbia headquarters during the month were: J. H. Bush, of M. M. Crockin Co., Portsmouth, Va.; W. I. Kaufman, House & Kaufman, Washington, D. C.; H. A. Garren, Washington, D. C., and Mr. Kitt, of the A. Jordan Piano Co., Washington, D. C.; Mr. Carey, Columbia Co., Inc., Norfolk, Va.; Mr. Poole, Gaithersburg, Md.; L. E. Oakley, manager of Meyers & Co., Greensboro, N. C.; Mr. Friedberg, Virginia Mercantile Corp., Norfolk; H. L. Stonefield, Westminster, Md.; Frank LeSueur, Lightfoot-LeSueur Co., Norfolk; H. C. Bright, of H. C. Bright Co., Elizabeth City, N. C.; H. S. Legum, of J. W. Legum, Berkeley, Va., and R. P. Roller, Lunay, Va. Amberg & Jordan, Columbia dealers, announce the appointment of Mrs. R. P. Casey as manager of their Grafonola department. Miss E. M. Griffith, manager of the wholesale department of Cohen & Hughes, reports an increase in Victor business for July, although the shipment of goods from the factory was less in July than it was in the same month of 1917. This was made possible by the sale of records during the month that had not been salable in previous months. L. S. Cohen, of the firm,

Save Yourself Time and Trouble
Let Brown Do It Right

I put the "know how" into it. I know what materials to put into a phonograph case—and what to avoid. Years of experience as a cabinet builder have taught me all the troubles and the ways of overcoming them.

Cabinets Built from Your Blue Prints Or My Own Designs Submitted if Desired

Prices Fitted to Your Selling Proposition. It's the Easy Way for You—and the Safest. Just write to Brown. He does it right.

CHAS. C. BROWN
350 E. Water St., Milwaukee, Wis.
spent a great deal of time at the Victor factory during the month and also looked after the field in general. He is in New York for several days just now in the hope of being able to get more goods.

At the close of the month Mr. Cohen held a sales meeting of the heads of his department and his traveling men. Among those present were Mrs. Walrath, manager of the talking machine department of Kaufman's Big Stores, Pittsburgh, Pa.; A. W. Wertheimer, Victor Taylor and Leslie Lehr; F. S. Harris, manager of the Washington store; J. F. Lens, chief accountant of the firm, and Miss Griffith. After the business meeting was over Mr. and Mrs. Cohen as hosts entertained them at dinner at the Suburban Club and later spent the evening on the roof garden of the New Southern Hotel.

The fine display of the General Pershing and other popular records at the store of William Heinekamp & Son, West Baltimore street, Co

Artistic Pershing Record Window

lumbia dealer, has brought many sales to the firm. The display has been sent as a model to many firms. Young Heinekamp cut out the figures shown in the offing and hung them with black thread, making the support invisible.

A. P. Petit, manager of the talking machine department of the local branch of the Bruns-
vick-Balle-Colleider Co., reports fine business and the arrival of several new models. He has just closed a contract for W. H. Britt to handle his line in Greensboro and Ayden, N. C. He spent about ten days in the South and says business through the section is wonderful, and if he can only get the goods he will surely show some fine business.

W. C. Roberts, for E. F. Droop & Son Co., says that July showed a wonderful increase in business over the July of 1917. Mr. Roberts sent out special lists of records that could be furnished in liberal quantities to dealers and these special lists brought in a great deal of new business. Mr. Roberts left to-day for a trip by motor car with Mrs. Roberts that will include Bar Harbor, Thousand Islands and touring through the mountain section. Among the visitors to Droop during the month were Messrs. Leroy and Paige, of Ferguson, Lilienfeld & Lightfoot, Norfolk, Va.; Jacob Wheatley, Easton; Mr. Lightfoot, West Baltimore, Norfolk, and D. W. Braschel, Petersburg, Va.

W. B. Turlington, manager of Sanders & Stayman, Inc., Vocalion distributors, is highly pleased with the high-grade business being done. While machines are beginning to come in a little better they are not coming any too fast, as Mr. Turlington believes there is going to be a great demand for the instruments this fall, and he wants to get a little stock ahead.

Two Art Style instruments were shipped to Consolidated and there has been a good demand with cash sales for the Vocalions throughout the month.

W. T. Davis, the Victor territory representative, was in town several times during the month.

DEAN BASEBALL TEAM SCORES

PUTNAM, CONN., August 6.—The John M. Dean division of the Otto Heineman Photophone Sup-
ply Co., of this city, has received considerable publicity recently, owing to the success of its baseball nine, which has met many teams in local territory and has not to date lost a single game.

The members of the team recently received from Otto Heineman, president of the Otto Heineman Photophone Supply Co., Inc., New York, a complete baseball outfit including bats, balls, etc., and R. F. Thomas, superintendent of the plant, at the request of the boys on the nine, wrote Mr. Heineman the following letter of appreciation:

"You will be glad to know that the baseball uniforms and outfits were received last week and given to the baseball team. The boys were very much pleased, and have won every game they have played. The shirts carry the letters 'D D,' meaning Dean Division. Considerable interest in the team has been shown by several well-known baseball players in the section who have expressed a desire to join our factory organization in order to try for the baseball nine.

The boys appreciate this kindness which you have extended to them."

DEALERS ORDER WINDOW DISPLAY

1. Davega, Jr., Inc., Victor distributors, 125 West 126th street, report that they are receiving many orders from dealers for the Uoskin window display. This new window display is said to be endorsed by the Victor Company and is expected to be treated upon in the next issue of the "Voice of the Victor."

The Aerotone Music Co., of 121 College place, Portsmouth, Va., has opened a large store with a full line of talking machines.

SOLDIERS APPRECIATE GIFTS

Write Interesting Letters to Otto Heineman showing How Machines and Records Are Popular in Camp of Aero Squadron

Some time ago Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., New York, presented the 127th Aero Squadron at Langley Field, Hampton, Va., with several phonographs and a library of Heineman "Okeh" records. These outfits have provided the boys in camp with unlimited entertainment and amusement, and their appreciation of Mr. Heineman's generosity is reflected in the following two letters received by Mr. Heineman this week:

"If you were to extend our barracks at almost any hour during the day or evening you would hear not one but both of our phonographs entertaining groups of soldiers. For a day or two we were so greedy for music that we set both of them going at the same time and in the same place, playing different tunes, but our musical sense gradually got the better of us and we are now content to take them one at a time. The only conscientious objector in our midst is the First Sergeant, who has a little difficulty in getting the flow of music turned off when lights are off for the night. We are most grateful to you for your generous and very appropriate gift."

"Please accept my very hearty, although slightly delayed thanks, for the phonographs and records you sent us. The machines are going all day and most of the night. Music is a great incentive to keep up the spirit of the men, especially men who work as hard as ours do here. We are having great weather and are getting along fine at this field. Again thanking you personally as well as for all the men for your most appreciative gift, I remain, yours very truly (Signed)."

HE WAS A REAL VICTOR DOG

Reinald Werrenrath, reports overhearing the following conversation at the Grand Central Station as he was returning from his last concert engagement:

"Lady to Gentleman—"Isn't that a lovely bulldog over there?"

"Gentleman—"Yes, great."

"Lady—"Something like mine. I have a wonderful dog. Yes, I have—and he's nearly a pure breed."

"Gentleman—"Nearly?"

"Lady—"Yes, he's half bulldog and half fox terrier."

"Gentleman—"Well, I have a full-blooded fox terrier. He's the dead ringer for the dog that phonograph company is advertising so extensively."

"—New York Globe.

THE RESURRECTONE

(Trade Mark Registered)

Our new Models, fitting Columbia, Victor, Sonora and attachments for Edison (attachment furnished if desired) are LOUDER and CLEARER than any other repro-
ducers. Free of blast and metallic tinge.

Its realistic sound, due to its exclusive "tuning-fork" and "double" piano-wire mounting, is a true "resurrection" of original tones.

The "Resurrection" improves any machine and increases the sale of records. Its Retail Price of $10 Nickel-plated and $12.50 Gold-plated (22 karats) is small considering its great merits, and makes it a worth while addition to your source of profits. Regular discounts to the trade.

Send for catalogue of the complete "Hoffay" line

HOFFAY TALKING MACHINE CO., INC. 3 WEST 29TH ST. NEW YORK CITY

Send for complete list of phonographs. Shipment deferred if requested within five days from receipt.

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"Lady to Gentleman—"Isn't that a lovely bulldog over there?"

"Gentleman—"Yes, great."

"Lady—"Something like mine. I have a wonderful dog. Yes, I have—and he's nearly a pure breed."

"Gentleman—"Nearly?"

"Lady—"Yes, he's half bulldog and half fox terrier."

"Gentleman—"Well, I have a full-blooded fox terrier. He's the dead ringer for the dog that phonograph company is advertising so extensively."

"—New York Globe.

THE RESURRECTONE

(Trade Mark Registered)

Our new Models, fitting Columbia, Victor, Sonora and attachments for Edison (attachment furnished if desired) are LOUDER and CLEARER than any other repro-
ducers. Free of blast and metallic tinge.

Its realistic sound, due to its exclusive "tuning-fork" and "double" piano-wire mounting, is a true "resurrection" of original tones.

The "Resurrection" improves any machine and increases the sale of records. Its Retail Price of $10 Nickel-plated and $12.50 Gold-plated (22 karats) is small considering its great merits, and makes it a worth while addition to your source of profits. Regular discounts to the trade.

Send for catalogue of the complete "Hoffay" line

HOFFAY TALKING MACHINE CO., INC. 3 WEST 29TH ST. NEW YORK CITY

Send for complete list of phonographs. Shipment deferred if requested within five days from receipt.
The World’s Greatest Artists on Edison Royal Purple Amberol Records at $1.00

The new Edison “Royal Purple” Amberol Records made their first appearance on the July list. These super-quality records, the latest product of the “Wizard,” priced at $1.00 ($1.50 in Canada), are the first of a library of special records of the highest musical quality, and by many of the greatest artists now before the public.

Miss Frieda Hempel, leading coloratura soprano of the Metropolitan Opera Company, has joined the already large and brilliant staff of artists who make records for the

NEW EDISON DIAMOND AMBEROLA

and it is a fitting tribute to her glorious voice that it was chosen for the first of the “Royal Purple” Records.

In tone quality, Edison “Royal Purple” Records surpass all talking machine records of similar character—a fact easily proven by direct comparison. And at one dollar they offer records made by artists of international fame. If marketed by any other manufacturer and in any other form records by these artists would cost several times as much.

For highest quality at a low price we do not know of any line of merchandise that compares with the New Edison Diamond Amberola and Edison Amberol Records.

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
Orange, New Jersey
AUGUST 15, 1918

Are you up on the points of the New Model Grafonolas? They're going BIG! People have never seen such wonderful instruments. Send for descriptive literature.

Columbia Graphophone Co.
NEW YORK

COLUMBIA STAFF HOLDS OUTING
Employee of Columbia Wholesale Branch Attends Enjoyable Affair at Bear Mountain as Guests of the Columbia Graphophone Co.

The members of the staff of the local wholesale branch of the Columbia Graphophone Co., 55 Warren street, were the guests of the company at a very enjoyable outing held Saturday July 27. This outing was tendered by the company as a mark of its appreciation of the support and co-operation rendered by the employees of the Warren street branch during the past year. This has achieved remarkable results under the direction of Lambert Friedl, and this outing reflected the spirit of co-operation and good-fellowship that has contributed so materially to this gratifying record.

A party of one hundred assembled Saturday morning at 9 o'clock, and boarded a Hudson River Day Line steamer to Bear Mountain. A very enjoyable luncheon was served at the Bear Mountain Inn, and preparations were made for a baseball game between teams representing the office and shipping department. After an exciting battle the office team was returned the victor on the long end of a 13 to 7 score. Mr. Mills, assistant manager of the New York branch, was one of the star players on the winning team, and drove in many runs through timely hitting.

After the baseball game was finished a series of field events was next in order, and the 100-yard dash for ladies was won by Miss Story. The distance throwing event was also won by Miss Story, who incidentally is quite an athlete; Miss Gilfillan finishing second in this event.

Mr. Schreiner Winning Dept. Heads' Race
The 100-yard dash for department heads' race was won by Wm. A. Schreiner, head of the dealer service department. The 100-yard dash open event was won by Lieutenant Gorham, U. S. N., one of the invited guests of the day; Mr. Schreiner finishing second. The accuracy throw of field events was next in order, and the 100-yard dash for ladies was won by Miss Story. The distance throwing event was also won by Miss Story, who incidentally is quite an athlete; Miss Gilfillan finishing second in this event.

Mr. Mills Beaches Plate After Home Run
The 100-yard dash for the track was won by Mr. Mills; Mr. Schreiner again taking second place, and winning the point prize.

One of the interesting features of the day was a race between Lambert Friedl and O. P. Grafen, of the sales staff. This race, which was over a distance of two hundred yards, was won by Mr. Friedl, who, after jockeying for rail position in the first one hundred yards, crossed the tape a few inches ahead of Mr. Grafen, whose performance was remarkable in many respects. Lieutenant Gorham won the race around the bases, covering the distance in twenty-four seconds; Mr. Schreiner being the runner-up, finishing only one second behind the winner. Miss Gilfillan finishing second, crossing the tape one second behind Miss Gilfillan.

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Mountain climbing, dancing and boating contributed to the success of the day, and every member of the party thoroughly enjoyed the day. Mr. Tobias is well known in the local trade, and his many friends are sure that he will acquit himself admirably as one of Uncle Sam's Jackies.

NEBRASKA VICTOR DEALERS TO MEET
State Association Will Hold Annual Convention in Omaha on August 29 and 30
OMAHA, NEB., August 5.—Plans are now being completed for the annual convention of the Nebraska Victor Dealers' Association which will be held in this city on August 29 and 30. P. G. Spitz, who is chairman of the entertainment committee, reports that indications point to a record attendance at the meetings, at which there will be a number of special features, including addresses by Victor factory representatives and by wholesalers as well as business talks by the dealers themselves. An elaborate banquet will head the list of entertainment features planned. It is felt that prevailing conditions, due to the war, make it particularly desirable for the dealers to get together this year for the discussion of their business problems and methods and means for meeting them.


JOINS NAVAL FORCE AT NEWPORT
Leon Tobias, formerly metropolitan representative for Arthur L. Van Veen & Co., New York, manufacturer of Van Veen Bed-Set booths, is now a member of the U. S. Navy, stationed at Newport, R. I. Mr. Tobias is well known in the local trade, and his many friends are sure that he will acquit himself admirably as one of Uncle Sam's Jackies.

Genuine Period Styles
Authentic adaptations of Adam, Louis XVI, Sheraton and Queen Anne periods; humanizing perfectly with the styles with which they bear, are a feature of the case work on the Marvelous MAGNOLA "Built by Tone Specialists"

GIVE US THE OPPORTUNITY TO TELL YOU MORE ABOUT THIS AND OTHER SALE-MAKING FEATURES OF MAGNOLA CONSTRUCTION. SEND US YOUR NAME AND ADDRESS. WE HAVE A HANDSOME CATALOG, ILLUSTRATED IN COLORS, THAT TELLS MAGNOLA'S STORY—AND YOU DESERVE TO SEE IT.

MAGNOLIA TALKING MACHINE COMPANY
211 Milwaukee Avenue Chicago, Illinois

{image of a Victrola with the words "VIOLOPHONE PHONOGRAPH NEEDLES EACH NEEDLE WILL PLAY 10 RECORDS."}

The BEST TALKING MACHINE NEEDLE
On the Market—Packed in Counter Salesman

50 Needles to a box and they retail at 10c. per box.
60 Boxes to a package $6.00.
This package costs you $2.50 net.
Your profit is $2.50 and your customer gets a needle that will give satisfaction.

Manufacturers of Musical Instruments
Canadian Wholesale Agent, H. A. BEMISTER 10 Victoria St., Montreal, Can.
Essentials
—all of them
Men
Money
Machinery
Munitions
Merchant Marine

and

MUSIC

The Government Recognizes Music
As One of the Great Forces That
Will Help Win the War

THE VICTROLA IS THE MOST COMPACT,
INEXPENSIVE, PORTABLE FORM OF MUSIC
OBTAINABLE FOR THE HOME, SHIP OR FIELD

THE TWO
LARGEST EXCLUSIVE VICTOR
WHOLESALERS
IN THE TWO
LARGEST CITIES

119 West 40th Street
NEW YORK

Chicago Talking Machine Co.
12 No. Michigan Avenue
CHICAGO, ILL.
The next problem is that of securing sufficient supplies of steel, fuel and other supplies which would indicate that the turning of the tide of the battle on the Western front has its effect on the sales of goods to civilians at home. It is a fact that in certain sections talking machine dealers and others have done more business since the big drive of the Americans along the Marne than they have done in any similar period since the beginning of the war. It is a situation worth thinking about.

Conditions in the trade at the present time are interesting, even though serious. There are many problems that confront the talking machine manufacturer and dealer, not the least of which is the provision of the new War Revenue bill, now in process of drafting, which it is expected will place new tax burdens on the trade.

The whole proposition is that socially, politically and commercially we are in an interesting stage of evolution. This in spite of the truth of the ancient assertion, "Woe unto them by whom offenses come for they shall certainly get it in the neck eventually."

A Striking and Timely Advertisement

Timelessness is the keynote of the Nightingale advertisement in this issue. H. B. Wolper, president of the company, has been away on a trip and has come back with some really good orders. This progressive concern is in a sense an instance of the survival of the fittest. Many other concerns have vanished since he started, but he built with indomitable energy his splendid ideals and he is winning out.

Another Empire Success

The Empire Portable Talking Machine Co., of this city, have scored another success in their latest Empire Portable Talking Machine. This new Empire model follows so closely to the announcement made in the columns of The World relative to their Queen Anne period design instrument further exemplifies the activity of this company and is characteristic of their up-to-the-minute methods of doing business. The new art model Queen Anne design proved to be a very interesting feature to Empire dealers, and quite a number of requests for immediate shipment for this new model were ordered solely on the strength of the announce-
A new Lyon & Healy Service for Victor dealers. These cards are drawn especially for us by a well-known illustrator and are beautifully printed in colors. They are fourteen by twenty-two inches in size. Each month three of the best selling records are selected by our experts and are featured on these cards. They will help you popularize the new records and will add to the appearance of your windows.

$1.25 per month

Other Advertising Helps for Music Dealers

VICTROLA NEWSPAPER ILLUSTRATIONS, 52 per year, $8.33 per month; 26 per year, $4.17 per month. Small instruments newspaper illustrations, 36 per year, $4.17 per month.

ART VICTROLA FOLDERS for mailing the monthly supplements—save envelopes

Write for Prices

VICTROLA BILL BOARD POSTERS, striking designs

Write for Prices

Lyon & Healy
Victor Distributors
CHICAGO
The retail list price is quoted at $35, subject to

and is very attractive.

diate results.

peal at once to a large class of people because

of the machine is high class in every

way, and the instrument has a tonal volume which particularly adapts it to outdoor or camp

uses.

It is finished in waxed golden oak and

is very attractive. The arrangement for hold-

ing a supply of records is original and unique

and insures that the records will not be

scratched or damaged. One illustration on page

77 shows the new Empire portable talking machine closed ready for carrying and another

one shows the working parts, such as turn table,

tone arm, crank, etc., placed in their respective

positions and compartments. The last illus-

tration shows the instrument set up and ready

to play any record. Each machine is packed

in a separate carton and for shipping conve-

nience three cartons are packed to the crate,

and it is said that the minimum quantity re-

quirements are one crate. It will pay dealers

to make inquiry regarding this new Empire

model, owing to the timeliness of the season.

The retail list price is quoted at $35, subject to

the usual trade discounts.

Complaints

We often hear that there are two sides to

everything, but we very seldom read about the

second side, especially in a trade paper. We

read about the selling and the manufacturing,

but that's only one side. The other side is what

happens after the machine is manufactured and

sold.

Over in Lyon & Healy's retail Victor depart-

ment they have a nice little room partitioned off

in one corner of the floor containing a regular

sales counter with ordinary customer stools

placed along the counters, well lighted and a little

illumined sign over the door which reads "Me-

chanical Adjustment and Complaint Depart-

ment." This department is under the super-

vision of F. L. Clark and Mrs. H. Anderson,

and it is up to these two able talking machine

people to see the other side of the game and

take care of the customers after they have

passed from the hands of those who look after

the first side.

According to Manager Clark it is one out of

ten visits that the sales person is liable to see

the customer to whom he sells the machine

and make the delivery and straighten out the sit-

uation, so to speak, after the sale, except for an occa-

sional meeting," says Clark. "He must explain

his concern and make the delivery, but after that

it is all over, so far as he is concerned, but you

can't satisfy a customer by selling him a ma-

chine no matter how good or what make the

machine is and let it go at that. There is al-

ways bound to be some adjustment or complaint,

no matter how trivial. Then again, you can

never satisfy a customer over the telephone.

He will call up and make a complaint, and

it is up to us to send out a man to make the

repairs, if there are any, but if it is just a mat-

ter of explaining some detail, it is up to us to

try to get the woman satisfied. That is the only

time we can talk to her. We can talk to her over

the telephone in such a way that the woman can

talk mechanics better than he, whereas the other

side of the game is the woman can talk household ef-

fects and how to polish and clean the machine

so it will harmonize with the furniture, but it

won't sound so convincing when coming from

the man.

Some of the most peculiar excuses were com-

plaints one never heard of and these are gone

over in this department daily. For example,

one woman came in and talked to Mr. Clark re-

cently complaining that there was a peculiar

noise issuing from her machine. Mr. Clark

wanted to get an idea what kind of a noise it

was, so he could make a suggestion as to

whether it was the motor, tone arm or what was

making the noise. "What does it sound like?"

asked Mr. Clark. The woman hesitated for a

moment, hemmed and hawed a little and then

finally blurted out, "It sounds like snow sliding

off the roof."

This was a poser for Mr. Clark, so he decided

that one of the repair men should accompany

the woman home. The man went over the

motor, inspected it and found no fault therein.

The sound box was the same, but still the noise

issued from the machine, and then he took the

turntable off and found that there was a small

rock rolled up and shoved under the table, and it was making the sliding noise

which the woman complained about. The re-

pair man showed the woman just what was

wrong with the machine and came back and re-

ported what it was, saying at the same time

that she remarked, "Oh, dear me," and turned

around, grabbed her little boy and gave him a

good spanking.

"That is only a sample of the peculiar com-

plaints we have to deal with," stated Mrs. And-

erson, "but our really active period is during the

Christmas rush and anyone who could come

(Continued on page 75)
The Biggest Idea of recent years in the phonograph world—and what it has done for dealers

The New Brunswick Method of Reproduction Wins Buyers

The most talked about feature in the phonograph field is The Ultona, one of the new ideas embodied in The Brunswick Method of Reproduction. Customers see its advantage instantly. It is an idea most people have wished for, and now that it is obtainable in The Brunswick, old-time favorites are passed by.

The Brunswick Method of Reproduction has been widely advertised in The Saturday Evening Post and other national publications. The copy has been tremendously appealing, chiefly because it created curiosity. It led people in to hear The new Brunswick, and to compare its superiorities. In every ad we urged them to visit a Brunswick shop and hear this marvelous improvement.

The result is that sales have multiplied amazingly. Our production facilities are taxed to the limit. The Brunswick is a nation-wide success, and its popularity is ever increasing.

Buyers of The Brunswick are demonstrating its superiorities to all their friends. And so a Brunswick dealer is blessed with real "fans" whose influence cannot be underestimated.

Would you like to be associated with this great success? Would you like to become a Brunswick Dealer?

We know of some splendid openings—not many—and maybe your community is on our preferential list.

We suggest writing for the details of our profitable plan, at the same time telling us something of your facilities.
and spend a day with us during that time is sure to go away having formed an opinion that this department is a veritable mad-house." 

"We, of this department," stated Mr. Clark, "always begin the day by saying, 'It is up to us to satisfy and we are going to satisfy our customers at all hazards, as we agree that the customer is always right, no matter how wrong he is.'"

New Additions to Trade 

G. Harry Bent, manager of the Victor department of the Geo. F. Bent Co., became the proud father of a baby boy on Sunday, August 4. Don Eible, of Eible Bros., South Bend, Ind., ditto the same day. Both mothers and babies are doing fine. This is Mr. Bent's fourth child and Mr. Eible's first.

Griffith P. Ellis Back at Desk 

Griffith P. Ellis, sales manager of the Chicago Talking Machine Co., returned to his desk this week after a two weeks' vacation at Grand Beach, Mich., where he was resting up and recovering from the effects of an automobile accident he suffered several weeks ago. Mr. Ellis and his wife had been motoring at the time of the accident in a friend's car along a dark road during a thunder shower and the machine plunged into a pillar that was being used in the elevation of some railroad tracks. The car was swamped around and crashed into a similar structure and Mr. Ellis was thrown through the windshield and his face and head were terribly cut. One of the wounds, a cut on the left temple, necessitated the surgeon's taking ten stitches to close it. There were several other cuts about the face which also necessitated some stitching. Mr. Ellis is still undergoing treatment for his wounds, which are not quite healed as yet.

Dan Creed, general manager of the Chicago Talking Machine Co., recently received a letter from Sergeant Geo. F. Denig from somewhere in France. Sergeant Denig is connected with base hospital No. 11, American Expeditionary Forces, and tells of some mighty interesting occurrences that have happened since he has landed in France. Sergeant Denig was formerly assistant credit manager for the Chicago Talking Machine Co.

Columbia Notes 

E. C. Poore, formerly in charge of the record department of the Chicago branch of the Columbia Co., has now been placed in charge of both the stock department and stock accounting department, having succeeded Geo. F. Vining, who has resigned. Besides looking after the stock Mr. Poore has supervision over the repair department.

Mr. Poore, who for the past three years has been assistant manager of the record department, succeeds Mr. Poore as manager of the record department. The change took place on August 1.

Mr. Poore has long been connected with the Columbia Co., and prior to his connection with the Chicago branch was associated with the Columbia branch at Kansas City. Mr. Link is a very likable young fellow, ambitious and has the initiative to be just the right man to succeed Mr. Poore.

Frank Tatser, who formerly had charge of the Columbia country correspondence at the Chicago branch, is now doing clerical work for the War Department at Washington.

Undergoes Second Operation 

C. L. Davidson, of the Detroit Talking Machine Shop, returned to his office August 9 for the first time in four weeks. During his absence Mr. Davidson had undergone an operation for peritonitis, the operation arose from an operation he undergone last winter for the removal of gall stones and appendicitis. After leaving the hospital last winter Mr. Davidson contracted whooping cough and, owing to the abdominal wounds being fresh at the time he was taken down with the cough, the operation necessitated a further removal of the wound to adhere to the peritoneum and the gall bladder, which necessitated another operation.

Wiley B. Allen Co. Represent Brunswick 

What is perhaps one of the largest deals ever made by the Brunswick-Balke-Collender Co. is that of their new representatives, the Wiley B. Allen Co. of San Francisco. This company, which is one of the largest and best-known retail houses in the country, particularly on the Coast, operates a chain of stores in San Francisco, Oakland, Sacramento, Los Angeles, San Diego and Portland, Ore. The transaction was recently brought about with this company to give them the entire Coast representation for the Brunswick phonograph. J. I. Black, of the W. B. Allen Co., who has charge of their various talking machine departments, it is stated, was very favorably impressed with the transaction. This deal puts the Coast representation of Brunswick on such a large basis that it is stated that the Brunswick people are refusing all other representation.

Tells Story of Expansion 

F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co., is one of the members of Chicago's trade who was kept very busy during the recent hot spell in looking after his clientele. Mr. Clement stated that his monthly report showed that business at his office was 25 per cent. greater than during the month of June and that up to the present time indications were that August would be a little closer to 50 per cent. The increase in July and the first part of August by taking into consideration two factors: first, that the vacations' demands were taken care of during July, and second that the dealers are now going over their stocks and putting in their orders for after-vacation business. "The dealers," stated Mr. Clement, "are taking the time right now in trying to dope out future business and stock up for the fall trade, and the majority of them are thirty days ahead of their usual time in their ordering. We have been receiving exceptionally heavy shipments from the factory to this branch lately and are thereby enabled to take care of our demands promptly. In this branch, we are distributing to Indiana, Michigan, Wisconsin, Illinois, Missouri, Kansas, Nebraska, Iowa and Minnesota, and are building a great number of new agencies for our new nine-inch records. The tendency of the demand for both the nine-inch and the smaller Emerson records has been for the past six months to increase and we think a great deal of our business is in filling the demand for patriotic numbers such as marches, military dances and war songs. The new nine-inch Emerson records are proving unquestionably that there is a big field for records of this character."

"The Rotometer" 

The Lakeside Supply Co. have been spending a great deal of time recently in further promoting their already Doing business. The new nine-inch Emerson records are proving unquestionably that there is a big field for records of this character.

"The湖Side Rotometer" 

The Lakeside Supply Co. have been spending a great deal of time recently in further promoting their already Doing business. The new nine-inch Emerson records are proving unquestionably that there is a big field for records of this character.

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The Lakeside Supply Co. have been spending a great deal of time recently in further promoting their already Doing business. The new nine-inch Emerson records are proving unquestionably that there is a big field for records of this character.
Phonographs and Equipment

Phonograph Value is based on the Standard of Equipment used

Realizing the truth of this statement and what it means to the dealer and his future success,

Hiawatha Phonographs

are equipped with the highest standard of construction, of Motor, Tone Arm and Reproducer, which conform with the beautiful cabinet and artistic lines of the Hiawatha.

Hiawatha Phonographs enable the dealer to put his stamp of approval on each sale and be assured of only the normal percentage of mechanical trouble, which will result in a satisfied customer and increased business.

The Hiawatha is made in four attractive models, retail priced at $50, $75, $95, $125 and $175.

Hiawatha Phonograph Company

209 South State Street
CHICAGO, ILL.
demand as rapidly as possible. These small folders found instant demand among the dealers in that they are made in a size that will enable the dealer to insert them in an ordinary envelope for mailing purposes. They contain some beautiful half-tone engravings, showing every model we manufacture, as well as several views of our new Utoma reproducer and all-wood tone amplifier. On our style No. 10A Brunswick cabinet machine, we are now placing a new model Utoma single diaphragm reproducer. This, like our double diaphragm reproducer, is not a mere attachment, but a distinctly new creation and an essential part of the Brunswick new method of reproduction. By a turn of the hand it adapts itself to any of the vastly different types of records.

The Six Best Sellers
The Columbia Co. announce the six best sellers for the month as follows: "If He Can Fight Like He Can Love" and "Where Do They Get 'Em"; "Alice, I'm in Wonderland" and "Rock-a-bye Your Baby With a Dixie Melody"; "Belgian Rose" and "My Daddy's Star"; "I Wonder What They're Doing Tonight" and "I'm Always Chasing Rainbows"; "Classic Waltz" and "When You and I Were Young, Maggie"; "The Man Who Put the Germ in Germany" and "Mammy's Chocolate Soldier".

Pathé best sellers for the month are: "Your Lips Are No Man's Land But Mine" and "Our Country's in It Now"; "There's a Long, Long Trail" and "Khaki Sammy"; "Military Waltz" and "While the Incense Is Burning"; "Hawaiian Nights Waltzes" and "Somewhere in Hawaii"; "Fancy You Fancying Me" and "The Further It Is From Tipperary"; "My Belgian Rose," and "I Miss That Mississippi Miss That Misses Me."


Vocalion best sellers for the month are as follows: "Annie Laurie" (nug by May Petersen); "Liberty March"; "Pussy Willow," fox trot, and "Sally Trombone," one step; "Sweet Petootie" and "Liberty Bell"; "The Best Things in Life Are Free" and "Dartmouth Strutter's Ball"; "A Day at West Point" and "American Fantasie."

Emerson best sellers for the month are: "God Be With Our Boys To-night" and "Southern Medleys"; "Three Wonderful Letters From Home" and "A Soldier's Rosary"; "If He Can Fight Like He Can Love" and "If You're Crazy About the Women"; "When Alexander Brings (Continued on page 78)

THE NEW Empire PORTABLE
The big sensation of the phonograph industry

For the boys "over there" and "over here."
For camping parties.
For auto parties.
No summer home should be without one.

UNIQUE—COMPACT WELL MADE

RETAIL PRICE $35.00

This little machine is fitted with a universal tone arm and will play all makes of records. It is 7 inches high, 15 inches wide and 14 inches deep, and weighs only 17½ pounds. Case is made of solid quarter sawed oak, wax golden finish. Has single spring motor with cast frame. All trimmings in nickel finish. Has wood horn, and the tone volume is loud and clear, especially adapted for outdoor use. Note the device for holding 12 records.

Write at Once for Literature and Prices

EMPIRE TALKING MACHINE COMPANY
JOHN H. STEINMETZ, President
429 South Wabash Ave., CHICAGO, ILL.
CONTINUOUS HINGES
ROTOMETERS (SPEED TESTERS)
MAIN SPRINGS FOR No. 3 AND No. 7
MOTORS, HANDLES, 12" TURN TABLES
GOVERNER SPRINGS AND BALLS
MICA DIAPHRAGMS, Best Grade, All Sizes
PHONOGRAPH HARDWARE
SAPPHIRE POINTS

LAKESIDE SUPPLY CO., Inc.
202 So. Clark Street, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS (Continued from page 77)

His Ragtime Band to France" and "Cheer Up Father, Cheer Up Mother"; "There's a Lump of Sugar Down in Dixie" and "Everybody's Crazy 'Bout the Dog Gone Blues"; "They Were All Out, of Step But Jim"; and "'N' Everything.

Pershing Record Stirs Patriotism in Chicago

"Three thousand miles from home an American army is fighting for you. Everything you hold worth while is at stake. Only the hardest blows can win against the enemy we are fighting. Invoking the spirits of our forefathers the army asks your unflinching spirit to the end that the high ideals for which America stands may endure upon the earth."

These are the golden words, straight to the point, which were uttered by Gen. John J. Pershing upon the battlefields of France. These words were engraved upon a gold matrix by the Columbia recording staff at the American headquarters over there. The matrix was brought to this country, where it was taken into the Columbia pressing plant and records were made for the Nation's Forum. The records were made under the supervision of Guy Gotterman and now the original matrix is now safely reposing among the treasures in Washington.

On the reverse side there is a wonderful word picture by Ambassador James W. Gerard. Mr. Gerard's speech is short, sweet, subtle and to the point. He speaks of the problem we faced when America entered the war and of the problem we are facing to-day, saying that before America entered the war it was our privilege to sympathize with any warring nation, but since we are in it there are only two sides, and it is up to the German-Americans to either declare themselves as Americans or traitors.

Mr. Gerard also repeats a part of a conversation between himself and a high German official. The German said, "We have five hundred thousand German reservists in America who will rise in arms if you dare to oppose us." Ambassador Gerard retaliates with the subtle remark that we have in America five hundred thousand and one lamp posts to which the reserves will be hanged the day after they rise.

(The extra lamp post was probably suggested for the Kaiser's benefit.) If any German-American were so disloyal to assert himself in favor of the Kaiser he should be given the wooden shoes and the rags he wore when he landed in this country and shipped back to the Fatherland. Further he says that he in the past year has traveled through all the mountainous country of the United States, and over the great plains and prairies and has never seen an animal that would kick, bite or scratch any worse than a big fat German, were he to be hog-tied and shipped back to the Kaiser. This wonderful record is sold to dealers at a price of six cents, the retail price being a dollar and a quarter, the proceeds of the wholesale price to be turned over to the Red Cross.

We are all in this war to win. Those who are able to fight must fight and those who are not able to fight must seek every conceivable way they can to do their bit. The dealer in pushing this record is not only doing his bit by spreading American propaganda throughout the homes containing talking machines but is also in a position to do a world of good in helping along the wonderful work of the American Red Cross and at the same time making a monetary profit. Dealers, do your bit, and don't let this golden opportunity pass. Help win the war!

Clever Advertising Literature

The Chicago Talking Machine Co. has sent out to its dealers a new set of advertising literature which has aroused considerable comment throughout the trade. The literature is sent out in a large black envelope addressed in white ink and the enclosed folder which holds the letters is also black.

Upon the cover page there is printed a picture of a hand held immediately above a flower pot and in the lower corner there is another hand holding a flower pot wherein a young lady is standing. Part of the cover on which the hand at the top is printed is incised in such a manner that it appears to hold a two-cent stamp which is slipped through the slit. The caption on the cover is, "Plant a stamp and raise a customer." The six letters contained within are handsomely colored and contain some very interesting propaganda for the dealer to send direct to his customer. There is a space at the bottom of each letter for the dealer's imprint. At the bottom of each letter there is also an order blank to be filled in by the dealer's customer. This literature is known as the "prospect letter" or blank and the dealer's price for a 100 set is $6.75 and in 500 sets $22.50. Additional 100 sets of over 500 are $3.75 extra. The New York Talking Machine Co. is also sending out a set of these letters.
“Let me gaze, let me gaze on the vision before me.” — Faust

Gaze on this beautiful cabinet. Is it not just about what you would expect in the introductory announcement of presentation to the trade of a talking machine by

The Western News Company
Chicago
BECKWITH TONE CHAMBER

This is absolutely unique, but absolutely safe, and we honestly believe it marks a revolutionary departure in tone production. The phrase we like to use in connection with the Beckwith is “it has tone personality.”

There are three things about the Tel-o-Tone which, taken together, make the strongest argument in favor of its overwhelming success.

First, it has remarkable distinctive features, which are not merely talking points, but points of actual merit.

Second, we have succeeded in clothing this instrument in garments of true beauty; in other words the case represents a high standard of architectural design, cabinetmaking, veneers and finished excellence.

The third point is that the company has not, just because they have made an acoustical discovery and a wonderful case, put the price of the instrument at an exorbitant figure. This is the day of service, and, while the public is willing to pay a fair price they must get value. The line embraces six beautiful models ranging in price from $75 to $200.

The opportunity is big. But the opportunity may not knock twice at your door asking representation for the Tel-o-Tone in your locality. We would suggest writing or wiring at once. Tel-o-Tone representation will be carefully distributed to dealers of character, financial responsibility and dynamic energy.

THE WESTERN NEWS COMPANY
21 to 29 EAST AUSTIN AVENUE :: :: :: CHICAGO, ILLINOIS
Get Thee Behind Me, Trouble

Bathing, swimming and golfing are the only cares at present of L. C. Wiswell, manager of both the wholesale and retail Victor departments of Lyon & Healy, who is spending a two

L. C. Wiswell and His Family weeks' vacation at South Haven, Mich., accompanied by his wife and family. As the accompanying snapshot shows the trials and tribulations of a talking machine man were left behind, as may be seen by the happy expression of Mr. Wiswell's face. The spirit of the occasion of leaving work and worry behind in Chicago may also be judged from the happy smile in Mrs. Wiswell and her children. The party left Chicago recently in Mr. Wiswell's auto and motored to the Michigan resort, where the enjoyable vacation of two weeks was spent. On the return trip the party motored to several other places in Michigan before reaching Chicago.

Vitanola Activity There is no doubt but that the Chicago talking machine manufacturers are getting a goodly share of the talking machine business from all parts of the country, as may be seen from recent increases by the Vitanola Co. This company has been running to capacity for the past few months, and in fact their demand has grown to such an extent recently that it was deemed necessary to increase their plant. With this view in mind the heads of the Vitanola Co. set about to look for additional quarters, and at present it is stated they are contemplating the purchase of a large woodworking plant that will enable them to take care of their increased business. This company also states that they will be ready to trade during the first part of the months of September or November their new line, which embraces several new models of beautiful design. The tendency of their trade has been for the higher-priced machines and they have established many new agencies in all parts of the country. They also report that collections were never better and from present indications there will be no falling down along this line.

Big News Coming The B. & H. Fibre Needle Mig. Co. will shortly have an announcement of decided interest to the trade. It will mean the creation of a new system of selling service.

Death of L. V. B. Ridgeway L. V. B. Ridgeway, general representative of Lyon & Healy's talking machine and small goods department in the West, died at the San Francisco Hospital on Monday of last week. Mr. Ridgeway was taken ill at the annual Bohemian Club's outing in the mountains, and was taken to that method reduces production expense and enables them to deliver the boxes during the present shortage in die casting products.

Attractive Cheney Talking Machine Exhibit Through its artistic and effective participation in both the January and July exhibits at the Grand Rapids furniture market, Grand Rapids, Mich., the Cheney Machine Co. has become a recognized feature of that famous institution. A complete line of Cheney instruments of both the period design and art models was shown at the July exhibit, the showroom being on the main floor of the Keeler Building. The exhibit was under the personal direction and management of Burton Collier, Cheney sales representative for both the State of Michigan and New York. In common with many of the furniture exhibits the Cheney display had fewer callers at the July exhibit than was the case with the January exhibit, but a remarkable feature that was noticeable by all exhibitors was that in spite of the fact that there were few callers the contracts closed during the month were proportionately larger than during any other exhibit. Among some of the notable connections made with various dealers by the Cheney Co. during the exhibit were those of B. Altman Co. and Lord & Taylor, these being New York houses who will represent the Cheney Co. exclusively. M. Welte & Sons and the Ludwig Baumann Co. also placed large contracts for Cheney instruments. Among the Cheney representatives who contributed to the success of the July exhibit were Geo. R. Madison, of the Cheney Phonograph Sales Co., 400 Euclid avenue, Cleveland, who by the way is operating in Ohio, West Virginia and western Pennsylvania, E. R. Bue, president of Cleveland company; T. Buel and Prof. Forest Cheney, inventor of the instrument bearing his name, were also participants in making the exhibit a success. Other of the Cheney Co. representatives who were also present were A. C. Rinne, of the Cheney factory at Grand Rapids, and R. I. Reid, of the headquarters office of the Cheney Phonograph Co., 725 Marshall Field Annex Building, Chicago.

The Cheney service department also received much favorable comment during the exhibit for the work it has been carrying on in the way of monthly bulletins. These bulletins are two-page folder type and are sent to the dealer each month. The first page is printed with the dealer's name and space left for him to print his monthly announcements to his respective clientele. The inside page is taken up with a large phantom wash drawing showing the working parts of the tone arm, reproducer and amplifier and the reading matter is given over to a short comprehensive story explaining in detail the working principles of the instrument as shown in the illustration.

One of the reputable agencies established by the Cheney Phonograph Co. lately was that of the Cable Piano Co. of Michigan, which recently opened an account. The Cable Company, it is stated, will soon extend the Cheney line to its various branches throughout the State of Michigan and this account will be given the personal attention of Mr. Collier.

Death of First Lieutenant Jones Word has been received here of the death on August 3 of First Lieutenant Edwin Llewellyn Jones, formerly manager of the phonograph department of the Jaeger-McKenzie Piano Co., Oconomowoc, Wis., who went to France in

The OROTUND and SUPERIOR Attachments, Tone Arms and Velvet Running Jewel Points Are Strictly High Grade

There is only one attachment on the market that will do exactly as represented, viz.: play all makes of records safely and with perfect tone on machines which are not made to play all makes of records and that is the Orotund and Superior complete attachment.

When we make the above statement we have said something, because most other attachments are too heavy, or the position on the record is not correct, which means destruction to a record.

You must hear the Orotund and Superior attachment play a few of the high-grade recording machines, as may be seen by the happy expression of Mr. Edison, Columbia, Victor or Pathe records to appreciate that which we are trying to tell you.

You play your favorite record on your machine, regardless of the make, and play it without not a single sound, mechanical, nasal tone.

You have missed a rare musical treat if you have not heard some of the records which may be played on your machine, regardless of the make, and play it without not a single sound, mechanical, nasal tone.

We Make Stamped Steel Sound Boxes in View of Shortage in Die-Casting Market

Chicago Recording Scale Co.
WAUKEGAN ILLINOIS
E. C. COOK NOW GENERAL MANAGER

Elected to That Important Post in the World Phonograph Co., Chicago—New Jobbers

CHICAGO, ILL., August 10.—E. C. Cook, who has had many years' experience in marketing products in and out of the music trade, has been elected secretary and general manager of the World Phonograph Co., and since assuming his new position has succeeded in signing up over twenty new jobbers all over the country, as distributors for the World Phonograph Co.'s line. All the concerns are prominent and substantial, as will be seen by the list in the company's advertisement in The World this month.

Mr. Cook is 100 per cent. American, and the policy of the company will be distinctly on that basis.

WESTERN NEWS CO. ENTERS FIELD

Great Concern Introduces Tel-o-Tone—W. Cheney Beckwith Has Achieved Unique Acoustic Features in New Designs of Talking Machines

CHICAGO, ILL., August 8.—One of the biggest announcements of the month, fraught with big news of the Western talking machine industry, is that of the entrance into this field of the Western News Co., a concern long known the world over for its line of newspapers and magazines and all that pertains thereto. This great house with its various ramifications represents a vast investment. The Tel-o-Tone, as the new machine is named, has not sprung into life instantly like Minerva from the brain of Jove. That was fable. This idea had long been in the mind of W. Cheney Beckwith, an old piano man and acoustician of distinction, one who had been working faithfully and honestly along both theoretical and empirical lines for about seven years. Further details than those contained in the company's advertisement in this issue will be given later.

A glance at the picture in the announcement, however, will show that the spirit of harmony has been preserved both in the exterior and interior of the machine.

L. A. Neis, the manager of the Chicago branch, has put his whole heart and soul into the proposition, while J. W. McCormick will look after the management of the talking machine department. He is a man well equipped to direct its distribution through long flowing channels.

The Tel-o-Tone is being manufactured under the supervision of the inventor. "The soul of music" is one of the aesthetic slogans used in connection with the machine.

NEW POST FOR A. W. ROOS

Appointed Acting Manager of St. Louis Branch of Columbia Graphophone Co.

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced recently the appointment of A. W. Roos as acting manager of the company's St. Louis branch, succeeding Irby W. Reid, who has recently resigned from the Cleveland service.

Mr. Roos was formerly manager of the Cleveland branch of the Columbia Co., and has been identified with Columbia service for a number of years. He has won the esteem and friendship of Columbia dealers in Cleveland territory and is receiving the hearty congratulations of his co-workers upon his appointment.

J. L. Dubrei, formerly assistant manager at the Cleveland branch, has been appointed manager in place of Mr. Roos. Although he has only been associated with the Columbia Co. for the past year, Mr. Dubrei has already gained an intimate knowledge of Columbia merchandising systems and plans, and his unceasing efforts to co-operate with Columbia dealers in Cleveland territory are justly rewarded in his promotion to the post of manager.

The Victrola and Sonora store of Louis Bal- laire in Le Mars, Ia., has been purchased by the Kehrberg-Schneider Co.
Buy the World Phonograph
You'll Confess It's the BEST

Ernest C. Cook

Has been elected Secretary and General Manager of the World Phonograph Co.

Mr. Cook is 100 per cent American and that is the policy of this company.

Write for our beautiful illustrated catalogue of new designs.

WORLD PHONOGRAPH CO.
736 TILDEN STREET, CHICAGO, ILLINOIS

We are one of a few who manufacture our Cabinets Others buy them.

SOME DISTRIBUTORS

Hibbard, Spencer, Bartlett & Co., Chicago.
Marshall, Wells Co., Duluth, Minn.
Peten Iron & Steel Co., Houston, Tex.
Jenney, Semple, Hill Co., Minneapolis, Minn.
Richards & Conover Hde. Co., Kansas City, Mo.
Wyeth Hardware Co., St. Joseph, Mo.
L. E. Lines Music Co., Springfield, Mo.
J. E. Merrill Drug Co., St. Louis, Mo.
Creston Music Co., Fort Dodge, Ia.
Stirch Hardware Co., Center, Col.
Larson Hardware Co., Sioux Falls, S. Dak.

A. Baldwin Co., New Orleans, La.
McGehee, Lyons Co., Mobile, Ala.
Bostitcher-Kellog & Co., Evansville, Ind.
Bartlett-Jennings Co., Lynchburg, Va.
Knaap & Spencer Hardware Co., Sioux City, Ia.
Ault Woodenware Co., Cincinnati, 0.
Louisville Tin & Stove Co., Louisville, Ky.
Lee Hardware Co., Salina, Kans.
PROTEST WAR TAX REFERENDUM
Jobbers' Association Make Strong Protest Against Chamber of Commerce Committee's Recommendation for Heavy Tax on Victrolas—Insists Discrimination in This and Other Matters—Willing to Bear Just Burdens

The members of the National Association of Talking Machine Jobbers are much incensed over the referendum recently sent out by the Chamber of Commerce of the United States upon the recommendation of its Committee on Finance, advising the adoption of a tax on various lines of industry, including phonographs, leaving pianos of all kinds, as well as dozens of other types of musical instruments, scot free. It is the plan of the jobbers and others in the industry to see that such a discrimination is not made.

Talking machine jobbers, through their president, J. Newcomb Blackman, referred to the action of the committee as being vicious, eminently unjust, and savoring of bald discrimination, for, as it is pointed out, but one make of talking machine has been selected for taxation from among the many in the field, and that—this is the sore point—the recommendation is made to apply to Victrolas and various other mechanical musical appliances. The talking machine jobbers, however, wish the committee to be made aware that the recommendation to include "Victrolas and various other mechanical musical appliances" is the same as saying that the committee has not qualified to, and therefore should not, have had sufficient experience with the trade and its ramifications—despite the fact that one of its members is believed to have had 25 years' experience with the industry.

The committee in its recommendation included in the list of articles classed as "luxuries" musical instruments, leaving pianos and records and upon the recommendation of its recommendation to include "Victrolas and various other mechanical musical appliances." The talking machine jobbers have pointed out that heavy revenues desired from certain industries, and thus permitting all to stay in business, than "luxury taxes" are designed to produce that revenue are so heavy as to practically wipe out the industry in a comparatively short time. It is emphasized that a 20 per cent. tax on the selling price of a talking machine, as suggested by the committee of the Chamber of Commerce, would mean on the average discount basis a tax of 40 per cent. on the manufacturer's price, or over a 1.300 per cent. increase over the present tax at one jump. The 10 per cent. tax on the manufacturer's selling price, as favored by the Ways and Means Committee of the House, is regarded in a more favorable light.

"It would be well," said Mr. Blackman, "if the excise taxes generally worked out on the basis of taxes that apply to incomes and as they are designed to apply to clothing and other lines. On that basis the man who is making just enough to live on is exempted. Next, the man who has a more substantial income above his actual necessities is taxed at a small percentage. Then there is the surtax for the man with the big income. In other words, all men do not come under one general classification, which would make the tax so unjust and extremely light to others, but each individual finds himself in a special class according to his status in the scale of incomes. If such taxes are put on articles of clothing, as suggested, are also on a fair basis. If a man must buy shoes, he can spend up to $10 for those shoes without being liable to taxation. If his income and station in life, however, demand that he spend over $10 for shoes, then he places himself in a class that must pay taxes on that added luxury. On this basis, it is hard to understand why a $30 Victrola should now be taxed at the rate of 3 per cent. on its wholesale price, and probably more in the near future, when pianos selling for several hundred dollars are left free from taxes of any sort. Isn't the poor man just as much entitled to his $30 Victrola free of tax as the rich man is to his $500 piano?"

The talking machine men make it plain that they are perfectly willing to stand an equitable tax without protest, and are ready to do their full patriotic duty toward the financing of the war, but they do feel that if musical instruments are to be taxed the burden should be divided among all musical instruments and not simply among phonographs and talking machines and one or two other items.

FRANK K. PENNINGTON RETURNS
Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., New York, returned to his desk Monday after a visit to the Columbia branches at Cincinnati, Cleveland, St. Louis, Chicago, Minneapolis, Kansas City, Indianapolis, and the Columbia jobber in Omaha, the Schmoller & Mueller Piano Co.

Commenting upon general conditions in this territory Mr. Pennington stated that it was very largely a question of product, in practically every city he visited. The demand for Columbia product is far beyond the supply, and Columbia dealers everywhere are preparing for a banner fall trade. The present Columbia advertising campaign is meeting with the general approval of the dealers, and there is a spirit of optimism and enthusiasm regarding the future that is very encouraging.

The Pershing message upon a Columbia record, which was introduced a few weeks ago, is meeting with signal success, and the Columbia dealers state that this record will undoubtedly be included in the library of every patriotic music lover throughout the country. Crops in the West are in excellent shape, people have plenty of money, and Mr. Pennington states there is every reason to believe that the West will enjoy an era of prosperity that will withstand all abnormal industrial conditions.

BRUNSWICK LINE FOR BAMBERGER'S
It is announced that L. Bamberger & Co., big department store in Newark, N. J., which has for some years conducted a very successful piano and talking machine department, has taken on the Brunswick line in that city.

A MUSICAL ACCIDENT
The Deckers were entertaining callers. Suddenly there was a loud bump and a wild wail. It came from the direction of the piano.

"Oh, Earl, the baby has hurt himself!" cried Mrs. Decker. "Run quick, dear."

The young father had already dashed toward the piano. He dropped on his knees and groped under the piano for his injured offspring. Presently he returned.

"He fell down and bumped his head on one of the pedals," he reported.

"Oh, the poor darling! Is it a bad bump?" asked one of the guests.

"No," he answered, "Fortunately his head hit the soft pedal!"—Harper's Magazine.
"The Stay-at-homes"

For some of us it is written in the order of the day that our classification is among the "stay-at-homes"; to follow our daily work and to do our bit here—here at home, rather than "over there."

For we in this organization who have that classification, there is one compensating thought. The thought that our product is used in phonographs which are in the camps, in the Y. M. C. A. huts, by the Red Cross, and in the homes that the boys have left behind. And in this thought there is the satisfaction that we are offering an honestly built, precision-made product. One which will give maximum service with minimum attention, whether in the quiet of the home or subject to the rough usage of the camp.

Cordially yours,

[Signature]

Vice-President

Stephenson, Inc., One West 34th Street, New York

Manufacturers of the Stephenson Precision-Made Motor
VACATION TIME IN PORTLAND, ORE.

Members of the Various Staffs Gathering Up Energy for Lively Fall Business

PORTLAND, ORE., August 3.—Many of the employees of the Portland talking machine houses are on vacations at present, and those remaining on the job have found plenty to do, as there has been a set-up in business as usual for the summer months.

Miss Rae Holmes, of the Columbia Graphophone Co. branch, Dictaphone department, has just returned from a vacation to the Coast.

Miss Alice Cope, of the Columbia Graphophone Co., has returned from a trip to Mount Hood summit and Tom Mc Coy has returned from a vacation.

L. H. Kebbe, of the Columbia Dictaphone department, was taken in the draft, leaving for Camp Lewis July 25.

Paul B. Norris, of the Wiley B. Allen Co. department, caught forty-eight brook trout on a recent fishing trip with a crowd of friends. He looked greatly refreshed after his outing.

W. F. W. Henry, representative of the foreign record department of the Columbia, has been visiting in Portland on his way South. Mr. Henry says the foreign record department is particularly good on the Pacific Coast on account of the influx of many foreigners to the shipyards. This Coast is especially strong in Scandinavian.

Miss Jessie Meighen, of the Hyatt Talking Machine Co., has been enjoying a two weeks' vacation at Seattle, Ore. C. A. Alphonse, of the Hyatt Co., is visiting Seattle, Tacoma and other Washington cities.

Portland is having the advantage of hearing Miss Loye E. Cole, representative of the Columbia Co. Miss Cole is lecturing at the different summer schools in Portland and has lectured at Reed College, Oregon Agricultural College, Oregon State Normal School and the W. C. T. U. Methodists, giving lectures on the accuracy and merits of using the Grafonola in school work.

Miss Cole is lecturing at the different summer schools and has aroused much patriotic interest in the use of phonographs as prizes for the three people who have the greatest number of War Savings Stamps in Portland during August. The offer is not only stimulating the sale of the stamps for the benefit of their Government in the prosecution of the war, but is likewise attracting profitable attention to the store and business of the Flat-Bush Music Co.

VACATION DAYS IN FORCE

These are vacation days for the members of the phonograph department at the local Brunswick-Balke-Collender Co. headquarters. Although Edward Strauss, sales manager in the East, will forego his vacation, others of the staff enjoyed, and will enjoy, a respite from business cares. S. Byerley, retail salesman, is going away for a fortnight, and H. D. Clark, Newark representative, has just returned from taking up the wear, thereby overcoming any tendency for loose joints. The chief of the Pacific Coast was taken in the draft, leaving for Camp Lewis July 25.

Mr. Kebbe, of the Columbia Dictaphone department, was taken in the draft, leaving for Camp Lewis July 25.

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Serbian Native Tamburiza Orchestra was accordingly announced in the September list, and Columbia representatives are so well pleased with it that they have already requested the Columbia foreign language record division to issue a buying list of records by this orchestra as soon as possible.

In the October supplement another foreign language record will also be announced to the general trade, this record consisting of two selections made on a newly discovered organ that is popular in Holland. This new organ record features "Puppchen" and the "Shadow Waltz," and the individual musical qualities of this instrument will undoubtedly appeal to many music lovers.

**THE ART OF SELLING GOODS**

Some Pointers Regarding the Basis of Salesmanship Which Are Worth Considering

Salesmanship is based on knowledge and confidence. Knowledge of your particular business. Knowledge of your goods.

**Operaphone Records**

Ten Inch Retail 75 cents

The popular standard American catalog dealers have been waiting for. We know you must have records. Operaphone Records follow the line of least resistance, they play with steel needle on all universal tone arm machines with sound box facing front. Order direct from Long Island City or from your machine jobber.

Send for our trial package assortment including window display and regulation catalog book.

**Operaphone Co., Inc.**

LONG ISLAND CITY, NEW YORK
PROSPERITY PREVAILS THROUGHOUT PORTLAND TRADE

Growth of Shipbuilding Industry Has Increased the Purchasing Power of the Masses—Talking Machine Merchants Feeling This Influx of Wealth—General News of Interest

PORTLAND, Ore., August 6—Trade has been especially good in the talking machine field and dealers are looking forward to means to augment this to store 25 by 100 feet in the Pacific. The increase has been due to the heavy flow of dollars each week with an influx of 35,000 shipbuilders and other workers due to the sudden increase in population and labor.

Peters Talking Machine store in Portland has benefited more by the business revival than has the Wiley B. Allen Co., which is not only doing a greatly increased business, but is occupying quarters for the next year. The business is expected to be large.

The record department for Wiley B. Allen, says Mr. Gilham, is handling a lot of new agencies through the country.

“Tent Victoria’s were shipped to the spars division by the Wiley B. Allen Co. this week. Paul B. Norris, in charge of the talking machine department, says the order was filled and sent out by parcel post to the Rialto Building. The new store has a fine basement and mezzanine floor. Eight demonstrating rooms will be installed and three machine salesrooms in addition to the office.

LOS ANGELES DEALERS FIND IT HARD TO GET RECORDS

Growth of Patriotic Sentiment Has Stimulated Sales of Records Tremendously—Small Machines Most Popular—Large Sales of Columbia and Victrola Machines.

LOS ANGELES, Cal., August 6—July has fully lived up to expectations and business has been very good in Los Angeles. Of course, there is generally a slowing up in sales during the summer months and this year has been no exception.

The many outposts being sent to the soldiers and sailors by the Red Cross, etc., have been a great help to the trade in general and large orders for records are being received now from the various cantonments who have already purchased or been given a machine.

The Victor and Columbia salesrooms have been very gratifying so far as many of these are traded in later for larger models.

Most of the local dealers are still having trouble in getting enough records. In fact, lots of selections, especially the older recordings, cannot be obtained from any jobber.

Some of the larger dealers are still in trade circles over the report from Washington, D. C., that a considerable revenue tax was to be levied on all future purchases of talking machines, but most of the merchants realize that this is a matter that cannot be helped and which will work itself out to the satisfaction of all and be of greater financial benefit to our Government during the duration of the war.

The demand for music of German origin, even the compositions of the older masters, has been decreasing steadily in Los Angeles since the outbreak of the world war, and the Musicians’ Union has even gone so far as to place a fine of $50 on any orchestra playing a piece of music composed by a German or having a German title.

Charles Moore, traveling representative for the Ross P. Curtis Co., Victor jobbers at Lincoln, Neb., has been stopping in Los Angeles for the last week.

“Worth the Phonograph is regarded as a toy or a nuisance, it has found a place of honor in the army. Every center of recreation behind the front has its instrument and assortment of records. The canteens, the hospitals, the Y. M. C. A. huts and kindred auxiliaries all rejoice in their phonographs.

A correspondent of the London Mail reports:

Today the phonograph at the front is a wonderbox of music, an inexhaustible source of good cheer and melody. Not merely that, but any padre will tell you that it is one of the greatest influences for good that can be found. It gives the boys a musical home. Never mind whether it be standard ballad or overture or the latest comic song. It is sunshine music and brings with it thoughts of home.’’

There is good reason for the appeal the American Red Cross is making for contributions of talking machine records of all sorts. Not only that, but phonographs of every make are in demand and small musical instruments of every kind.

The local organization is active in this campaign and has received the co-operation of Los Angeles music houses, that have volunteered to repair all machines or instruments and pack, with records, for transportation.

“THERE MUST BE A LARGER NUMBER OF HOMES IN LOS ANGELES THAT CAN GIVE HELPFUL SERVICE TO THIS MERITORIOUS CAMPAIGN. THE TALKING MACHINE DEPARTMENT OF ANY OF THE PRINCIPAL MUSIC STORES WILL RECEIVE PHONORECROPS, RECORDS OR MUSICAL INSTRUMENTS OR THEY MAY BE SENT TO RED CROSS HEADQUARTERS AT 956 SOUTH MAIN STREET."

QUALITIES WORTH CULTIVATING

Professor Walter Dill Scott says that most difficulties are difficulties because complete information is not at hand to be worked on. A habit of close observation oftentimes enables one to get necessary information which, put down on paper, is then before him for reference. After securing complete information, concentration is the proper method of attacking the problem. To develop concentration do one thing at a time—the right thing. Don’t allow several items to crowd the main issue. Regularity is a secret of forming habits of concentration. Do the same kind of thing in the same place at the same time each day for a period and less effort will be required to concentrate upon it. Will power is a matter of inheritance and environment. It can be developed. Educate it.

Have you bought a Thrift Stamp today?
Some Hints, Pointers, Suggestions and Valuable Facts Relative to

The instrument which provides the greatest amount of enjoyment at the most moderate outlay is the phonograph. As an entertainer and an educator it has no equal.

Many years devoted to the production of high-grade pianos has enabled the Bush & Lane Company to incorporate in the manufacture of the Cecilaphone every known feature and improvement necessary to the construction of a perfect sound reproducing instrument.

The essential parts of the Cecilaphone—sound box, tone arm, sound chamber, tone modifier and motor—have been constructed along scientific lines, with the object in view of obtaining the best and most artistic and therefore the most satisfactory reproduction of any and all records.

The Cecilaphone sound box is adapted to the reproduction of all records. In an upright position it plays lateral cut records, and by a quarter turn is adapted to the vertical cut or hill-and-dale type of records, which is but one of the advantages of this modern instrument.

The Cecilaphone Phonograph

Would it not be the part of wisdom and good judgment in the choice of a phonograph to select the instrument produced by experienced and fully equipped manufacturers—thus insuring the possession of "A Thing of Beauty and a Joy Forever"?

The Cecilaphone Tone Modifier

Note the pleased expression on the fair face of the operator, as she turns a button in the side of the cabinet, by which she modifies the volume of tone, thus interpreting the selection being played in accordance with her own ideas of tone shading and expression. All models of the Cecilaphone are equipped with this original device, one of the pleasing features of this most pleasing instrument.

The Cecilaphone Tone Chamber

Limitations of space prohibit an adequate description of this most important part of the construction of the Cecilaphone. Suffice it to say, however, that in experimenting, designing and building it to fully serve its purpose, our long experience in piano manufacturing enabled us to get results undreamed of by those who lack such experience. It is made entirely of wood, the most responsive of all substances as a resonator of sound vibrations which produce musical tones. Of greatest importance, this chamber has been scientifically shaped, and of the quality and grain of wood to best develop the proper response to vibration. The result can best be appreciated by hearing the instrument.


The Bush & Lane Piano Company
Manufacturers
Holland, Michigan

Edward N. Burns, vice-president of the Columbia Graphophone Co., accompanied by Theodore Bauer, head of the company's operatic and concert department, visited several of the up-State summer resorts the early part of this month, in order to greet some of the Columbia artists who are summering in these places.

The first call was made at Lake George, N. Y., where Mr. Burns spent some time with Toscha Seidel, a young violinist, who recently arranged to record for the Columbia library exclusively, and who is accompanied by Professor Hulda Lashanska, prominent concert soprano.

Toscha Seidel, E. N. Burns and Master Seidel

The next call was at Schroon Lake, where Theodore Bauer and Edward N. Burns were accompanied to Schroon Lake by Miss Barbara Maurel, the well-known mezzo-soprano, who is also an exclusive Columbia artist, is summering. Messrs. Burns and Bauer were accompanied to Schroon Lake by Mr. Seidel, former president, has been succeeded by William Maxwell, vice-president of Thomas A. Edison, Inc., and Edward C. Boykin, formerly director of sales promotion for Thomas A. Edison, Inc., becomes successor to George L. Babson, as general manager. It is specifically stated by Mr. Maxwell that this change of ownership and management has no significance whatever except that the Edison Co. desires to see the New York jobbing business and the Edison Shop handled in a broader way than has hitherto been possible.

It is desired that this business will constitute an international advertisement of the Edison line, which, of course, would scarcely be possible so long as the control of the company remained in the hands of people whose interests were purely local. On this point Mr. Maxwell said recently: "That we have had no disagreement with the Babson brothers is evidenced by the fact that they will continue to job the Edison line at Chicago, Milwaukee, Detroit and Kansas City. Nor have we any intention of eliminating our jobbers and establishing in their stead branch houses or subsidiary jobbing companies. We have always had covetous eyes on New York, and it was with considerable reluctance that we established an independent company as our New York jobber. When the war is over New York is going to be pretty nearly the center of the world, and after careful consideration it seemed advisable to us to control our New York representation. New York City is visited every year by thousands of strangers whose attitude toward the Edison phonograph is largely influenced by the impressions they receive at the Edison Shop on Fifth avenue and at the wholesale headquarters down town. Naturally, we could not expect outsiders whose interests were confined largely to sales made in New York and contiguous territory to take more than a passive interest in a man from Kansas or Patagonia."

"We intend to operate the Phonograph Corp. of Manhattan not only as a New York distributor, but also as an active and painstaking ally of our jobbers and dealers throughout the United States. Our action in taking over the New York jobbing company does not signify any intention on our part of eliminating other jobbers."

We are now handling the jobbing of the Edison line on the Pacific Coast and this with New York will make about all we care to handle. We shall be in very good shape to promote export business after the war, both to Europe and South America as well as the Orient. We have a beautiful retail store in San Francisco as well as commodious wholesale quarters at Portland, San Francisco, and Los Angeles, and therefore have every facility on both coasts to receive foreign visitors and develop export business."

JOBBERS VISIT EDISON FACTORY

C. B. Haynes, of the C. B. Haynes Co., Inc., Richmond, Va., and L. H. Locker, of Minneapolis, well-known Edison jobbers, were recent visitors at the Edison factory in West Orange, N. J. Both these gentlemen had the same significant story to tell of conditions in their territory. Both reported an exceptionally good summer, owing to the consistently active canvassing engaged in by their dealers.

These identical statements, from two widely separated parts of the country, cannot fail to point a moral. They only serve to confirm the oft-reiterated statement made by officials of Thomas A. Edison, Inc., that summer is not in itself a time of inevitably bad business. Dealers, many of them, have made it so by believing any efforts they might make to be hopeless, and consequently, through their inactivity, have created an artificial depression of trade.

The experience reported by Messrs. Haynes and Locker shows graphically that dealers can avoid dull times in summer.

W. H. CALDWELL IN "V" SERVICE

W. H. Caldwell, distributor of Starr phonographs and Geinett records, with offices and warehousing in Louisville and Shelbyville, Ky., announces that he will leave for France about September 15 in the interests of the Y. M. C. A.
The Right Men in the Right Jobs
Will Win the War

The true American wants to work where he will help win the war. He wants to fit in. America needs the Right Men in the Right Jobs. Only when this comes about can maximum production be obtained to support our armies at the front.

The needs of all war industries can be anticipated and met by the Government if employers and laborers will avail themselves solely of the nation-wide machinery which is at hand. The length of the War depends directly on our Country's ability to supply all War Industry with the best workers the country can produce. It has over 500 branches throughout the nation, and 20,000 U. S. Public Service Reserve enrollment agents. Ask the local post office or newspaper for name and address of the nearest representative, or write to the U. S. Employment Service, Washington, D. C.

Those employers in war work who seek to get labor through their own or private recruiting agencies are interfering with the Government's machinery and preferring their interests to those of the nation. Only through strict compliance with the Government's program can the constant, restless shifting of labor from one war job to another, with the consequent diminution in production and efficiency, be prevented.

Above all, the Government urges every man engaged in war work to stick to his job until the Government recommends that he change. Any man not engaged in war work should put himself at the disposal of the nation by registering with the Public Service Reserve. This is a tremendously important duty! The war worker ranks with the fighter in the trenches. He will help beat the Hun.

The U. S. Employment Service is the official bureau of the Federal Government in charge of the distribution of labor. The President has declared that it is the official agency for recruiting and distributing unskilled labor for war work.

Contributed through Division of Advertising, United States Gov't Comm. on Public Information

This space contributed for the Winning of the War by
THE TALKING MACHINE WORLD, NEW YORK
Changes in Edison Editorial Staff

Verdi E. Fuller Assumes Direction of Sales Promotion—Takes Charge Editorially of House Organs Issued by Thos. A. Edison

Verdi E. Fuller, general supervisor for Thomas A. Edison, Inc., has recently assumed, in addition to his other duties, the directorship of sales promotion of the New Edison, until death of President McKinley, is another interesting relic. A Confederate flag presented to the brigade of Stonewall Jackson after the Civil War is also of interest. A naval ensign that was found by Lieut. Caldwell in 1898 after it had been lost from the gun boat Oesta, is on display.

Mr. Caldwell has many medals which were presented to him but they are not shown in this window. The sword carried by the lieutenant during the Spanish-American war forms part of the display.

James P. Brat, general Canadian manager for the Columbia Graphophone Co., was a visitor to New York recently, bringing with him enthusiastic reports regarding the business situation in Canada.

Changes in Edison Editorial Staff

AUGUST 15, 1918

She was one of the editors of the college newspaper there, and did some writing for other publications throughout her college course.

VETERAN IN REPAIR DEPARTMENT

J. B. Caldwell, Columbia Co. Repair Man in Portland, Ore., Served in 1898 and Now Has Seven Sons Fighting for the Country

PORTLAND, Ore., August 3—L. D. Heater, manager of the Columbia Graphophone Co. branch in Portland, is proud of the man at the head of the repair department, Lieut. J. B. Caldwell, who served with distinction in the Spanish-American war and who has seven sons now in the army. Lieut. Caldwell is sixty years old, hale and hearty, a splendid mechanic and a true patriot. He has collected a number of interesting flags which are on display in the windows of the Columbia store. These windows are always surrounded by persons who show a great interest in the display.

In this particular window there is an old silk flag, torn and tattered, carried by a New York regiment during the Civil War. A flag that was raised in Oregon after the assassination of President Lincoln, again after the assassination of President Garfield and a third time at the

The Time for the Holidays is Now!

Last season carload orders for Converto Cabinets that came late had to be turned down. Dealers who ordered a stock early got the cabinets and sold them at a good profit before Christmas. Orders for Holiday business should be placed now!

Lundstrom Converto

Patented December 11, 1917

Talking Machine Cabinet

This is a clearly demonstrated success. Every single Victor dealer will make money with it; in these days he can’t afford not to handle it. It is our sincere advice, first to decide to try it, second to order early. Write or wire for prices and particulars.

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

Branch Office, Flatiron Bldg., New York City

NOTICE: Lundstrom Converto Cabinets are broadly covered by patents. Infringement will be promptly prosecuted.

The Lundstrom “Converto” 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 costs the customer no more than a good stand!
Points out a certain unfairness in methods of imposition—industry should be treated fairly—no fabulous profits in sale of talking machines—burdens should be distributed impartially.

PITTSBURGH, Pa., August 7. "Do you consider the proposed tax on talking machines a fair one, and do you know of any steps likely to be taken to alter it?" our representative asked Joseph C. Roush, secretary of the National Association of Talking Machine Jobbers, and president of the Standard Talking Machine Co., Pittsburgh.

"Few talking machine distributors or dealers either will have a word of complaint to offer as to the proposed additional taxes on talking machine business, I believe," Mr. Roush answered. "Every distributor and every dealer I know is ready and willing to meet any reasonable tax, whether imposed at the source of supply, or on the volume of business done, or on the customer. If the Government needs a 10 per cent. tax, or a 20 per cent. tax even, on all commodities in that class in which talking machines are grouped, well and good. We are all ready and willing to charge off every last penny of profit we need toward winning the war, provided the taxes are impartially imposed."

"But right there comes the rub," Mr. Roush continued. "Of course, we all realize that to impose any tax equitably to the very last degree is out of the question. We do have a right to expect, however, that these mammoth tax bills shall at least be drawn with that in view, and if they are not, those on whom too heavy a burden is laid have just cause of complaint."

"It is reported that the Ways and Means Committee of the House has prepared a tax bill in which talking machines are classed as non-essential to the winning of the war and in which a most unusual method of taxation is developed. It does not contemplate a small tax on all the great number of industries which it considers in this non-essential class, as might be expected, but rather a very heavy tax on just a few commodities, such as talking machines, arguing that the collection of a big tax on a limited number of industries will be much simpler than a small tax on a great number."

"That such a method is so obviously unfair, so contrary to all ethics of taxation and is such an apparent hardship on those few lines which must bear the burden for all those exempted, it would seem that some of the more clear-thinking of the Ways and Means Committee must insist on a more equitable provision before the tax is presented to Congress in its final form. And yet it appears likely to get through in its present form."

"Nor can members of the trade take any active steps to argue the unwisdom of this discrimination either to the Ways and Means Committee or to Congress without encountering the criticism of being unpatriotic, if not worse."

"The talking machine trade, therefore, seems perfectly helpless in the hands of the drafters of these great taxes without any opportunity of appeal. If it be determined to tax talking machine sales 20 per cent. and the sales of other similar commodities nothing at all, because it seems easier to collect a given amount from a few taxpayers than from many, then I can see no effective way of defense from this injustice."

"In this defenselessness, however, should lie the safety of the talking machine interests, because it puts upon the drafters of the tax bill the moral responsibility of defending the trade from discrimination, of seeing to it that it receives an absolutely square deal."

"Whatever effort is made by the trade I would urge be directed toward securing a fair, impartial tax on all industries not considered essential to the winning of the war, that none be taxed out of business and, incidentally, lost as a future source of revenue; that none be so taxed as to expand and pre-empt the fields of those whose too heavy tax burdens have forced them to retire."

"One impression which seems generally current regarding our trade, and which should be corrected at every opportunity, is that there are fabulous profits made in the sales of talking machines, and that to impose a good stiff tax on talking machines is in reality taking a rap at a crowd of profiteers. Such is farthest from the facts. Probably no other great industry has advanced its prices less in proportion to rising costs of manufacture, transportation and sales than the talking machine industry. Probably no other industry has suffered more than ours in the scarcity of supplies, transportation difficulties and through shortage of labor, for in none of these things could or would we in any sense compete with industries engaged in war work. In fact, the talking machine trade is making less in gross sales and a smaller net profit on those sales to-day and has made less during the war period than before war was declared."

"No one engaged in the talking machine trade has anything to fear in the way of taxation, provided these facts are considered and the burdens are distributed impartially. We are all in this war to win—to win at all costs. Our taxes, our contributions, our very utmost efforts have available whenever and wherever they are needed. But I am urging most emphatically that members of the trade do not let this nor what I have said regarding our helplessness deter them from opposing most strenuously whenever they can create opportunity any method of taxation that will exempt any group without just cause, that will lay too great a burden on any group, or that will endanger the confidence of the country's business men at this critical time, in those who are framing these stupendous tax bills."

Another "National" Novelty

The Watch Dog Savings Bank Will Appeal to Talking Machine Merchants

BOSTON, Mass., August 9.—The announcement of an entirely new and original novelty was made by the National Co., of 273-279 Congress Street, this city. A few years ago the National Co. brought out the "Wireless Pup," which met with instantaneous success and still continues in strong popularity. The new novelty which will be placed on the market during August is called the "Watch Dog Savings Bank." It is expected that this will prove even more of an attraction than the "Wireless Pup," as it combines a bank with the novelty of a dog that obeys a sound. A number of talking machine dealers found the "Wireless Pup" a popular side line, and it is expected that the "Watch Dog Savings Bank" will prove equally so.

The Kaiser has not invested in War Savings Stamps. Have you?

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

We are large manufacturers of

Cabinets—Cabinets—Cabinets

For dealers, wholesalers and jobbers or those who desire to sell their own brand, style and make of talking machines. Let us figure on what you desire. We are not too busy to build your

Cabinets

Fifty-four years of experience speaks volumes for quality, style and finish.

Chas. Passow & Sons
2121 to 2141 Allport Street
CHICAGO, ILL.
**Have you seen the new Columbia Non-Set Stop? Absolutely fool-proof; requires no attention whatever; found on no other instruments made except the new model Grafonolas.**

**Columbia Graphophone Co.**
**NEW YORK**

**RECORD MAKERS BOOKING DATES**

**Popular Record Makers Now Arranging for Concerts for Next Fall and Winter—Organization Has Proven a Very Strong Attraction**

The Popular Record Makers who, during the past couple of seasons, have filled a number of successful engagements in numerous cities in the East in co-operation with various talking machine wholesalers and jobbers, as well as organizations of talking machine men, are now booking concerts for the coming fall and winter under the management of M. M. McClaskey.

The appearance of the record makers in person appears to have a peculiar fascination for owners of talking machines and phonographs, who grasp eagerly the opportunity of hearing in person those whose voices they have become familiar with through hearing them for years in talking machine records of various makes, for the recordings of the Popular Record Makers are not confined to any particular make of record. Henry Burr, Collins and Harlan, Billy Murray, they all have been familiar for many years in homes throughout the land, a fact that is made quite evident through the enthusiastic reception accorded them in concert.

Those who appear under the heading "Popular Record Makers" include: Henry Burr, Byron G. Harlan, Billy Murray and Albert Campbell, tenors; Arthur Collins, baritone; John H. Meyer, basso; Fred W. Eps, baritone, and Theodore Morse, pianist and accompanist. The members of this group of artists make up the famous Sterling Trio and Peerless Quartet.

The newspapers in the cities in which the Popular Record Makers have appeared have been most enthusiastic in their notices regarding the concert, the enthusiasm being also evident on the part of the audience and the talking machine interests who have arranged for the concerts.

During the past few months the Popular Record Makers have displayed their patriotism frequently by entertaining the soldiers in various camps and at various bases arranged for the fighting men. On August 8, for instance, Henry Burr, Albert Campbell, John H. Meyer, Billy Murray, Frank Croxtont and Theodore Morse entertained an audience of nearly 4,000 soldiers in the Y. M. C. A. Building at Camp Merritt, N. J., and declared that their efforts were more than repaid by the appreciation evidenced by the soldiers.

"COLUMBIA RECORD" FOR AUGUST

The "Columbia Record" for August features a new series of cutouts that has been prepared for Columbia dealers by the dealer service department, together with other interesting dealer helps that are now ready for the use of Columbia representatives. This issue also calls attention to the completion of a new series of record delivery bags, and there are the usual number of timely suggestions that can be utilized to advantage by Columbia dealers.

**ASSOCIATION MEETING POSTPONED**

**Portland, Ore., Dealers Eliminate July Session—Geo. W. Hopkins Entertained**

**PORTLAND, Ore., August 3—**So many of the talking machine dealers were off on summer vacations, East on buying trips or otherwise engaged that the Portland Talking Machine Dealers' association meeting for July was postponed until August. L. D. Heater, manager of the local branch of the Columbia Co., who was vice-president of the association, has resigned from the association.

Mr. Heater says that as he is manager of a wholesale house he considers it better to withdraw from the association which is composed of retail dealers.

Despite the fact that there was no monthly meeting of the association, dealers of many firms got together in July, when L. D. Heater gave a dinner at the Imperial Hotel in honor of George W. Hopkins, of New York City, general sales manager of the Columbia Co.

To this dinner all dealers and sales people handling the Columbia line were invited.

Mr. Hopkins gave an informal but very instructive talk. A new Columbia 115, with the new automatic stop, was on exhibition and furnished music for the occasion and demonstrated the efficiency of the non-set stop.

Mr. Hopkins declared that music is as essential to the well-being of soldiers as cigarettes and he told of the thousands of Columbia rolls now in use with the American soldiers in France. Officers who come back, he said, relate how the boys play their talking machines at that highly serious time just before going over the top.

In conversation with the correspondent of The Talking Machine World Mr. Hopkins said that on this trip he had found trade exceptionally good with business increasing rapidly. He had visited Los Angeles, San Francisco and Portland and returned to New York by way of Seattle, Spokane, Salt Lake and Denver, where he will look into business conditions. He spoke of music rolls.

He expressed himself as greatly pleased at the increase in the Columbia business in Portland, which he said was 100 per cent. in the last year. Mr. Hopkins visited the canteen at Vancouver Barracks and took in the famous Columbia Highway trip.

**SUGGESTS A FUND FOR FIGHTERS**

**Urge That Members of the Trade Contribute to a Fund to Provide Little Luxuries for Trade Members Now in Country's Service**

It has been strongly suggested that there be some organized effort made in the local trade to show its appreciation for the sacrifices made by those of its members who have entered either the military or naval service of the country.

It has been urged that steps be taken to raise a fund in the trade to provide for the purchase of kits or other tokens for the men in service, or to provide some entertainment for them while they are in the city on leave. It is believed that a contribution of from $2 to $5 from jobbers and dealers, together with small contributions from salesmen and others, should provide a fund sufficient to take care of this matter, and thereby extend various courtesies to the fighting men at a small individual expense.

It is felt that the fund thus created should be placed in the hands of either a committee or individual, who could attend to its disbursement along the desired lines, such as purchasing toilet articles, chocolates, cigarettes, etc., and perhaps dinners at intervals for the fighting men who are in the city.

The Larkatone Music Co., recently incorporated in St. Louis, are conducting a retail talking machine business at 3749 South Jefferson avenue. They intend later to add on a line of music rolls.

**DEALERS**

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

**CORTINA Phone-Method**

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

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

**Cortina Academy of Languages**
**12 East 46th Street ** New York
THE TALKING MACHINE WORLD

TALKING MACHINE MEN HOLD THEIR ANNUAL OUTING

Despite Intensely Hot Weather Goodly Number Make the Trip to Bear Mountain on August 7 and Enjoy Excellent Dinner and a Greatly Curtained Baseball Game

The much-heralded annual outing of the Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, was held on Wednesday, August 7, at Bear Mountain-on-the-Hudson, the same place where the organization held its very successful outing about this time last year.

Although the day was the hottest that has been experienced in this section in the history of the Weather Bureau, according to reports, with the thermometer keeping well above the 100 mark, a large number of talking machine dealers and wholesalers, with their friends and women folk, braved the city's heat to report at

Messrs. Leins, Kay and Galuchie

the dock at the appointed hour for the sail up the river. Incidentally, be it said, the hardy ones who attended the outing had a thoroughly enjoyable time, and as a social affair it was a distinct success.

The trip up the Hudson was made on the palatial steamer "Washington Irving," which left the dock at the foot of West Forty-second street promptly at 9 a.m. On the way up the time was spent chiefly in locating the coolest spot on the boat, which proved an elusive pursuit. Although on one of the upper decks some of the members congregated in the shade, much to the discomfort of those who were not, it was realized later that the spot was

not ideal and that the looks of satisfaction of those seated were just camouflage. Whether it was the inclination to take part

in some sport or an effort to retrieve the expenses of the day is not known, but a little gathering reserved space in one of the staterooms and took part in the great American game, and it was announced that B. R. Forster might, with the same success on the way back, have a satisfactory day.

Arriving at Bear Mountain just before noon the party took the new jitneys up the hill and ensconced themselves in the dining hall awaiting the dinner announcement. When all were seated a chicken dinner was served and seemed to be

served to satisfy the players with the sport and give the "Davinites" three runs, which they were never behind as if they had won a nine-inning game. At that it was a lively contest while it lasted and Lipman Kay, who was drafted by the teams as the umpire, seemed quite pleased with the game as no protracted. The team captained by J. Davin was composed of Owens, Cassidy, Abelowitz, Bradley, Rellin, Roth, Davin, Hutchins and Schoonmacher, and the opposing team consisted of Graffon, Strauss, C. Abelowitz, Thompson, Forster, Kurtz and a number of others who refused to consent to face the opposing pitcher.

While a considerable number in the party re

Ziegler and Bolton turned to the city in the early afternoon the majority waited until the cool of the evening, and returned on the boat, which left at six-thirty.

After the dinner each of the ladies who attended was presented with a pound box of chocolates.

R. F. Bolton, sales manager of the foreign record division of the Columbia Graphophone Co., made the trip to Bear Mountain by automobile accompanied by his son.

James Davin seemed to be the life of the party, insisting on a ball game and succeeding in getting the players together, showing that a smile will always win under the most trying conditions.

The benches around the outer edge of the baseball diamond were at a premium. No, they did not sit on them, they lay beneath them, as that was the only place where there was shade to be found.

Owing to the intense heat it was decided to call off the various other athletic events scheduled for the afternoon, including the races of various sorts, and therefore the sprinters among the fat men will probably have to wait until next year before they will be able to test their respective abilities as runners in competition. As one dealer remarked, the only thing that had a right to run on a day like that was perspiration.

Full credit is given to the arrangements committee for the smooth manner in which the entire affair worked out according to schedule, even though under a heavy handicap. The boat trip, the dinner and the baseball dined most capably.


HAS JOINED THE COLORS

Richard Augur, of the firm of Augur, Swyers & Machold, who have made a specialty of Christmas record boxes, has joined the colors and is now in training at Port Hancock.

OPENS NEW STORE

W. F. Peker has opened a new store in Hampton, Ia., for the sale of talking machines, records and other musical instruments.

CLEMENT BEECROFT

309 W. Susquehanna Ave.
PHILADELPHIA
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 Doeehler 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.

WESTERN PLANT
BROOKLYN, N.Y.
NEW JERSEY PLANT
NEWARK, N.J.

THE VEECO WAY

Takes all the Uncertainty out of the ELECTRIC OPERATION OF TALKING MACHINES

The improved VEECO electric motor is designed primarily and exclusively for Talking Machines. It is smooth and noiseless in action and practically fool-proof. Standard models run on any voltage from 100-125, A. C. or D. C., without adjustment. Other models for any voltage from 6-250. Furnished mounted on 12 or 12½ inch mahogany board ready to install, or without board, all ready to mount on such board as used by the manufacturer.

With the VITRALOID turntable, supplied with the motor, it makes a complete motor unit for high class machines.

Send for a sample NOW and place your order at once for early fall delivery.

THE VEECO COMPANY
248 Boylston St.
Boston, Mass.
THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE FOR TALKING MACHINE MANUFACTURERS' USE
SONORA CO. WINS COURT VICTORY

New York Supreme Court Grants Injunction Against Infringement of Company's Trade-Mark—President Brighton's Comments

As noted on another page of this issue of The World Justice Ottinger, of the Supreme Court of the State of New York, handed down an important decision last month granting a preliminary injunction to the Sonora Phonograph Sales Co., Inc., that restrains Chas. de Stefano and Benjamin Katcher from infringing the Sonora's trade-mark.

On July 24 Justice Ottinger signed an order enjoining the defendants preliminarily from directly or indirectly infringing the plaintiff's trade name or trade-mark "Sonora" and the plaintiff's rights therein, and further preliminarily restraining the defendants and each of them, and all persons, firms or corporations acting for or on behalf of them from directly or indirectly transacting any business under the name "Lornor," as a trade name, trade-mark or otherwise, or any phonograph or talking machine, and from using in any advertisement, announcement, placard, correspondence or in any other way or manner whatsoever the word "Lornor," or any other word resembling the word "Sonora" or "Lornor" in connection with phonographs or machines.

George E. Brighton, president of the Sonora Phonograph Sales Co., in commenting upon this important decision, remarked as follows:

"The result is very gratifying. This is but one of a series of similar actions which we shall institute for the purpose of protecting the trade name and trade-mark 'Sonora.' We have spent hundreds of thousands of dollars in advertising 'Sonora' throughout the United States, and we cannot stand idly by and submit to the usurpation of our name and our good will. We have endeavored, by a consistent advertising policy, to impress the public with the high quality of the Sonora Co.'s products. We cannot permit that a reputation, founded upon the efforts of years, and at tremendous costs, be jeopardized by such unfair trade practices. Furthermore, as Judge Ottinger said, the purpose of the defendants is to deceive and defraud the public into the belief that the articles are those manufactured by the plaintiff (the Sonora). Irrespective of such unfair trade practices, the Sonora Co. will see to it, as far as its own products are concerned, that the public will be freed from the unconscionable acts of those who endeavor to take advantage of the trade name and reputation that the Sonora has acquired."

J. Schechter, of the firm of Schechter & Lotsch, attorneys for the Sonora Phonograph Sales Co., referring to the court's decision said:

"The decision can leave no doubt in any person's mind that unfair trade practices, such as the defendants employed, will not be tolerated by our courts. The Sonora Co. will, in all cases coming to its notice, pursue the same vigorous policy of prosecuting those guilty of such unfair business methods. There has been entirely too much forbearance upon the part of the Sonora, and other concerns whose trade names, established through years of effort and cost, have thus been invaded. Regardless of the trouble and expense, infringers of trade names, trade-marks, etc., should be vigorously prosecuted, not only for the protection of the purchasing public, but in the interests and for the welfare of sound business principles."

SOME INTERESTING LITERATURE

Recently Sent Out to Its Dealers by the New York Talking Machine Co.

The New York Talking Machine Co., Victor wholesalers, recently sent out to its dealers an interesting batch of literature, the most important feature of which was a four-page folder entitled "Essentials. All of Them." that listed the following essentials: "Men," "Money," "Machinery," "Missions," "Merchant Marine" and "Music." There was a further notation on the front page that "The Government recognizes music as one of the great forces that will help win the war," and the timely comment that "the Victrola is the most compact, inexpensive portable form of music obtainable for the home, ship or field."

The inside pages of this interesting folder called attention to the tremendous importance of music at the present time, and emphasized the fact that notwithstanding the sacrifices made by Victor dealers and their contributions to the many war funds, etc., they can still give more by offering their patrons up-to-date Victor record lists that will provide "Food for the heart and soul, and happiness for those who need it."

The National Phonograph Co., Loveland, Cal., has arranged to begin the manufacture of talking machines in that city, having taken over the very complete plant of W. C. Green & Son, cabinet makers.

An Actual Test of THE VICSONIA

in the dealer's own store is the best argument for this wonderful Reproducer for playing Edison Records on other makes of machines.

Scientifically constructed and handsomely finished in Nickel and Gold — equipped with Floating Jewel.

Place your orders now, and at present prices, to insure prompt deliveries. Prices advance Sept. 1st

In featuring the VICSONIA you are doing your customers a favor as well as making a substantial and quick profit.

Vicsonia Manufacturing Company, Inc.
313 East 134th Street (Bronx)

Hillman & Son Phonograph Co.
Wheeling, West Virginia
Exclusive Wholesale Distributors for West Virginia and Virginia

THE INSTRUMENT OF QUALITY
Sonora CLEAR AS A BELL
All models shipped promptly from our large warehouse, 1126 Main Street
Diamond Needles and Sapphire Needles for Sale

ENJOYING A BRISK BUSINESS

The Celina Furniture Co., of Celina, O., report generally brisk business in all their lines. As their name implies, they are a long-established furniture house and have built into the cabinet work which they produce the combined results of their many years of experience in that field. Besides the Harpomola, which they produce, they have made a specialty of producing cabinets for other manufacturers, unequipped. Another phase of their business, which they report is very active, is the production of fully equipped cabinets for jobbers, furnished under the jobber's name. Many have already placed their fall orders and the Celina Co. expect a very busy season.

TWO NEW COLUMBIA TRAVELERS

Lambert Friedl, manager of the local wholesale branch of the Columbia Graphophone Co., 52 Warren street, announced this week the appointment of C. H. Baker and A. A. Fair as members of the company's traveling staff. Mr. Baker will visit Columbia dealers in the southern part of New York State, and Mr. Fair will call upon the trade in the northern part of the State. Columbia sales in this territory are increasing rapidly and these new travelers will endeavor to co-operate with Columbia dealers in developing still further the business in that territory.

SHELTON ELECTRIC PHONOGRAPH MOTOR

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

Write for our Special Agency Proposition

SHELTON ELECTRIC CO.
30 East 42nd Street, NEW YORK
Replacing Spring in Stephenson Motor

One of these drums assembled with a spring is a completed unit and is changeable. A simple operation, which could be done by any one in about five minutes. Of particular interest is the method used in winding and locking the springs. As can be seen in the illustration, the springs are wound by means of spiral gears, which insure a smooth, silent wind. The shaft clutch spring is employed to throw the pawl against the ratchet teeth the instant the winding key is released. This holding device is positive, noiseless and foolproof.

All vibration of the turntable shaft is eliminated by means of a taper bearing at the top of the spindle and a thrust ball at the bottom end. All wear can be taken up by means of the adjusting screw on which the thrust ball rests. A small rod connects this plate with the governor regulator. The speed relations once established the rod is secured in position by means of a set screw. This motor will play five ten-inch records with one winding; it projects only four inches down from the motor board and weighs eight pounds.

PHOTOGRAPHUES OF VICTOR ARTISTS

New Series of Handsome Portraits Offered to Dealers for Display and Decorative Purposes in Their Stores and Windows

The Victor Talking Machine Co. has sent out to its dealers throughout the country a set of miniature reproductions of the handsome photogravures of Victor artists designed for use in show window and watercolor display, and which have proven so much in demand in the past on the part of both the trade and the public. Proofs of the photogravures occupy twenty-seven separate sheets, two of the sheets each bearing four pictures. Some of the photogravures are furnished in 10½ by 13½-inch size, with or without frame, as desired, while others are furnished in 20 by 26-inch sizes. A special series measuring 35 by 45 inches is also offered. The artists shown in the photogravures include Caruso, Gluck, Schumann-Heink, McCormack, Kreisler, Elmon, Homer, Farrar, Galli-Curci, Paderewski, Tetrazzini, and a score of others. The photogravures are offered to the dealers either plain or framed, at what practically represents cost price, and will go to add to the attractiveness of many a store this fall and winter.

VALUE OF "CLOSE CO-OPERATION"

It is not the guns or armament

Or the money they can pay,

It's the close co-operation

That makes them win the day;

It is not the individual

Or the army as a whole,

But the everlastin' team-work

Of every bloomin' soul.

—Kipling.

Salter Talking Machine Record Cabinets have been for years prime factors in their field.

The Felt Lined Shelf was our original idea. It has done more to promote the sale of records than any other one thing in the cabinet line.

Quality has always been our watchword and our organization and factory facilities enable us to realize it.

We make music and music roll cabinets too

Salter Manufacturing Co.

337-349 NORTH OAKLEY BOULEVARD CHICAGO, ILL.
MOTORS

Cut shows motors assembled and each part having passed through various process inspections and the motors through preliminary tests, are now ready for final assembly and initial complete inspection.

Note motors are assembled less governor and governor shaft. From this point these motors go to special sound-proof rooms for initial and final inspections.

PACKING

All inspections and tests for perfect motors would be of no value if, after all, the motors were not properly packed for shipment. Motors are carried from initial inspection room through final inspection room to packing room on trays running on tracks, as shown in above illustration. All motors are wound electrically and every one rewound to full capacity many times at this stage. All screws are tightened and all running parts thoroughly lubricated during the rewinding process.

A careful record is kept of the number of times wound, number of revolutions at one winding and, in fact, every feature is checked that would be necessary to warrant calling each one a "Motor of Quality."

TURNTABLE TEST

All turntables used with Heineman Motors are so manufactured as to run perfectly true and feel attached so there are no irregular edges. These turntables have the underedge trimmed and each tapered hub is tested with go and no-go gauges. Each tapered hub is checked for the turntable shaft is drilled and tapered. The inspection shown is the final one before packing. The fixture on which the table turns during the running test is specially designed and sound proof. The turning test is so arranged that each motor is inspected by an expert instrument maker who tests all parts, winding device, and the motor is adjusted. Each motor is inspected by an expert instrument maker who tests all parts, winding device, and the motor is adjusted. The machine shown above are designed to show various conditions in the motor under observation and show positively any irregularity in the moving turntable. Turntables furnished with Heineman Motors run absolutely true.

INITIAL MOTOR INSPECTION

In a specially designed sound-proof room the motors are fitted with governor, governor worm and adjusted. This room is so arranged that each motor is inspected by an expert instrument maker who tests all parts, winding device, and the motor is adjusted. The machine shown above are designed to show various conditions in the motor under observation and show positively any irregularity in the moving turntable. Turntables furnished with Heineman Motors run absolutely true.

FINAL MOTOR INSPECTION

The final motor inspection is a check on all previous process inspections, every screw is tightened and every device known used to bring out any noise other than natural sound caused by moving parts of the motor, so that each motor is inspected by an expert instrument maker who tests all parts, winding device, and the motor is adjusted. Each motor is inspected by an expert instrument maker who tests all parts, winding device, and the motor is adjusted. The machine shown above are designed to show various conditions in the motor under observation and show positively any irregularity in the moving turntable. Turntables furnished with Heineman Motors run absolutely true.

SOUND-BOX INSPECTION

Each sound box after passing all process and preliminary inspections is checked for proper mounting and alignment. The inspectors on this work are all musicians with conservatory training in music and are capable of and do reject each sound box that does not reproduce naturally and with full volume. Combined with trained workmen and materials of selected grade, these inspections make Heineman equipment deserving of the title Motor of Quality.
In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players and Bookcases, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.

The three cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are invaluable.

WRITE FOR CATALOGUE "T"
GREAT INTEREST SHOWN IN EDISON FIELD DAY GAMES

Over One Thousand Persons Attend Successful Affair Held in Olympia Park, Irvington, N. J., Recently—Thos. A. Edison an Interested Spectator

More than four thousand persons, employees of the Edison laboratories with their families and friends, attended the recent Edison Field Day games at Olympic Park, Irvington, N. J. Mr. and Mrs. Thomas A. Edison were interested spectators, and the inventor started the Grand Prix Edison, 880-yard four-man relay race, firing the pistol from his box. Charles Edison Presenting Trophies to Winners

Many officials of the Thomas A. Edison industries were in the big party. Music, which added zest to the athletic contests, was furnished by the Edison Employees' Band, and their harmonies added much to the day's pleasure.

Mr. Edison Starting Grand Prix Relay Race

Tug of War Between Rival Teams of Manufacturing Department "Huskies"

Edison handed the medals and pins to the winners from the Edison box in the grand stand.

Tug of War Between Rival Teams of Manufacturing Department "Huskies"

Charles Edison Presenting Trophies to Winners

DEALERS
Make Big Money
On Our Language:Records
FRENCH, SPANISH, ITALIAN, ETC.
ALSO
F.M.0 FRENCH MILITARY CONVERSATION
Cash is now on the
Language Phone Method
and Rosenthal's Practical Linguistry
It requires no scientific salesmanship to sell our records. The courses are so simply arranged that the demonstration outfits 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
922 Paterson - 2 West 45th Street, New York

WANTED SOME 'UP AND DOWN' MUSIC

Berdy's Musical Knowledge Enabled Him to Meet Customer's Demand, Even Though the Description of the Record Was Puzzling

William Berdy, the well-known talking machine dealer of Brooklyn, N. Y., had a unique experience in locating a record called for by a customer who recently came to his store. The party in question had heard an instrumental selection by Mischa Elman and made up his mind to have the record; however, he was unable to name the composition and failed to adequately describe it at several stores until he reached Mr. Berdy's place of business. When he arrived he stated he wished a Mischa Elman record, and that the music of the same went "up and down." Mr. Berdy quickly judged he meant music of the cadenza type and looked up the compositions of Rossini, who is the composer of numerous works answering that description. It seems as though Elman does not play any of the Rossini works. After giving further thought to the matter he went to the record files and produced an Elman record of "Caprice Borroqué," of which Sarasate was the composer and played the same much to the delight of the customer who was well pleased at finding a dealer who could understand what "up and down" meant.

The Windsor Music Co. have purchased the building in which the store has been located for some time in Tarentum, Pa. The price is said to have been $4,000.

The Virginia Mercantile Corp., which handles talking machines on a large scale in Norfolk, Va., has changed its name to the Grafonola Shop, Inc.

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

MAESTROLA MAHOGANY CABINET MACHINES, SIZE 15 x 15 x 7½
Motor worm gear plays 2½ to 3 ten inch records, one winding. Price in dozen lots $5.00 each, sample machine $5.90

Steel needles and phonograph parts selling at the old prices during July regardless of the scarcity of these supplies. Now is the time to place your order. Be wise and save money.

FULTON TALKING MACHINE COMPANY
640 Broadway New York City, N. Y.
The most exquisitely designed cabinets.
A new and improved type of motor unit.
And a Non-Set Automatic Stop!

These are a few of the superiorities found in the new model Gratonolas

Columbia Graphophone Co.
NEW YORK

"THE IMPORTANCE AND VALUE OF MUSIC IN WARTIME"

This Subject, for Which The Music Trade Review Offered a First Prize of $50 and a Second Prize of $10 in Thirti Stamps, Won Respectively by A. J. Palmer and J. W. Desbecker

In order to stimulate a fuller realization of the fact that music is an essential and powerful influence in maintaining the national morale during wartime, The Music Trade Review, at the National Music Show, held in New York, June 1 to 8 inclusive, announced that a first prize of $50 and a second prize of $10 in Thirti Stamps would be given by this publication for the best article treating on "The Value and Importance of Music in Wartime."

Lieu. John Philip Sousa, conductor of the world-famous Sousa's Band, and C. M. Tremaine, director of the National Bureau for the Advancement of Music, acted with the editor of The Review as judges of the various essays which were presented for consideration.

Up to the time the contest closed, June 20, a large number of articles were submitted, some of them of excellent quality, but the contest really narrowed down to about a dozen contributions from which the judges selected the article submitted by Arthur J. Palmer, assistant advertising manager of Thos. A. Edison, Inc., as entitled to the first prize of $50 and the article of John W. Desbecker, who is in charge of plan and copy for the Redfield Advertising Agency of New York, as entitled to second prize of $10, both of which articles recently appeared in our New York contemporay.

The Review states that the contest greatly helped to arouse interest regarding the relation of music to the great war—a topic which is certainly most pertinent to-day, when people are wondering at the rapidity of recovery caused by the use of music as a daily tonic.

Music was never more welcome in the American home than it is to-day. At such times as the present nothing is more acceptable as the companion of our leisure hours than good music.

Yet only in music is the home a great blessing now, but it is likewise an investment in future happiness and contentment. We put money into banks, we buy bonds, securities and insurance as investments against future contingencies. Why not also fortify our spiritual welfare with a music which is a more permanent investment in the form of good music?

With music at the breast, music on the seas, music in the camps and music in our homes we have a bond of spiritual strength that will defy all apprehension, disappointment and disaster. That bond that will support us to the end our resolve to purse the world of a monstrous, perverted doctrine that puts might above right—that will make unbending our determination to be stripped of all our possessions and go prematurely to our graves rather than permit the policy of the cloven hoof to prevail on earth.

More than this music is man's link with the Infinite. Its powers are wonderful and are known to all. Why is music so powerful? This we cannot answer, but its potency for good no one can doubt.

J. H. McSHANE IN THE ARMY

J. H. McShane, formerly advertising manager of the Patie Freres Phonograph Co., Brooklyn, N. Y., is now a member of the National Army in Camp Dix, N. J., having left for this camp as a member of the contingent from his district on July 27. Mr. McShane has passed preliminary physical tests with flying colors, and is looking forward to active service "over there" with the American Expeditionary Forces in the very near future.

TEST offered to dealers to prove the superiority of
Wall-Kane Steel Needles

Take two standard disc records of the same selection, play one ten times with the same WALL-KANE loud needle; play the other record, the same selection, ten times, but with ten, new, full tone steel needles.

You will find that the record played ten times with the same WALL-KANE needle will sound clearer, will have less surface noise, and that under the magnifying glass the grooves of the records played ten times with the ten steel needles will seem to be more disturbed.

SCHUBERT Double Disc RECORDS
A $30 Record Investment Seam YOU with complete, up-to-date list of Poputar Vocal and Instrumental Selections
10-INCH DOUBLE DISC
20 to 30 New Selections Monthly
We guarantee two new records against loss of Record Investment.
Liberal Discounts Send for Details
BELL TALKING MACHINE CORPORATION
54 WEST 37TH STREET, NEW YORK, N. Y.
WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be charged at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

WANTED—Man between twenty-five and forty years of age with $5,000 to invest in a corporation operating a chain of Columbia Talking Machine stores. Party must be capable of managing a branch store. Liberal terms with chance for advancement to right party. Address "Box 541," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMEN WANTED—if you cover the phonograph trade in any section of the United States and are interested in a live proposition, either as a side line or as your main line, we have an interesting offer. In answering state territory now covered. Address "Box 522," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN, experienced, wants position with phonograph house. Knows the music, piano, furniture and decorating line, has been in manufacturing business for 15 years. Address "Box 541," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Manager of phonograph department, is familiar with all well known machines. Address "Box 541," care The Talking Machine World, 373 Fourth Ave., New York.


POSITION WANTED—Salesman with 10 years' experience in foreign records. Knows the business from A to Z. Address "Box 541," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Big city salesman, five years' experience, willing to locate anywhere. Address "Box 541," care The Talking Machine World, 373 Fourth Ave., New York.


THRIVING VICTOR BUSINESS FOR SALE


WANTED—Main springs, governor springs, micas, fibre gears, bevel gears, screws and all parts used with Columbia motors. The Music Supply Company, 36 Wellington St., Toronto, Canada.

FOR SALE

5000 complete sets of phonographs, each set complete with phonograph motor, arm, pick-up, phonograph horn, etc. Address "Box 541," care The Talking Machine World, 373 Fourth Ave., New York.


EDISON RECORDS.—Assortment of 14,000 4-minute selections. Don't fail to learn of this special. Write immediately for particulars. Grinnell Bros., Vicotla and record distributors, First and State streets, Detroit, Mich.


SALESMAN, wanted who are desirous of making big money selling standard records. Address "J. N. 8," care The Talking Machine World, 209 South State St., Chicago, Ill.


"THE REPRODUCTION OF SOUND"

There has just been published by W. B. Tatson, of Chicago, Ill., a book entitled "The Reproduction of Sound." It is bound substantially in cloth. The volume of over 300 pages is carefully printed on coated paper and profusely illustrated. It is bound substantially in cloth. It is believed to be the first time that all phases of sound reproduction by means of phonographs or gramophones have been treated of in one volume. The published price is 10/6.

A SIGNIFICANT LETTER

George E. Brightman, president of the Sonora Phonograph Co., New York, recently sent an interesting copy of a letter sent by the Winter Piano Co., of Milwaukee, to the Yahr & Lange Drug Co., of that city, Sonora distributors. This letter, which is a pleasing tribute to the salability of Sonora products, reads as follows:

"Referring to your letter of recent date regarding the Sonora and our experience with the line, would say that we have been very agreeably surprised. Putting in a new line that we have never pushed outside of a few ads in the newspapers, and only small "ads" at that, we sold nearly ——— worth of Sonoras in less than a month. We consider this quite remarkable, especially considering the time of the year, being right in the middle of the summer, when the music business is so very dull. What surprises us most is the kind of trade that demands the Sonora. It is always the better class, that either pay cash or make very large initial payments, making it very easy to finance the business. With best wishes, believe us to be, etc.,

Record Delivery Envelopes Safe—Swift—Secure

The heavy paper envelopes that the bottom and cord never split—yard can be walked on while dry. Used by YOUR NATIONAL BANKS. Every time you send an envelope by mail, let the address be legible. It increases the weight of the package and brings you trade that means more pay for the envelope.

Lazey D. Frank, 684 Book Bldg., Detroit.

M. E. Ricketts, President, and Mrs. E. Samuel, Honorable Secretary of the committee, presented the committee's report to the annual meeting held in the London and Provincial Room of the Wholesale Music Dealing Association in Trafalgar Square, London, on July 27th. The report reviewed the year's activities and commented on the future of the music industry.

The first general meeting, ably presided over by Frank Samuel, was very well attended and great interest evinced by all present in the subjects which came up for discussion.

Mr. Ricketts' Historical Survey

A good deal of time was taken up with the election of officers and discussion on the rules of the association. This part of the proceedings I am constrained to omit from my report.

The result of the election of officers was as follows: President, M. E. Ricketts; Vice-President, F. Samuel; Secretary, H. J. Cullem; Treasurer, W. D. Timms; Assistant Secretary, J. E. Hough; Assistant Treasurer, W. M. Ricketts.

In February of this year the Board of Trade intimated that trans-Atlantic tonnage must be further reduced from eighty tons per month to forty tons per month, but this the committee ultimately got increased to fifty tons, but that has not been of very great use to us, because of the lack of shipping space. And we are now in close touch with the Ministry of shipping to get the space in which to bring the goods over. We have been prohibited from coming into the country.

We approached them they said they could not allow that. But they were willing to allow us 50 per cent. of the orders placed before the date of their prohibition. We found that this 50 per cent. represented 700 tons dead weight. Although they would not give us the 200 tons they would give us 700 tons. They stuck to their bargain.

(Continued on page 100)
out about July 12 last year, and we approached the Board of Trade again, and they granted 50 per cent., and the 50 per cent. was brought down to 350 tons. This concession is practically exhausted now, and we are just applying for it to be renewed.

Metal for Needles and Mainsprings

"As you know, the committee have dealt with the question of needle wire, and we were successful in getting the importance of this section of the industry recognized, and we secured a grant of metal through the recognition for the manufacture of needles. In the latter part of 1917 the question of steel for the manufacture of mainsprings had to be seriously considered, and after considering the matter with the advisory sub-committee and the industries committee, we were successful in securing a grant of one ton per month for the replacement of these very necessary parts. The committee also secured favorable consideration for the musical instrument manufacturer, both with regard to import and metal for manufacturing.

"The industry is now, I consider, definitely in the position of a national industry. The more we fight and band ourselves together to insist that not only the Government, but the press and people of this country, shall recognize that this is a national industry the better. You can trace the value of it from General Foch downwards. You will remember that General Foch, speaking after the wonderful defense of Verdun, said the result was mainly due to the inspiring effect of the bands that went up to the front to encourage the men. One of our committee letters on the files of almost every one, of the hospital, hospital ships, hospital trains, the bands that went to France and across to Italy—in every section of that sort of life has had a real effect in keeping up the spirit and morale of the nations.

Concerning the Luxury Tax

"The committee has also represented your industry to the select committee of the House of Commons dealing with the luxury tax, and I do hope they have been successful in securing favorable consideration in this instance. It may be necessary for another deputation to go and see the select committee on this question, but I am certain that we have secured a fair and reasonable method of taxation. What it will be I do not know, but at any rate they were very sympathetic.

"We have been promised this association for years and years, and bound with its imminent for years, but still, as the man from Lancashire said, 'Nowt happened.' I remember Mr. Hough being present and presiding at a meeting held fourteen months ago, when he tried to form this association. Now I think it is only gracious of us to mention, at this point, the work of Mr. Samuels and Mr. Deare in bringing a concrete body to join together in our industry to work for one great end. We are here to develop the industry and to make it as strong and as great a body as we can; so great a body that it can never be challenged from outside. If we are going to hold it and develop it we must do so to the best of our ability.

The Objects of the Association

"The aims of the association are to appoint delegates to the music trades industries committee, or any other body that may be formed to succeed that committee; to confer with any associated trade bodies of the kind for any other body that may be formed to succeed the British music trades industries committee. Perhaps there will be promoted a Federation of Music, which will carry on for the next fifty or sixty years, when the British music trades industries committee is abandoned. That is one of the objects of the British music trades industries committee, and you will have to elect your members to any body that may be appointed to confer with the ministry of munitions regarding supplies of raw materials during the period of the war; to confer with the ministry of reconstruction on the question of the supplies of raw material post-war; and also to make a recommendation to this ministry with regard to the priority of demobilization of labor after the war. That is going to be a very great point. Priority of material we must insist on, as a national necessity, otherwise it will be impossible to secure material for post-war development. Also to confer on the question of demobilization of the army, or you may not get the labor back, and the class of labor you really want. It will be necessary to confide to the Board of Trade relative to tariffs, import and export conditions, the state of trade in foreign and Colonial markets, and the class of goods required, and earnestly to endeavor to obtain fair conditions which will permit British manufacturers and wholesale dealers to protect and secure all their interests."

A Meager Official Report

"The official report supplied was very little more than a summary of the proceedings, and it is therefore only fair to acknowledge that for the main part of Mr. Rickett's speech I am indebted to the Talking Machine News, in which journal is to be found a verbistam report. The secretary of the association informs me that it is proposed to issue a monthly or occasional news letter containing items of special interest to members of the trades concerned.

Propose the Luxury Tax Proposals

"Most of us would experience little difficulty in arriving at an approximate idea of what might be reasonably regarded as a luxury. At least, so far as we have been able to ascertain from recent official information, we should probably find ourselves very much wider of the mark. When it is said that such things as the membership of a club, etc., are believed on good authority to be included in the official definition of luxuries, it will be appreciated that our ideas need revision. There is no doubt that when the committee's findings are available, the result will materialize in more far-reaching conclusions than was at first generally expected. In the circumstances the gramophone and other sections of the music industry will almost certainly come under the impost, and to that view, the trade has already resigned itself, to the extent, any way, of sending a deputation to place before the Government committee the position and claims of the music industries for favorable treatment. What success has attended the deputation it is, of course, impossible to say beyond the satisfaction of knowing that fair and reasonable treatment may be expected as a direct result of the good case made out on behalf of a war-hit industry.

It will be necessary to introduce and pass a bill through Parliament before any tax can be operative, and from information received it can be said that the tax will not be retrospective, except perhaps in respect to a few cases which permit of easily traced and collectable duties. The Chancellor has stated that he is unable to make a definite pronouncement as to the intention of the Government regarding the Luxury Tax bill, but that it would not be practical to introduce the measure until after the Parliamentary recess.

The select committee appointed to frame a proposed schedule of articles subject to the tax has now completed its inquiries, and a draft report has been prepared. Its discussion may be expected to be the most important that has taken place in the House of Commons for many years. The final recommendations will be embodied in the bill, which it is thought may not become operative until the autumn, when its final authorisation; the King's assent, will be given.

It is now definitely known that all scheduled articles from a shilling upwards shall carry a tax averaging on the basis of graduated two-pence in the shilling, approximately 17 per cent. on the selling price. On this basis and at the present volume of output it may be that the total contributions of the gramophone trade will be little short of £100,000 per annum! London Retail Traders' Association Dissents

The following is an important resolution passed by the above organization: "That this association is of opinion that the suggested luxury tax should be strongly opposed on the ground that, whatever its precise nature or incidence, the tax will have to be collected, either directly or indirectly, by the retailer, upon whom it will throw an additional burden at a
time when he is understaffed and already being asked to assist the Government in many ways; that the members are of opinion, however, that the only practical method is that, if it should be decided that the tax should be imposed on high priced luxury articles alone; that the tax, if adopted, should be enforced in such a manner as to assure that it is paid by the public; that the Chancellor of the Exchequer be requested to receive a deputation on the subject."

The Opposition of the Press

The Government's luxury tax proposals have by no means met with general acceptance. Resistance is offered by gramophone firms, piano houses and music publishers on the ground, mainly, that music is not a luxury these war-times, whatever it was before. The case is aptly put by the editor of the "Musical Times," who, in a letter to the Daily Telegraph, says: "The article in your issue of Wednesday last on the threatened application of the luxury tax to books will be very difficult, if not impossible, to answer. But do not all the powerful objections you advance to a tax on books apply equally (I am tempted to say in a greater degree) to musical publications, not only such as are definitely educational, but also to the kind that has brought cheer, inspiration, incomparable solace, and uplifting to every class of the community? A cloud of witnesses, it is contended, would increase the cost in the paper and production has necessarily acted as a drag on its activities. Should it be further discouraged by being branded as a luxury? One could better understand a proposal to tax it as a necessity." The same remarks apply equally ament the tax to gramophone records!"

"Guardsman" Record Factory in Full Swing

During a recent conversation with the Invicta Record Co., Ltd., manufacturers of the Guardsman records, we were informed that the factory, which was rather seriously damaged by sun once time back, is again working normally. The necessary rebuilding and repairs were at once put in hand, and notwithstanding the many difficulties experienced the work was completed in good time. Output is now almost up pre-fire working, and the company expect to reach maximum deliveries at the end of the coming season's rush. To say the least, it is a matter for congratulation that such a large plant is again in satisfactory working order, especially in view of the fact that generally the record demand is greater than the supply. As mentioned in last month's report the Invicta people have issued some splendid quality new discs, twelve-inch double-sided. All oversea tradesmen should write the company for full particulars.

The Eighth British Music Trades Convention

This year's convention was held in London and lasted two days, June 26 and 27. It was fairly well attended. Owing to the short time available, the speeches, reports, papers, discussions and papers were all cut to the minimum. There arose few points of particular interest to the gramophone trade, though, of course, the convention included delegates from all sections of the music industry. J. A. Mur-doch presided.

He said upon their deliberations now in the immediate future depended their continued existence. August, 1914, marked the end of the trade world as they had known it. From their now federated board they hoped to link to-gether the various musical associations in Great Britain and Ireland, and to evolve an industrial council. L. A. Paish, from the Department of Overseas Trade, spoke on the subject of co-operation, and referred to the case of a professional man who had adopted a foreign name in order the better to secure engagements on the London stage. He thought the time was going, if it had not already gone, when a man with long hair and a foreign appearance was necessarily regarded as a good musician.

C. E. C. How, speaking at the luncheon, said the status of British music had tremendous-ly improved through the war with Germany. He wished to see in this country a Minister of Arts temporarily appointed also to see if a halfpenny rate put on every ratepayer to-wards the music of the country. The confer-ence directed the president to forward to the Government request that the luxuries com-mittee should place a tax of 30 or 60 per cent. on all German pianos and German music and on the fees of German musicians and profes-sors.

Columbia Record Output Assured

In recent conversation with the Columbia Graphophone Co., it was ascertained that there is every expectation of reaching a normal output of records in good time for the coming sea-son's trade. The recent destruction of the fac-tory by fire temporarily disorganized Columbia plans for a big selling campaign, but owing to the promptness with which the situation has been handled, and a combination of fortunate sources, excellent facilities for manufacture having been found available by arrangement, the near future may witness a splendid resump-tion of output. To all dealers it will be good news and especially so to those who have loy-ally preserved the Columbia trade by the ener-gic maintenance of sales. News of "His Master's Voice" Doings

This company's interesting little house organ "The Voice," is, as usual, this month full of interesting and valuable doings of "His Master's Voice" and its agents. For instance, it is mentioned that "the company's monthly board meeting fell on the twentieth anniversary of the day the Gramophone Co. commenced its business at 31 Maiden lane, London, W. C."

Orders for less than gross lots not accepted

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

Write for new illustrated Complete Catalogue

MAY 8, 1898."

Two years of development, and still progressing! It simply means that music—call it "mechanical" if you like—is yet capable of higher achievement as an art, and that while the depth of science has been probed deeply, the well of progressive development is by no means exhausted. May the bonds which link science and art as exemplified in the gramophone be strengthened for the good of mankind.

Curtailment of Publicity Matter

Owing to the acute shortage of paper the Gramophone Co. has been obliged to reduce its advertising literature, circular letters, pamphlets, leaflets, posters, etc., to the absolute minimum. In future, communications with the dealers will be made only upon essential mat-ters of vital mutual concern.

This announcement in "The Voice" is judi-ciously followed by a word of advice as to the necessity of retailers making selective use of all advertising matter received, exercising the utmost care in its distribution, and above all, to avoid waste. So absolutely important is this need for economy that every dealer should utilize his parcels of publicity matter with the same care and judgment as he would if it had been supplied by his own expense. Being free of all cost and knowing the pre-sent circumstances of difficulty involved in the issue of any publicity literature at these times, the least that can be expected of dealers is that they will appreciate the friendly counsel proffered and act accordingly.

"His Master's Voice" Record New Success

The new Gaity Theatre production, "Going (Continued on page 102)"
winner Record Co. A square is formed by the words and music are throughout making of good records. The bon mot of "Going Up" is generally acclaimed as "The Tickle Toe," Marjorie Gordon's new song. By the time these lines appear the Gramophone Co.'s new lists of special instrumental records will be in full swing, and plans are under way for the usual publicity campaign during the autumn season.

The "Winner" Word Competition

An interesting little competition for users of records has recently been promoted by the Winner Record Co. A square is formed by the words, "Winner at the top and left side; the word record being at the bottom and right thereof. The intervening space to be filled in with words making a readable sentence. For each of the six sentences a prize of one of dozen twelve-inch discs is offered. Participants may apparently include both dealers and the public. Not a bad idea for stimulating one's thoughts of Winners.

The New Zonophone Records

1918 Supplement No. 3 by the British Zonophone Co. represents a wonderful diversity of vocal and instrumental numbers by picked artists of popular renown. They are all ten-inch records, the first on the list being selections from the "Gaiety" musical comedy, "Going Up." In addition to the foregoing the Black Diamond Band is also responsible for another good double carrying excerpts from popular airs as, for instance, "Somewhere in Blighty," "The Kiss of Ypres fighting last autumn. I cannot give par- ticulars of all services, but they have been equally strenuous, the machine is still in good condition on the whole, but somewhat worn. It emerged undamaged on one occasion when the Mess received a direct hit from an eight-inch shell which blew in one of the dug-out, and has successfully withstood three heavy gas bombardments."

London Store Installs Fifteen Audition Rooms

Those of us who have been privileged to closely inspect the music saloons of the great London stores are well acquainted with the excellent organization and up-to-date methods adopted for the convenience of patrons when trying over music or entertaining the purchase of a musical instrument. Most of the stores have adopted the audition room principle for the gramophone side of the business, and with such results that at least one or two others. Harrods—new extensions are under way. According to "The Voice," this enterprising house has at present in hand the construction of no less than fifteen new rooms, each glass-room, pound-proof, and equipped on the latest lines! America's "Call" to Great British Conductor

The recent invitation to Sir Henry J. Wood to take up the leadership of the famous Boston Symphony Orchestra was the occasion of many spontaneous tributes to the esteem and popularity in which he is held. We are glad to say, however, that Sir Henry has decided to stay here and continue his good work in London.

Trade Catalogs for Canada

H. M. Trade Commissioner for Canada reports that the most useful size for trade catalogs is 8½ inches by 11 inches, or 9 inches by 12 inches, these being the sizes most handy for filing purposes. A comparatively small yet important tip to manufacturers. It would be very advantageous if all catalogs were kept to a uniform standard size and thus encourage the retailer to keep a special file handy for reference purposes.

Parcels Rates to Oversea Possessions

It is announced by the Postmaster General that the rates of postage on parcels for dispatch to British East Africa, Uganda and Zanzibar are as follows: Not exceeding three pounds in weight, 1/6; seven pounds, 3/-; eleven pounds, 4/6.

Firms so far allied with the corporation include makers of textile goods, heating and lighting systems, chemicals, leather and rubber articles, and toys. The force of field agents will start this month for the regions mentioned, and will have authority to extend long credits to responsible foreign importers.

Placed on Restricted List

War Board Recently Placed Graphite Crucibles on the List of Restricted Imports

The War Trade Board have, by a new ruling (W. T. B. R. 164), placed graphite crucibles upon the list of restricted imports. All outstanding licenses for the importation of graphite crucibles have been revoked as to ocean shipments after July 15, 1918, and no licenses for the importation of this commodity for shipment after that date will be granted for the rest of the calendar year.

Imports of graphite are already prohibited, the result of this restriction having been to develop an adequate supply of graphite within the country.

The Larkstone Music Co., of St. Louis, was incorporated in Missouri with a capital stock of $5,000 for the purpose of dealing in pianos, talking machines, etc.
This invention relates to hinged covers, and while particularly adapted for talking machine covers, is not so limited.

A certain number of carbon copies should be made if a mistake has been made, or that a particular other character registering with the mark, which, at any given point, a mark may be made of the second machine, the indicator disc being provided, which adds to the equipment required. To avoid this, another object of this invention is to so construct the machine as to enable the cover of the box containing the record to be used as the indicator, thus dispensing entirely with the necessity of adding anything to the equipment required for operating machines devoid of any correction or information device.

This invention relates to talking machines of the character used for dictation purposes and has provision for simplified means for imparting information to the transcriber. Devices adapted to this purpose are known in the art. Thus it is known to provide a rotary disc operable by the traveling sound box to turn on its axis once during the travel of the sound box from one end to the other of the cylindrical record. This disc is provided with a scale and other characters, upon which, at any given point, a mark may be made which, by reference to the scale and the particular other character registering with the mark, will inform the transcriber that, at a corresponding point in the length of the record, something special must be done; for example, that a mistake has been made, or that a particular communication should be rushed, or that a certain number of carbon copies should be prepared.

This invention constitutes an improvement upon this type of correction and information device. One objection to the known devices is that the correction is more or less complicated. One of the objects of this invention is to simplify the construction so as to render the use of the device commercially practicable. Another and serious objection to the known devices is their lack of accuracy due to slight differences in the dimensions of the two holders (which is tapered to facilitate the application of the record) or due to a failure on the part either of the dictator or transcriber to slip the record onto the tone arm accurately, the indicator registers falsely, which is a source of confusion and error. One of the important objects of the invention is to obviate this difficulty.

Another objection to the known device is that special discs (or in another type of dictating machine, special strips) must be provided, which adds to the equipment required. To avoid this, another object of this invention is to so construct the machine as to enable the cover of the box containing the record to be used as the indicator, thus dispensing entirely with the necessity of adding anything to the equipment required for operating machines devoid of any correction or information device.


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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 103)


It is sometimes desirable to provide cabinets and other receptacles with a hinged or pivoted top which will remain fully open or closed or in any intermediate position without the aid of a usually operated prop. This is especially desirable in connection with graphophone or phonograph cabinet tops, where it is necessary to have the top remain in a raised position for the changing of records and needles, etc., particularly where the operator desires to use only one hand for performing these acts. Most of the devices for holding cabinet tops in a raised position are similar in principle, as they are all compound levers, a prop, hinged to the top, and having a slotted and notched free end which co-operates with a stop or catch on some part of the cabinet body, and in order to lower the top when such a prop is used, it is necessary to release the prop with one hand and lower the top with the other. This is sometimes inconvenient, because one hand being occupied, as is often the case, with the manipulation of a graphophone, in holding the record which has just been removed from the machine.

The object of the invention is to eliminate the above-mentioned disadvantages, and to provide cabinet and other receptacle tops with a device which will support the top in any position without the use of a prop, such as referred to.

The invention consists in a hinged top for cabinets and other receptacles, provided with a weight-controlled lever mechanism so designed as to be capable of balancing the weight of the top to support it in fully open or closed position, or in any intermediate open position, or, when suitably adjusted, to cause the top to be automatically opened upon the release of a suitable detent, all as we will proceed now to explain and finally claim.

In the accompanying drawings, illustrating the invention, in the several figures of which like parts are similarly designated, Fig. 1 is a vertical transverse section of a cabinet, such as is used to contain a graphophone or phonograph, showing the top-operating device of the invention. Fig. 2 is a sectional elevation showing the weight adjusting means: Fig. 3 is an end view of the weight showing its roller mounting on the balance arm, and Fig. 4 is an end view of the balance arm showing its guide roller and track, all on a larger scale. Fig. 5 is a view similar to Fig. 1, showing a modification of the mechanism whereby the top may be automatically raised.


This invention relates to the original making and reproduction of records, such as phonograph and kineograph records, or any sound or visual or other like records; and the main object of the invention is to provide a means to make and reproduce a continuous record of indefinite length.

As applied to a phonograph, the invention embodies the following typical elements: There are provided two distinct record driving devices adapted to drive separate records and a constant running motor (of any desired character) for normally driving either one or the other of the record drivers. There is a special device for initially starting either one or the other of the record drivers, after starting the corresponding record; and this starting device (preferably in the form of a motor adapted to be synchronously energized or controlled) is controlled so that it will bring the next record up to even speed with the record being driven by the constantly running motor as soon as the record is about finished. When the starting motor has brought the succeeding record up to normal speed, then the succeeding record is connected to the constant running motor and the starting motor may be driven synchronously with the preceding record for a short interval. The connection between the preceding record and the constantly running motor is then broken, and the succeeding record is then driven to its end. In the meantime the attendant takes the first record off the record driver and substitutes for it another record which will succeed the second record. The third record is brought into play in the same manner that the second one was brought into play, and so on indefinitely.

When the records from which they are made on a machine which is in all essentials a duplicate of the machine on which the records are finally reproduced. The starting of the new records, in either case, is controlled by the same control mechanism. Thus, whether the records are being made or reproduced, the preceding record will be given just so many revolutions as the succeeding is wound up and is thrown into driving relation with the constantly running motor; and the arrangements are such that, once the records have been taken in hand, and the machine is put into order, they will always in future match and synchronize with each other under the control of the device. In fact, the only essential difference between a record making machine and a record reproducing machine, according to this invention, is the substitution of means for acting upon the record instead of means adapted to be operated by the record. The record herewith is meant to designate any form of visual, auditory or other record which is made at one time of events or conditions and is reproduced at another time.

Fig. 1 is a diagram showing this invention as applied to a phonograph: Fig. 2 shows a preferred form of record starting motor; Fig. 3 shows a preferred form of connection means between the motor and the record drivers; Fig. 4 is a sectional elevation similar to Fig. 1; Fig. 5 is a diagram similar to that of Fig. 1, showing the invention applied to the kineograph; Fig. 6 is an elevation as taken by line 6–6 of Fig. 5.


This invention relates in general to phonograph construction for disc machines and has for its object to provide a more convenient construction of the phonograph housing and the mounting of the operating parts. The improvement consists in an arrangement of a record support and reproducer arm so as to be movable in unison into and out of the main housing in a horizontal plane, while remaining fixed in the driving mechanism with the record support. To this end, the record support and reproducer arm are for example pivoted upon a vertical axis parallel to the long horizontal axis, but outside of the periphery of the turntable, the relation of the reproducer and the record therefore remaining unaltered throughout this movement and proper connection to the other. In this way the record receiving part is made accessible without having to raise the housing top or cover. The reproducer is connected from the turntable axis to the axis of the record support and reproducer arm through any suitable means.

Another advantage is to provide a phonograph having a storage space for records between the cover and the turntable.

Graphophone; Reinhold Thomas, Chicago, Ill.; Patent No. 1,259,365.

This invention relates to sound amplifiers in phonographs, and especially to that class wherein the cover of the phonograph serves as a main portion of the amplifier.

One advantage of this invention is to provide a phonograph with an amplifier which can be disassembled and stored in a recess in the phonograph, rendering the whole apparatus compact and portable.

Another advantage is to provide a phonograph having a storage space for records between the cover and the turntable.

REPAIRS

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AUGUST 15, 1918

THE TALKING MACHINE WORLD

104
RECORD BULLETINS FOR SEPTEMBER
(Continued from page 105)
Unless otherwise marked all vocal records are with orchestra accompaniment.

[Content continues...]

EMERSON PHONOGRAPH CO.

PERSHING'S own voice speaks to you from the battlefields of France

The advertising department of the Columbia Phonograph Co., New York, has prepared a mammoth advertising campaign in behalf of the famous Pershing record, which is now in the

COLUMBIA CO. STARTS CAMPAIGN ON PERSHING RECORD

Over Two Hundred Newspapers Will Carry Advertisements Calling Attention to the Record Made by General Pershing in France—Entire Issue of House Organ Devoted to This Record

[Content continues...]
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New Haven, Conn., Columbia Graphophone Co., 206 Meadow St.  
New Orleans, La., Columbia Graphophone Co., 515-525 Canal St.  
New York City, Columbia Graphophone Co., 55 Warren St.  
Omaha, Nebr., Schuster & Miller Piano Co.  
Philadelphia, Pa., Columbia Graphophone Co., 226 N. Broad St.  
Portland, Me., Columbia Graphophone Co., 45 Exchange St.  
San Francisco, Cal., Columbia Graphophone Co., 130-130 Sutter St.  
Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.  
Spokane, Wash., Columbia Stores Co., 818 Sprague Ave.  
St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.  
Tampa, Fl., Tampa Hardware Co.  
Yampa, Colo., Columbia Graphophone Co., 64-66 Wellington St., West, Toronto, Ont.  

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Largest Stock VICTROAS and RECORDS. Prompt Shipment and Low Freight Rates.

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The Perry B. Whitsitt Co.  
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Victrola and Victor Records  
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This refers to you, Mr. Dealer

Every billing machine letter in this country should be accompanied by this department, so that whatever time it contains, or where he is located, the mail is twenty and the number is about to be used. Be sure to have your card in this department of The Talking Machine World each month. It will pay you a big point on the turnover.

Wurlitzer  
1856  
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FICTORS EXCLUSIVELY  
We make a specialty of getting the order out on time—every time.  
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Sonora  CLEAR AS A BELL  
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San Francisco—Edison Phonographs, Ltd.

Colorado
Denver—Denver Dry Goods Co.

Connecticut
New Haven—Pardoe-Ellenberger Co., Inc.

Georgia
Atlanta—Phonographs, Inc.

Illinois
Chicago—The Phonograph Co.

Indiana
Indianapolis—Kipp Phonograph Co.

Iowa
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

Louisiana
New Orleans—Diamond Music Co., Inc.

Massachusetts
Boston—Pardoe-Ellenberger Co.

Michigan
Detroit—Phonograph Co., of Detroit.

Minnesota
Minneapolis—Lawrence H. Luckner.

Missouri
Kansas City—The Phonograph Co. of Kansas City.

St. Louis—Silverstone Music Co.

Montana
Helena—Montana Phonograph Co.

Nebraska
 Omaha—Lawrence H. Luckner.

New Jersey
Paterson—James W. O’Dea (Amberola only).

New York
Albany—American Phonograph Co.

New York—The Phonograph Corp. of Manhattan.

Syracuse—Frank P. Bullock & Son, Inc.

W. D. Andrews Co. (Amberola only).

Ohio
Cleveland—The Phonograph Co.

Pennsylvania
Philadelphia—Gerard Phonograph Co.

Rhode Island
Providence—J. A. Foster Co. (Amberola only).

Texas
Dallas—Texas-Oklahoma Phonograph Co.

Utah
Ogden—Peck’s Sporting Goods Co.

Virginia
Richmond—The C. E. Hayner Co., Inc.

Wisconsin
Milwaukee—The Phonograph Co. of Milwaukee.

Canada
Montreal—R. S. Williams & Sons Co., Ltd.

St. John—W. L. Thorne & Co., Ltd.

Toronto—R. S. Williams & Sons Co., Ltd.

Vancouver—Kent Piano Co., Ltd.

Winnipeg—R. S. Williams & Sons Co., Ltd.

Calgary—R. S. Williams & Sons Co., Ltd.