

# The TALKING MACHINE WORLD

For the  
makers &  
sellers of  
talking  
machines

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



*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!



THE GRAND

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."

**S**ONORA 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*

# The Talking Machine World

Vol. 14. No. 8

New York, August 15, 1918

Price Twenty-five Cents

## MICKEL BROS. CO. BUY BUILDING

Purchase Structure Where Headquarters Are Now Located in Des Moines—Some Interesting Visitors—A Worthy Service Flag

DES MOINES, IA., August 5.—George E. Mickel, general manager of the Mickel Bros. Co., Victor wholesalers in this city, recently purchased the 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., Osceola, Ia.; H. J. Schalekamp, of Sioux Center, Ia., and J. F. Baylor, of the Baylor Furniture Co., What Cheer, Ia. Another visitor of note was Harry Z. Swartz, manager of the Victrola department of Roshek Bros. Co., Dubuque, Ia., who reported that his company was moving the Victrola department from the third floor to the second floor of the building and installing three large demonstrating booths. Mr. Swartz reports exceptional success with the Victor Marconi wireless course.

W. P. Beale, manager of the Mickel Bros. Co., Des Moines, has returned from a business and pleasure trip through the West, visiting various points in Colorado, Wyo.

A service flag with eight stars now adorns the Mickel Bros. Building, four of the stars being credited to the local store, for E. W. Lundquist, who travels in eastern Iowa is now at an Officers' Training Camp in Kentucky; Don Peters and Roy Banta, of the company's staff, are at Camp Cody, and Harold Anderson is in France. Incidentally, Hugo Heyn, sales manager of the Omaha store, is playing with Sousa in the Great Lakes Naval Training Station Band.

## GIVES A GOOD ACCOUNT OF HIMSELF

Lieut. J. A. Cromelin, Whose Family Is Well Known in the Industry, Severely Wounded

Lieut. John A. Cromelin, of 400 River street, Hackensack, N. J., an officer in the Twelfth 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 received from France which indicate that the lieutenant, with customary American bravery, belittled his sacrifices and injuries in order to avoid worrying those at home.

According to the official reports Lieutenant Cromelin, who is a son of Paul Cromelin, formerly vice-president of the Columbia Graphophone Co., and a nephew of John Cromelin, general sales manager of the Otto Heineman Phonograph Supply Co., was subject to an attack of German machine gunners at a distance of ten feet. Three bullets went into one of his arms side by side and two through his right leg. He is now recovering from his wounds, and is anxious to return to the firing line.

Lieutenant Cromelin was a junior at Princeton 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 for many years one of the most prominent members of the talking machine industry here and abroad, and at the present time is president of the Inter-Ocean Film Corp. of Manhattan.

## TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Eleven Months Ending May 31, Totaled \$4,363,496, as Compared With \$3,247,006 for Same Period of 1917

WASHINGTON, D. C., August 5.—In the summary of exports and imports 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 following figures on talking machines and records appear:

The dutiable imports of talking machines and parts during May, 1918, amounted in value to \$26,033, as compared with \$22,333 worth, which were imported during the same month of 1917. The eleven months' total ending May, 1918, showed importations valued at \$310,757, as compared with \$435,748 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 6,615 talking machines, valued at \$184,071 sent abroad in the same period of 1917. The eleven months' total showed that we exported 88,319 talking machines, valued at \$2,506,617, as against 69,221 talking machines, valued at \$1,797,028 in 1917, and 36,819 talking machines, valued at \$1,081,815 in 1916. The total exports of records and supplies for May, 1918, were valued at \$203,489, as compared with \$192,448 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 \$867,795 in 1916.

## PROMINENT VISITOR FROM INDIA

Valabhdas Runchordas, of the Talking Machine & Indian Record Co., Bombay, at Present 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 Bombay, India, and with branches in Calcutta 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 importing 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, Burma and Ceylon, 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.

## INITIATIVE PLAYS NO FAVORITES

Initiative made of an unknown Corsican the most famous conqueror in history. Less than a century later a train-boy out in Michigan tied up to it—and the result was Edison, master of modern miracles. Initiative plays no favorites. It would just as soon transform a \$10-a-week messenger into the head of the firm as to increase the general manager's salary \$5,000 a year.

## A NEW RECORD SELLING SCHEME

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

An Eastern talking machine salesman has developed a little stunt for selling slow-moving records that is worthy of passing consideration. The scheme works particularly well when there is a vacant demonstrating room at hand, and is as follows: The salesman follows the usual course of ushering the customer into a booth, inquiring as to his particular desires and testing out the records. He uses the usual selling tactics and arguments, together 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, and the customer is waiting, frequently in the passageway, for his package and change, the salesman starts playing one of the slow-selling records in the empty booth 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 result being that frequent sales are made of records that ordinarily would not be listened to by the average customer.

The salesman in question first attempted to play slow-selling records for the customer while 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. Out in the corridor, however, the customer can see the package being wrapped and does not feel that in 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. There is a psychological appeal in this kind of salesmanship that interests.

## IOWA VICTOR DEALERS TO MEET

State Association Plans Annual Convention to Be Held in Des Moines August 27-28—Interesting 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 features 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, on the afternoon of August 28. The chairman of the official entertainment committee, reports that from present indications there will be a large number of dealers in attendance at the meeting from all parts of the State.

The officers of the association are: Charles Gaston, Gaston Music Co., Hastings, Neb., president; J. E. Gaskill, Gaskill Music Co., Nebraska City, Neb., vice-president; H. S. Thorpe, Huse Publishing Co., Norfolk, Neb., treasurer, and W. E. Mickel, Mickel Bros., Omaha, secretary.

# 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 thing 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 clean 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 instalment 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 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. It may be that it will be hard to bring these people around to the new way of thinking and ask them to pay cash for a machine, or clean up the account in three or four months, but at the same time it must be remembered that there is a new class of workers coming along—a class made up of people who in

the past traveled close to the edge of poverty and who had hardly enough for food, clothing and shelter, to say nothing of the comforts of life—and many of these people are feeling the touch of wartime prosperity. They are earning two, three or four times as much as in peace times. Their forced training in economy has in a great many cases stood them in good stead, and they have cash to buy those things that they had desired, which, of course, include talk-

*Substantial Selling  
Terms and Energetic  
Collection Keys to  
Dealers' Salvation  
In These War Days*

ing machines of the better type. 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.

Never was cash so valuable as now. The dealer must have cash to meet his taxes, his increasing living expenses, his clerk hire and other interests of a similar nature. The Government, his landlord and his clerks are none of them going to accept instalment paper in lieu of legal tender. Then again, while in normal times the dealer might have little difficulty in borrowing from his bank on instalment paper, he is going to find under the present conditions that the banks are cutting right and left into the credit extended along that line, even with old customers, and are not at all enthusiastic about accepting new paper as collateral, all of which should make the cash customer welcome to the talking machine dealer, and worth being sought after. Meanwhile, while observing the

new trade practice in the matter of selling, the dealer should find plenty of opportunity for getting after slow and dormant accounts, cleaning them up with all possible despatch and not hesitating to repossess a machine when it looks as though there was little hope for a satisfactory financial settlement.

If the war continues much longer a second-hand talking machine is going to be a fairly salable proposition. If the average retailer does not believe this, let him try and buy a few second-hand machines from some of his fellow dealers. He will find in most cases they are being saved for emergencies and not for sale to the trade. If, with his accounts in first-class shape, and with his new sales on short time or cash, the retailer is called upon to meet a certain crisis, he will find himself in a much better position to rise to the situation and possibly save his business. Some such situations are going to arise with the coming of peace, whether it is a matter of a few months or a matter of years. With the economic reorganization of the country along the lines of business, and with supplies of machines and records getting back to normal, the dealer with a lot of slow accounts and little cash is going to find it hard sledding in competing with the fellow who has observed properly wartime practices and has cash with which to go into the market, restock his shelves, and resume again the development of business.

The whole question of the future of the individual dealer would seem at the present time to revert around the conservation of stock on hand, and the limited stock he will be able to get, and the main factor in this work of conservation is the observance of terms that are going to give the dealer a maximum of cash returns in a minimum time. If he has leisure on his hands, it is much better to spend that time selling than trying to collect on old accounts.

## F. A. MULFORD WITH HOFFER BROS.

F. A. Mulford, formerly manager of the retail department of Harger & Blish, 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.

# SINCERITY

*That's the slogan back of every factor in*

# Ditson Service

*It means much just now*

Oliver Ditson Co.  
BOSTON

VICTOR  
Exclusively

Chas. H. Ditson & Co.  
NEW YORK

**Victrola IV-A, \$22.50**  
Oak



**Victrola VIII-A, \$50**  
Oak



**Victrola X-A, \$90**  
Mahogany or oak



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

# 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.

Berliner Gramophone Co., Montreal, Canadian Wholesalers

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

**Warning:** The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.

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



### Victor Wholesalers

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

- Des Moines, Ia....Mickel Bros. Co.
- Detroit, Mich.....Grinnell Bros.
- Elmira, N. Y.....Elmira Arms Co.
- El Paso, Tex.....W. G. Walz Co.
- Honolulu, T. H....Bergstrom Music Co., Ltd.
- Houston, Tex.....Thos. Goggan & Bro.
- Indianapolis, Ind..Stewart Talking Machine Co.
- Jacksonville, Fla..Florida Talking Machine Co.
- Kansas City, Mo...J. W. Jenkins Sons Music Co.  
Schmelzer Arms Co.
- Lincoln, Nebr.....Ross P. Curtice Co.
- Little Rock, Ark...O. K. Houck Piano Co.
- Los Angeles, Cal...Sherman, Clay & Co.
- Memphis, Tenn....O. K. Houck Piano Co.
- Milwaukee, Wis...Badger Talking Machine Co.
- Minneapolis, Minn.Beckwith, O'Neill Co.
- Mobile, Ala.....Wm. H. Reynolds.
- Montreal, Can....Berliner Gramophone Co.,  
Ltd.
- Nashville, Tenn...O. K. Houck Piano Co.
- Newark, N. J.....Price Talking Machine Co.
- New Haven, Conn.Henry Horton.
- New Orleans, La...Philip Werlein, Ltd.
- New York, N. Y....Blackman Talking Mch. Co.  
Emanuel Blout.  
C. Bruno & Son, Inc.  
I. Davega, Jr., Inc.  
S. B. Davega Co.  
Charles H. Ditson & Co.  
Landy Bros., Inc.  
New York Talking Mach. Co.  
Ormes, Inc.  
Silas E. Pearsall Co.

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

## 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.

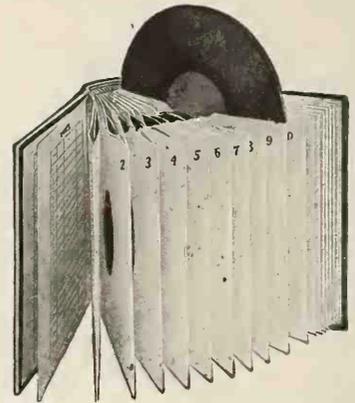


### MAKING THEIR SELECTION

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

### THE ALBUM

*soon pays for itself in time-saving and preserving records. The initial cost is really an investment which comes back fourfold.*



### THE PERFECT PLAN

*The pockets holding the records are substantially made from strong fibre stock, firmly joined together and bound in attractive covers.*

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

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

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

### SEND-OFF FOR L. L. LEVERICH

Assistant Advertising Manager of the Columbia Co. Leaves for Camp Upton—Gets Wrist Watch From Associates Before Departure

Lester L. Leverich, assistant advertising manager of the Columbia Graphophone Co., New York, left Wednesday, July 24, for Camp Upton as a member of the contingent from his district. Mr. Leverich had been expecting this call for several weeks, and had made all the necessary arrangements to leave for camp.

On the day preceding his departure for Camp Upton Mr. Leverich was the guest of honor at a dinner tendered him by his former associates of the advertising department and other members of the publicity and sales forces. R. W. Knox, advertising manager of the Columbia Co., presided at this dinner as toastmaster, and Mr. Leverich was presented with a handsome wrist watch, which will serve as a permanent reminder of the esteem and friendship of his former associates. Among those who attended this dinner, which was held at Keen's Chop House, were the following: Lester L. Leverich, R. W. Knox, Wm. Harden, Paull Hayden, O. F. Benz, Courtland Shaw, Jr., W. A. Schreiner, Walter Bruner, Chas. Wolfe, Ray Ladue and a bevy of young ladies from the advertising department.

Lester Leverich has been associated with the Columbia Graphophone Co. for six years as a member of the company's advertising department. He is thoroughly familiar with all the details of Columbia publicity activities, and his recent promotion to the post of assistant advertising manager was a well-deserved tribute to his many years of hard work. He is anxious to "do his bit," and it is his earnest hope that he will soon be "over there," and in active service.

### W. A. ANDRESEN NOW PRESIDENT

John C. Andresen, president of the Columbia Mantel Co., talking machine and cabinet manufacturers of Brooklyn, N. Y., passed away recently at the age of seventy years. He organized the present industry, of which he was the head, thirty-five years ago, and continued active in its management until five days before his death. He had a large acquaintance in the trade and enjoyed an enviable reputation for integrity among those who had business dealings with him.

At a directors' meeting held on July 16 it was voted to continue business in the usual way. W. A. Andresen, son of the deceased, was elected president of the company, with C. H. Gudogast continuing as secretary, and also directing the sales management.

### 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 above department. Hahne & Co. is one of the largest department stores in this city, and the selection of Mr. Blisnick to fill the vacancy in the Victor department promises well for its future.

### 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.

A really good Album at a moderate price is a money maker for the dealers. NYACCO Metal Back Albums will give the dealer and his patrons true value and the highest quality.

A complete line of Albums that stand for the best in their respective grades.

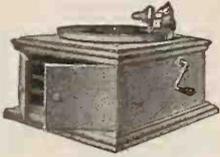


Write for samples of our three numbers

NEW YORK ALBUM & CARD CO.  
23-25 LISPENARD STREET - NEW YORK



Victrola IV-A, \$22.50  
Oak



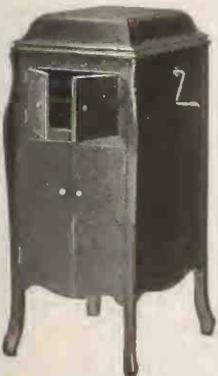
Victrola VI-A, \$32.50  
Oak



Victrola VIII-A, \$50  
Oak



Victrola IX-A, \$60  
Mahogany or oak



Victrola X-A, \$90  
Mahogany or oak



Victrola XI-A, \$115  
Mahogany or oak

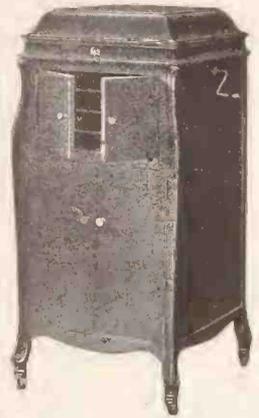
# Victor Supremacy

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.

Berliner Gramophone Co., Montreal, Canadian Wholesalers



Victrola XIV, \$175  
Mahogany or oak



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



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

"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.



# The TALKING MACHINE WORLD

For the makers & sellers of talking machines

**PUBLISHED BY EDWARD LYMAN BILL, Inc.**

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**NEW YORK, AUGUST 15, 1918**

AS the war goes on, and as the country bends its great energies more and more to the preparation for, and conduct of, hostilities, calling upon the resources of the nation to an unprecedented extent, the problems of those in non-war industries continue to multiply. These problems are apparent in the talking machine trade, as in other lines of endeavor, and many important and serious developments have already materialized, and more promise to materialize, in the very near future, unless peace should come with unexpected suddenness. These problems have all pointed to the absolute necessity of a closer co-ordination between the various factors of the industry.

It is high time to forget petty jealousies and to meet together on a common footing. It is not a question whether the individual factor is large or small, the fact remains that the trade is considered as one industry, and that as one industry it must face the problems put up to it by the exigencies of war, and the rulings and orders of those charged with the destinies of the Government. What is needed is not simply a temporary committee, even though composed of competent men, but rather a strong, central organization, or preferably a strong representative—a man allied to no one factor in the industry, but who, being independent and viewing the situation with unbiased mind, can serve the industry in its dealings with the Washington authorities.

We have seen the need of such a man, or such a concentrated representative, in the handling of the curtailment question and more recently in the matter of the new War Revenue Bill and the steel supply. It may be that the talking machine trade will pull through uninjured, and it may, and it is hoped it will, receive favorable consideration in the matter of the allotment of supplies and in the imposing of tax levies, but until the final outcome there is, and must be, a period of uncertainty—an uncertainty that possibly would not prevail were there a representative at Washington able to get in touch with the authorities in the name of the entire industry, and reach some definite agreement on matters now pending. Other industries have followed this plan and their success has been apparent, and the quicker the talking machine trade as a whole realizes the fact and gets down to business, the better off it will be.

The new War Revenue Bill in its final analysis may be eminently fair to the industry. Supplies of steel may finally be sufficient to keep things running to a satisfactory degree in view, of course, of the general situation, but men with estab-

lished businesses at stake cannot flirt with possibilities. They must organize their forces to see that they are properly represented before the councils of the nation. We are not not dealing with the present, when things are more or less serene, but with the future, and the outlook is not one that should encourage the average manufacturer to rest easy and let things take their course without at least having a chance to present his case and have a hearing.

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, with which to start out again along the paths of peace—with money to restock and to begin again the building up of his business.

Make every dollar count, and this can only be accomplished by watching terms; by making every cent invested in the business bring in a profit with reasonable promptitude. It is no time for a dollar down and fifty cents a week business.

IN 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 talking machines and 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.

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 battlefield 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 its share of this work and make room for 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

to lift even medium heavy weights. He still has the use of all his faculties and he has already made progress in this new field. There is no reason why partially disabled men cannot find a place in record departments, repair departments and various sections of manufacturing plants where the work is more or less mechanical, or where it is not heavy enough to require physical strain.

Taking care of the returned soldiers is going to be a big problem in this country. Making a place for war cripples is even a bigger question, and a question that should receive attention right now.

**B**USINESS 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 curtailment 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 their 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

**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.

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.

**I**T is regrettably true that there are men to-day in business who have misgivings regarding the power of advertising. Men holding such views are not clear, sound thinkers, because the house that uses advertising persistently and intelligently always scores success in the battle for business. This has been demonstrated most emphatically in the talking machine field. The houses that have reached the top notch of success are those that believe in printer's ink, and in advertising in its varied forms. In this connection it is interesting to print the views of the President of the Chamber of Commerce of the United States, who said recently:

"If there are still extant men who ask the question, 'Does it pay to advertise?' I know their thinking is of the kind which would lead them to light factories with candles and insist upon the advantages which would accrue if the residents of modern cities still drew their water supply by bucket from the town well.

"When nations in the greatest struggle of history advertise for armies; when kings and emperors and sultans come down from their thrones to seek the attention of the world and present their pleas and defenses through the press; when it has become the daily bread of a large part of the world's business, it is indeed a man of limited mentality who still questions the power of publicity.

"Its value to society has, in fact, so impressed itself that to-day publicity is the light of the world. It may be said, with little element of speculation in the assertion, that if publicity had characterized dealings between the nations of Europe during the past fifty years, and secret diplomacy had been eliminated, the present world war, with its terrorism and threat to all civilization, would not now be raging."

This is the truth; and the truth will prevail.

# Ship Ahoy!

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

Pearsall Service sails through chartered seas, and while the delivery waves at present are rough, we may be able to layup 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.

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**THOMAS A. EDISON, Inc.**  
ORANGE NEW JERSEY



Official Laboratory Model New Edison—William and Mary Cabinet, executed in American Walnut.

# Getting Away from Stereotyped Forms in the Advertising of Talking Machine Records

Cartoons by Ned C. Strouse

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 line before the public, to distinguish himself from probably a score or more other dealers handling the same product, or a very similar product in his own particular territory. It is true that various talking machine manufacturers have spent millions of dollars during the past year in supplying their retailers with an abundance of hangers, bulletins, posters, window and street car cards, window displays and a multitude of other advertising paraphernalia, distinctly effective in its way, and for the most part to be had for the asking.

The trouble has been that too many dealers have been content to rely upon the manufacturers for their advertising ideas and to use

"I DON'T WANT TO GET WELL"

VICTOR RECORD  
NO. 18413

AND ON THE  
OTHER SIDE

"LONG BOY"

(THEY'RE BOTH GOOD)

the material furnished them without further embellishment, and let the matter go at that. Of course, the advertising matter was, and is, of a character to attract attention, but the fact remains that possibly there are a half dozen merchants on the same street, or in the same district, handling identically the same line and using identically the same store window, newspaper and poster advertising. Under such a condition there is nothing to influence 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 into this matter on a broad basis, and a large number of dealers—and they are successful dealers—have accepted the manufacturer's advertising matter simply as a means for a general introduction to the public at large, and have of their own accord issued supplementary advertising calculated to concentrate the attention of possible buyers to their particular

RECORD  
NO. 18386

"I'D FEEL AT HOME  
IF THEY'D LET ME  
JOIN THE ARMY"

AND  
(ON THE OTHER SIDE)

"IT'S A LONG WAY TO  
BERLIN  
BUT WE'LL GET THERE"

store, and to hold that attention when once obtained.

The idea has been carried out still further in many instances in the matter of record publicity. Companies have issued hangers and other material featuring special records of a popular sort, or records of better known stand-

ard selections, but it happens, particularly in the present situation, that the dealer may not have sufficient of such records to warrant any extensive exploitation, or, on the other hand,

"HERE'S A  
HOT ONE,"  
18364

"I'M A TWELVE  
O'CLOCK FELLER  
IN A  
NINE O'CLOCK TOWN"

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 any 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 capitalize 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.

"HERE'S A HOT ONE"

RECORD  
18303

"WHEN HE'S ALL DOLLED UP"

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 dormant 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

ASK FOR RECORD  
"18233"



"ROLLING IN HIS LITTLE  
ROLLING CHAIR"

competitor up the street. In other words, the particular record must be associated with his store to such a degree that the prospective buyer instinctively will go to that particular shop to purchase that particular record.

As an illustration of individuality in talking machine record publicity, we reproduce herewith 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. 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  
FUNNIGRAPHS**

Bring a series of advertisements appearing each Tuesday and Thursday, in which are given as headlines, the titles of new songs. To us, some of these are peculiarly humorous, while others bear a life-long sentiment.

Number 2.

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

Sung by Nora Bayes, Columbia record No. A9051. Price \$1.25. On sale after July 20

The voice of Nora Bayes is a gift. It's a character voice, one with endless changes of tone and tempo.

Hear her sing this amusing, rollicking patriotic song and you will understand the meaning of the peculiar title chosen for this song.

**SCHMIDT MUSIC CO.**  
"RELIABILITY IS THE FOUNDATION OF OUR BUSINESS"

11-113 W. 3rd St.    Davenport, Ia.

NUMBER 1  
will appear  
THURSDAY  
Page 7

## An Ad That Embodies the Cartoon Idea

and four or five inches deep once, and sometimes twice, a week. Each ad consists of a timely cartoon, drawn and lettered by Mr. Strouse, and the people of Hartford soon formed the habit of looking for the cartoons and enjoying them. Naturally they associate the cartoons with the Clinton store and with the things musical to be purchased at that store. Proven results in actual business thus stimulated are most satisfactory.

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 is required for display in demonstrating rooms, it will be found that the sketch will be much cheaper than special printed matter. The cartoon idea for general advertising, too, can be carried out on a comparatively inexpensive basis through the assistance of an outside artist, or in co-operation 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 these dealers' establishments 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.

# Cleartone

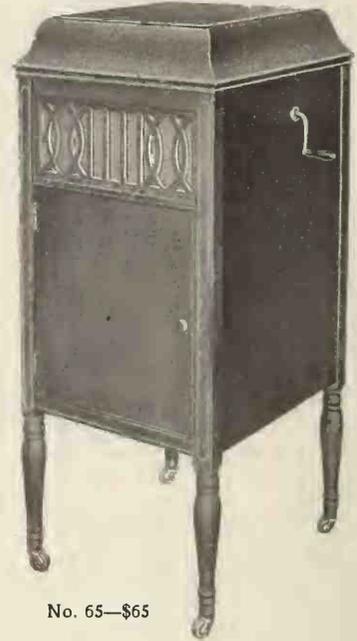
SPEAKS FOR ITSELF



No. 100—\$100



No. 75—\$75



No. 65—\$65

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

### SUNDRY DEPARTMENT

**MOTORS**—No. 01, 8-in. turntable, single spring, \$1.25; same motor with 10-in. turntable, \$1.40. No. 1, 10-in. turntable, double spring, plays two 10-in. records, \$2.95. No. 6, 10-in. turntable, double spring, plays three 10-in. records, \$3.50; same motor with 12-in. turntable, \$3.85. No. 8, 12-in. turntable, cast-iron frame, double spring, plays three 10-in. records, \$4.85. No. 9, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays three 10-in. records, \$5.55. No. 10, 12-in. turntable, cast-iron frame, bevel gear wind, double springs, plays four 10-in. records, \$6.85. No. 11, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays seven 10-in. records, \$8.50.

**TRONE ARMS AND REPRDDUCERS**—No. 1, \$1.00; No. 2, plays all records, \$1.25; No. 4, \$2.65; No. 6, \$2.25; No. 7, \$2.25; No. 8, \$2.25; No. 9, \$2.25. (Play all records.)

**MAIN SPRINGS**—No. 00— $\frac{3}{4}$ -in., 23 gauge, 9-6 ft., 25c. each, 100 lots, 25c. each; No. 01, 1-in., 23 gauge, 7 ft., 25c. each, 100 lots, 20c. each; No. 0,  $\frac{3}{4}$ -in., 20 gauge, 8-6 ft., 25c. each, 100 lots, 21c. each; No. 1,  $\frac{3}{4}$ -in., 25 gauge, 9-6 ft., 39c. each, 100 lots, 35c. each; No. 2, 13-16-in., 25 gauge, 9-6 ft., 43c. each, 100 lots, 39c. each; No. 3,  $\frac{3}{8}$ -in., 25 gauge, 11 ft., 49c. each, 100 lots, 45c. each; No. 4, 1-in., 23 gauge, 10 ft., 49c. each, 100 lots, 45c. each; No. 5, 1-in., 27 gauge, 11 ft., 65c. each, 100 lots, 59c. each; No. 6, 1 $\frac{1}{4}$ -in., 27 gauge, 11 ft., 90c. each, 100 lots, 85c. each.

**RECORDS**—POPULAR and GRAMMAVOX Brand, 10-

in. double face, lateral cut, all instrumental—32c in lots of 100, 30c. in lots of 1,000, 29c. in lots of 5,000.

**GOVERNOR SPRINGS**—\$1.00 per hundred; \$6.00 per thousand. Special prices in large quantities for Motor Manufacturers.

**GENUINE DIAMOND POINTS** for playing Edison Records, \$1.45 each, 100 lot, \$1.35 each; Sapphire Points for playing Edison Records, 18c. each, 100 lots, 14c. each; Sapphire Balls for playing Pathé Records, 18c. each, 100 lot 15c. each. **Needles**—Steel, 63c. per thousand in 10,000 lots, 59c. in 100,000 lots.

**NEEOLE CUPS**—\$17.50 per M. \$10.00 per M in 5,000 lots. Covers, \$7.50 per M.

**CDVER STAYS**—No. 1, for Table Cabinets, 6 in. long, 9c. each, 100 lot, 7 $\frac{1}{2}$ c. each; No. 2, for Floor Cabinets, 9 in. long, 17c. each, 100 lot, 13c. each; No. 3, heavy for Floor Cabinets, 10 in. long, 20c. each, 100 lot, 16c. each.

Continuous Piano Hinges, 28c. per foot; 100 feet, 24c. per foot.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 34-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.



No. 85—\$85

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

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)

nien 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

**SCHMIDT'S  
FUNNIGRAPHS**

Here a series of advertisements appearing each Tuesday and Thursday, in which we want to broadcast the titles of new songs. In an effort to make these are particularly humorous, while others bear a striking resemblance.

Number 6

**"Keep the Home Fires  
Burning 'till the Boys  
Come Home."**

made by  
IVON NOVELLO  
with  
LENA OULSHIFF FORD

This is not merely a song but a message of performance in our every day lives, demonstrating our allegiance to Our Country, Our Home, and most of all to "the boys over there."

If you haven't this song in your home, in some one of its forms, you should have.

Number 7  
will appear  
Thursday  
Page 7

**SCHMIDT MUSIC CO.**  
RELIABILITY IS THE FOUNDATION OF OUR BUSINESS  
111-113 W. 3rd St. Davenport, Ia.

**Another Clever Schmidt Record Ad**

Schmidt Music Co., of Davenport, Ia. A pair of the company's advertisements typical of the series are reproduced herewith. The people of Davenport look for these Schmidt Co. announcements and besides getting a good laugh occasionally out of the song titles and descriptive matter, learn on what records and music rolls they have been reproduced and are thereby moved to make purchases.

**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 the Victor, Bush & Lane, Brunswick and Stradivara.

**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.

**CONGRATULATIONS FOR L. M. COLE**

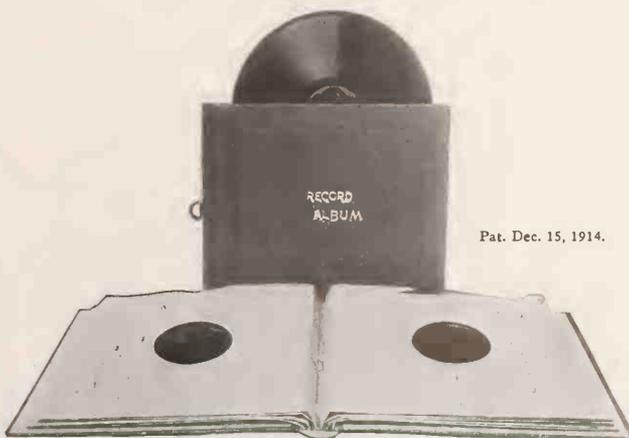
L. M. Cole, traveling representative for the Gibson-Snow Co., Syracuse, N. Y., Sonora distributors, and one of the most popular members of the traveling fraternity up-State, recently returned from his vacation, which gave him an opportunity of recuperating from the activities



Mr. and Mrs. L. M. Cole 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.

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

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



Pat. Dec. 15, 1914.

Buy Your Albums Direct From the Manufacturer

43-51 W. Fourth St.  
New York, N. Y.

**THE BOSTON BOOK CO., Inc.**

Chicago Office:  
1470 So. Michigan Ave.

The only exclusive Record Album Factory in the world.



*Make A  
Drive  
for  
Increased  
Record  
Sales  
With  
"B and H"  
Fibre Needles  
as  
Your  
Strong Ally!*



# 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.



*Go Over the  
Top In  
Record Sales  
by  
Advocating  
The Use of  
"B and H"  
Fibre Needles.  
You'll Note  
A Renewed  
Inquiry  
For Records!*



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

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Chicago

# 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 prevent 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 as it stands, determined to invent 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, and particularly one that does not interfere 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 in 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 suit-case because he already had a quarter.

## TALKS ON MUSICAL HISTORY

Miss Edith Rhetts, of the Victor Educational Department, Makes 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 in the Arabian music with another record.

Her next selection was the Grecian "Hymn to Apollo" and before playing it she explained that the present-day music comes from the Greek. She said the Greeks used the lyre 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 expressive 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.



William and Mary Period Model

**Delpheon**  
The Incomparable

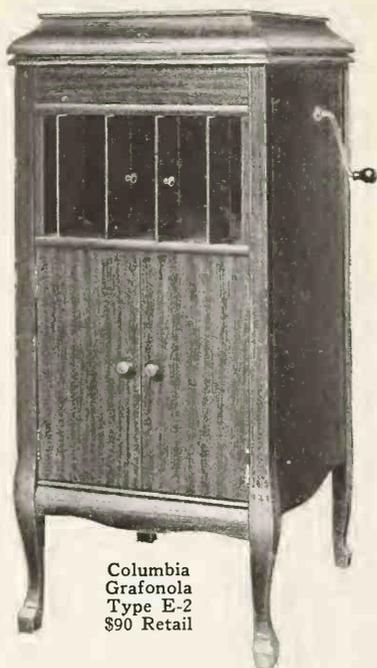
A truly unusual instrument for those not content with the ordinary

THE DELPHEON COMPANY  
BAY CITY MICHIGAN

Or Write to Distributors

# Columbia

## Announcing



Columbia  
Grafonola  
Type E-2  
\$90 Retail



Columbia  
Grafonola  
Type G-2  
\$115 Retail

## 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

International Record Dept.  
**Columbia Graphophone Co.**  
102 West 38th Street, New York

# Grafonola

## 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 light-

ness, 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

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

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. That 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.



Army and Navy Edison Phonographs Being Shipped for the U. S. Transport Service

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

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.



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.

Please send Price List and Cuts of other Styles.

Name.....  
Street.....  
Town.....

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 or 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 may be 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 talking machine man is desirous of dealing fair and remedying any possible er-

rors. 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 purchaser comes into the store, or phones or writes in, as the case may be, and is then snubbed or receives scant attention, then the opportunity of making a lifelong friend for

that the customer is fully satisfied with the purchase, and encourage the reporting of anything that appears to be wrong. The salesman's biggest asset is the list of prospects he is able to compile through the friendliness of satisfied customers, who generally take pride in recommending their particular make of machine and the house that sells it to their friends.

Simply to follow up the complaints of installment 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.

*Complaints Should Be Investigated Courteously and Honestly for Self-Protection*

the house is lost and, particularly if the customer is a woman, there will be no opportunity lost to tell of the treatment she received when she complained and the cause of the complaint will be pointed out with great earnestness as a warning to all friends to beware of buying at that particular store or of purchasing that particular kind of machine and suffering a similar annoying experience.

If the manager of the store appears callous to complaints, the salesman should himself see to it

## 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



No. 83

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

## FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

### CONSTRUCTION FINISH and ADAPTABILITY

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

That's why you should anticipate your wants NOW.



No. 79

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

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

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

# We Offer An Unusual Proposition To Dealers

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

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

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

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

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

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

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

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

## Mandel Manufacturing Company

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

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



Model 3  
\$125.00

# Artistic Window Displays That Arouse Public Interest in Talking Machines and Records

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 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 base, which, admirably arranged around the window, made a very attractive display.

still keep well in touch with all that is latest and best in music. We have often emphasized in these columns the value of the window as a business developer. It must always be kept in mind that at a comparatively small expense it can be made one of the most profitable features of a store. It can be made to reflect the enterprise of the owner. It conveys to the passers-by and to the people in the town that the owner of the window is a man of initiative, a man of artistic impulses, a man who desires to do things. The general public likes to deal with such an establishment, hence the value of the window as an advertising medium.

In the line of summer display windows that prepared by Lyon & Healy, of Chicago, illustrated on this page, is not only most artistically conceived,

The merchant who utilizes the changing seasons and current happenings, particularly in helping the various departments of the Government in these war days, is devoting his window space to good purpose. It really matters

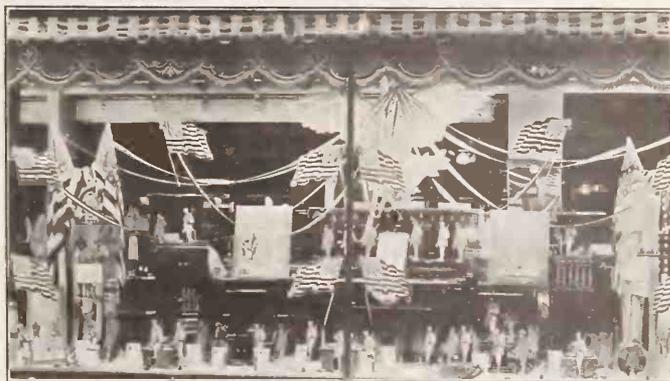


A Summer Window of Lyon & Healy, Chicago

window, 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 patriotic endeavor, 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,

but it represents a great deal of expense and time in its preparation. No one can look upon this window without having a desire to get away from the noise and confusion and worries of city life—to live in the open, in the woods, enjoying fishing and sports of all kinds accompanied by the ever faithful and always reliable talking machine to supply the music and comfort and necessary "atmosphere." Thus the Lyon & Healy window fulfilled a mission. It pointed out that one can rough it to-day and



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.

## 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 (we 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. Anything else?"

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

By a 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 on 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.

The Polyphone Talking Machine Co., 3602 Park avenue, New York, has changed its name to the "B and B Talking Machine Co."

## NEW IDEA IN RECORD INDEXING

HARRISBURG, PA., July 31.—The Harrisburg Book Co., of this city, have placed recently upon the market an entirely new idea in record indexing known as the "Handy Record Index." It is a conveniently indexed book in which may be listed for ready reference the records, vocal, instrumental, etc., etc. The idea was originated by George H. Dunham, head of the company, in keeping his personal records handily indexed. The system worked so well that he decided to commercialize his idea. It should make a strong appeal to record users.

## THE VICTOR AT DRAKE UNIVERSITY

DES MOINES, IA., August 5.—Mrs. Heaton, of the educational department of the Victor Talking Machine Co., while passing through this city recently on her way home from a vacation, stopped long enough to give several valuable demonstrations of the Victrola in educational work at the Drake University here. She also took occasion to call upon Mickel Bros., local Victor wholesalers.

## GLADVERTISING VS. SADVERTISING

A talk by Arnold Joerns, of Chicago, on "Gladvertising vs. Sadvertising" was the feature of the closing session of the Indiana Sellers' Congress recently held in Indianapolis. The seven motives of human nature, which always should be kept in mind in advertising and selling, he said, were property, self-preservation, power, reputation, affections, sentiment and taste. The question of the cost of an article, he continued, concerned a customer's property motive. In his opinion, the speaker said, too much attention often is paid by merchants to advertising the price, while too little stress is laid on the merit or quality of the goods.

Mr. Joerns also scored the merchant who advertises selling below cost, when it is impossible, on the face of the proposition, for a man to continue in business while selling his goods below the cost. In closing he said that no phase of human nature should be overlooked in advertising.

Fred N. Van Wic, of Oneonta, N. Y., is building up a good talking machine trade.

# Talking Machine Hardware

We manufacture hardware for all styles of cabinets

Lid Supports  
Needle Cups  
Needle Rests

Door Catches  
Sliding Casters  
Continuous Hinges

Socketts  
Tone Rods  
Knobs, etc.

BEST QUALITY

LOWEST PRICES

WEBER-KNAPP COMPANY

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. Anschutz; 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 druggists 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."

Incidentally, Carolina White, grand opera star, is to make her film debut playing "opposite" Caruso in his first picture.

## JOE KERR DOING "HIS BIT"

Former Representative of S. B. Davega Co. Destined to Distinguish Himself at the Front—Well Known to the New York Trade

We take pleasure in presenting this month a photograph of Joseph Kerr, who before joining the colors represented the S. B. Davega Co., Victor distributors, in New York and adjacent territory. If Mr. Kerr serves Uncle Sam—and we certainly know he will—as well as he served the interests of his multitude of



Joseph Kerr

Victor dealers in the territory which he controlled, we feel sure that he will quickly rise in the ranks, and if given the opportunity, distinguish himself, thus bringing honor on the industry, on his native city and on the nation.

## FEATURING THE NEW EDISON

The Lair Co., Charleston, Mo., is carrying on an extensive campaign in that section in the interests of the New Edison. The company is advertising extensively in newspapers and through the medium of folders and sales promotion letters, and is getting excellent results in a business way.

## "I AM NOT QUITE READY YET"

Under the Above Title R. Montalvo, New Brunswick, N. J., Read the Following Interesting Paper at the Recent Edison Convention

Of all the excuses given to salesmen by prospects, I think the one, "I am not quite ready yet," is probably the most camouflaged stall of all others.

Back of this the real reason may be that they are not quite convinced that the New Edison is the best or that they have not enough money; or it may be the terms are not suitable or that they wish to consult with their wives or husbands or other relatives before buying.

A salesman should never be looking for a negative attitude from his customer, or at least he should be clever enough to avoid letting the customer see that he has recognized such an attitude. There are times when it is advisable for a salesman to appear dense, and when a prospect says he is quite ready to buy, the salesman should assume that the customer has fully decided to buy a New Edison. If he doesn't know which model, he should find out immediately and arrange for delivery at a time desired. When the terms have been decided on and the sale written up, it should be an easy matter to secure the signature on the dotted line. In fact, from the time the customer says he is not quite ready yet, a salesman should proceed exactly as though the sale was made—this will either land the sale or bring out another stall.

A salesman may know to his own satisfaction that the sale has not really been closed and that he is trying to land the prospect before he has really made up his mind, but at the same time the salesman should tell the customer how well pleased he will be with his New Edison and that he will never regret having purchased the "Phonograph with a Soul."

Other legitimate reasons that may be advanced by the salesman to the prospect as to why he should buy now are the shortage of goods and the fact that there will probably be another increase in price shortly.

## TALKING MACHINES FOR EXPORT

South Americans Sending in Large Orders for Talking Machines, According to Head of Large Export House in New York City

Local exporters with connections in South American markets are constantly receiving inquiries for talking machines made in this country, says the New York Times. The lines sought range all the way from the cheapest grades, made to retail at \$5 or less, up to those bringing as much as \$300. Machines priced from \$50 to \$100 are sought in the largest quantities. According to the head of one big export house, American talking machines have established themselves permanently in the various markets along the East Coast of South America. There is very little likelihood of the business in these sections reverting, he asserts, to its original source of supply—Germany, after the war is over.

## SON OF EDISON IN TANK CORPS

William L. Edison Joins Section of U. S. Army That "Treats 'Em Rough"

William Leslie Edison, second son of Thomas A. Edison, president of Thomas A. Edison, Inc., enlisted last month in the Tank Corps of the United States Army, and left at once for Fort Slocum, to begin training. William Edison is a veteran of the Spanish-American war, and made his home in Morristown, N. J. He stands high in the electrical world, and decided he wanted to see action in the Tank Corps.

A certificate of incorporation was issued recently to the Smith Phonograph Corp., of the Bronx. The active capital of the new concern is \$32,500, the incorporators being C. W. Carter, W. Heines and M. Slone.

# Ward's Khaki Moving Covers



## PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

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

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

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

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

ORDER SAMPLE COVER ON APPROVAL

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

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## THE C. E. WARD CO.

(Well-known Lodge Regalia House)

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Also Manufacturers of Rubberized Covers and Dust Covers for the Warehouse

Grade "D" Cover with No. 3 Straps.



# Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.—PUTNAM, CONN.

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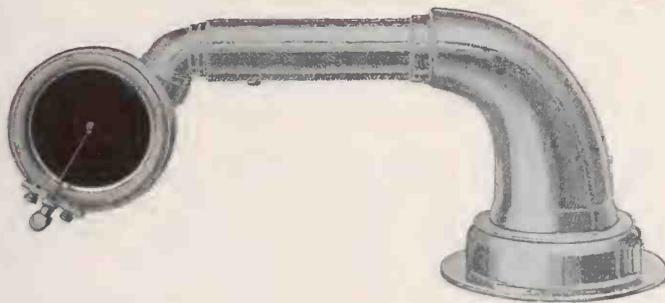
CINCINNATI

TORONTO



## Tone Reproduction

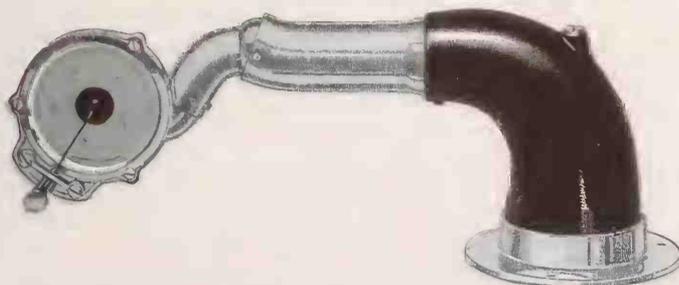
Buy only the highest grade HEINEMAN-MEISSELBACH Tone Arm Combinations.  
Your machines will then be unexcelled in tone quality.



HEINEMAN TONE ARM No. 12  
HEINEMAN IDEAL SOUND BOX No. 2



HEINEMAN TONE ARM No. 11  
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



# MEISSELBACH



TONE ARMS

# MOTORS

SOUND BOXES



# Some of the Advantages of Being a Practical Talking Machine Salesman :: :: :: By Don Warner

How much knowledge should a salesman possess in order to make a 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 arise the unlooked-for difficulties that are 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.

It is so simple to discuss talking machines. They are so widely known and so generally used that it seems everybody knows what they are, and there does not appear to be any very great reason why the salesman should give much of his time to the more intricate parts of the device. So some of them think. But now let us go into this matter a little and then see if there is not some value to be placed on the larger knowledge that can be had with that careful inspection and study of the art or the mechanism of the wonders that are made possible with this device.

What do we know about the sound box and about the unseen factors that enter into the wonders of this device? Can we explain to the customer just a little of the secrets that 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 can he impress the customer favorably? She might want a comparison of the various talking machines. She would like to see where in they differ. If he cannot give a satisfactory explanation then there is danger that there will be a lessened 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. It might be looked upon 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 about 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. Now the out-of-town salesman, or that man who travels about making sales of these machines, oftentimes has need for a larger detailed knowledge of the inner workings of the phonograph. Suppose he arrives at a place where there is a slight defect or a little something that has gone amiss with the phonograph. It might be remedied where this training has been inculcated. It can and will save the cost of a shipment of the machine back to the store, or

the services of a man who must travel to make the adjustment. It is by no means uncommon that such an occurrence would be met with, and the help that the salesman could render would be of great benefit. 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

*Ability of Salesman to Explain Hidden Features of Machine to Customer Means Closing More Orders*

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 that is working without a brain. He is a man who should give the matter of salesmanship study. He should give the details of the machine that he is offering particular consideration. If his machine differs from others, can he intelligently say why this is so? Can he argue with a correct knowledge that will convince the customers that he speaks with authority?

You men who are selling should study the industry and its larger possibilities with that added care that will bring to you a strong reason for success. Do not be content with merely a superficial knowledge that can never amount to anything but a poor measure of success. Make your hours of idleness count for the larger benefits that can be had with a larger grasp on the subject of talking machine technical knowledge. The industry is new, comparatively speaking, in this country. It has great possibilities and these greater possibilities are within the reach of the salesman who is looking beyond to that to-morrow and to the time when every hour will count and every argument that is sane will become to the wideawake man something that is really worth while to him and to his industry as well.

## LANDAY 34TH STREET STORE CLOSES

Landay Bros., Victor wholesalers, have announced the closing of their store at 27 West Thirty-fourth street, and this store will be consolidated with the Landay establishment at 23 West Forty-second street. Under this new arrangement Landay Bros. have three exclusive Victor retail establishments in New York City, these stores being located at 563 Fifth avenue, 427 Fifth avenue and 23 West Forty-second street. The general offices of the company are located at 151 West Thirtieth street, New York.

## TALKING MACHINE DEALER IN NAVY

L. L. Dunlap, proprietor of the Talking Machine Shop, in Belvidere, Ill., has enrolled as first-class machinist's mate in the Aero Division of the U. S. Navy, and has reported for duty at Pensacola, Fla. The business will be conducted during his absence by his wife, who is an experienced saleswoman.

## 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 "Disk-Lite", an electric lighting attachment adaptable to any Phonograph, and the "Phono-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.

WRITE US FOR DEALERS' PRICES

**WILSON-LAIRD PHONOGRAPH CO., Inc.**

Factors and Distributors of the BLISS REPRODUCER

29 West 34th Street

NEW YORK CITY

# 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*

Main Plant  
701 North  
Sangamon  
Street  
Chicago



Eastern  
Office  
25 West  
45th Street  
New York

WILSON & CO. BRANCHES ARE IN ALL PRINCIPAL CITIES,  
INCLUDING

Boston  
Philadelphia  
Baltimore  
Buffalo

Detroit  
Rochester  
Cleveland  
New Orleans

Salt Lake City  
Los Angeles  
Minneapolis  
Denver

Omaha  
Dallas  
Atlanta  
Kansas City

Charleston  
Memphis  
Spokane  
Pittsburgh

**You can offer your customers the new model Grafonolas 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 "OkeH" 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-



**John Cromelin**

ing machine manufacturers who do not manufacture records but who appreciate the desirability of placing a record line with their dealers.

While on this trip Mr. Cromelin closed arrangements whereby three well-known houses in Chicago will act as distributors for the Heineman "OkeH" record, and also closed a deal with a prominent St. Louis house, which will give this record line a strong representation.

According to present plans, the Heineman "OkeH" record will be merchandised through jobbers exclusively, but the Otto Heineman Co. will institute a campaign to create dealers who will be turned over to the most conveniently located jobber, to whom maximum co-operation will be afforded. While in Chicago Mr. Cromelin made his headquarters at the company's local branch, where he found Manager A. S. Ribolla optimistic to a degree regarding the possibilities for developing "OkeH" record business in his territory.

Paul L. Baerwald, formerly Eastern sales

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 Wanamaker and Bloomingdale'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—Officers 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 that 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.

**COTTON FLOCKS**

.. FOR ..

**Record Manufacturing**

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



**AUTOMATIC STOPS**

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

Send 50 cents for Sample Stop

**KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York**

# THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., August 8.—There is a general feeling of satisfaction all around as to the conditions in the talking machine field for the month of July. On the whole the business was considerably better in Philadelphia and vicinity during the past month than was the case during a year ago. In the early part of the month there was a boom business on, but the excessive heat that struck the city the last week of the month naturally curtailed business.

Conditions as to the receipt of machines and records form the oft-told story. All orders could only be partially filled, but the percentage was no less than in a number of previous months. 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 material and labor is 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 immense possibilities. It should sell to every one in the United States, especially to the thousands of families who have men in the service."

## 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

Manufacturers

Victor Wholesalers

1108 Chestnut St. Philadelphia, Pa.

Established 1864

#### Business Is of Record-Breaking Character

Mr. Heath says that business for the Columbia and its records keeps going at a record-breaking pace. The firm have been handicapped during the month by a number of the Columbia boys going into the service, but they are making the best of things as a part of "doing their bit." Mr. Heath recently made a trip to Harrisburg, York, and other towns in that section, and says that he found things in excellent shape, and that all of the Columbia dealers at this time of the year, when things are generally dull, are reporting that there is a holiday business spirit in the air. They have been fortunate the past week in receiving a few carloads of stock to keep their dealers supplied.

They have not, during the month, received an abundance of machines, but have sufficient to take care of their dealers to a certain extent. Mr. Heath is planning to get away for a short vacation towards the end of the month.

During July the following Columbia representatives visited Philadelphia: F. R. Erisman, manager of the Dallas, Tex., store, and A. W. Roos, 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 dulness, 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. McElwain.

#### Business of Average Volume

George D. Ornstein & Co. report that Victor business at Eleventh and Chestnut streets is fair for this period of the year. George A. Lyons, Mr. Ornstein'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

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ARCH STREET

WE have moved our headquarters to the above address. Better write it down.

This move is to your advantage and ours, for with our increased facilities we will be able to maintain Penn Service in its highest form of efficiency. Send the next order to

Penn Phonograph Co., Inc.

913 ARCH STREET

PHILADELPHIA

Wholesale Only

# BUEHN

# SERVICE

on *VICTOR RECORDS*  
PHILADELPHIA

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

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 Clower, 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.

#### Report an Expanding Business

The Vitanola Distributors Co., 1025 Arch street, report an excellent demand for the very attractive talking machines made by the Vitanola 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.

Mrs. Deisinger was crushed under the heavy machine, but Mr. Deisinger was thrown free of the car and escaped with slight injuries.

Mrs. Deisinger was prominent in the younger society set in Philadelphia, where she was a noted beauty. In addition to her husband she leaves one son, aged four years, and a brother, Arthur F. Geissler, president of the New York-Chicago Talking Machine Co.

### OPEN PIANO DEPARTMENT

The Kline, Epphimer 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.

## MAXWELL DISCUSSES TRADE CONDITIONS AND THE WAR

Vice-President of Thos. A. Edison, Inc., Writes Most Interesting Analysis of the General Situation Which Is Also Applicable in a Very Large Degree to the Talking Machine Industry

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 what 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 every 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, business men 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,



William Maxwell

but a need subordinate to the need for ammunition and aeroplanes.

"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 manufactur-

ers 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 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

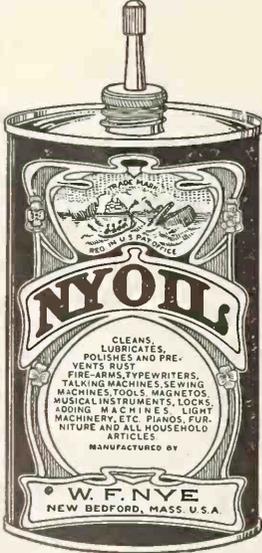
The Progressive Phonographic Supply Co., New York, sole distributor of the Wall-Kane needle, has advised its jobbers throughout the country that, owing to the steadily increasing cost of all materials used in every phase of the manufacture of Wall-Kane needles, the company is compelled to establish a new price schedule. According to this schedule the retail list price of a package of fifty Wall-Kane needles 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 D. Tauber, president of the company, emphasized the fact that it is the company's aim to co-operate 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 Victors to eighteen rural schools, and has found that these sales have stimulated his general business considerably.





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.**



NYOIL is put up in the following sizes:

No. 16 (Cans)	1 Pint
No. 32	1 Quart
No. 128	1 Gallon
No. 540	5 Gallon

NYOIL is put up in the following sizes:

No. 1	Bottle	1 ounce
No. 4	"	3 ounces
No. 8	"	8 ounces



# UNICO

Designs and Construction  
Patented

# SYSTEM

## THE SALES BUILDER

Unico Demonstrating Rooms  
Excel from Every  
Standpoint

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



Unico Racks and Counters  
Maximum Capacity  
Minimum Space

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

Install a  
Complete Unico Department

- UNICO** DEMONSTRATING ROOMS
- RECORD RACKS
- RECORD COUNTERS
- CEILING DECORATIONS
- ARCH TREATMENTS

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



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

## THE UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, President

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



## 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 OF ACTIVITY 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 stationed at Camp McArthur, Tex. It was with mingled regret and pride that members of the firm regarded Mr. Bissell's departure. Miss Surendorf comes to Kansas City from the factory at Richmond, Ind., to take charge temporarily until a permanent manager is appointed. F. C. Comer still retains his position as retail sales manager.

Burton J. Pierce, manager of the Victrola department of the J. W. Jenkins' Sons Music Co., is also head of what is probably the "sportiest" family in the talking machine trade. Mrs. B. J. Pierce and Charles E. Thayer won the mixed

Scotch foursome play at the Meadowlake Club July 31. Their net score for the nine holes was 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 Grafonola 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 period a year ago. 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.

Miss 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 territory.

G. H. Clevidence, of the credit department of Edison wholesale, has left for the Great Lakes Naval Training Station. Mr. Clevidence 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.

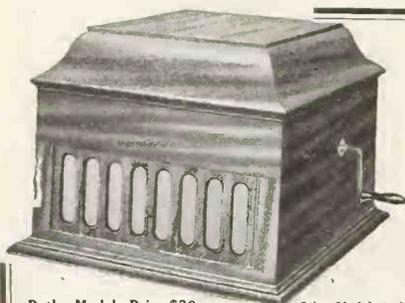
The Brunswick wholesale reports a steady business throughout the summer season. "The volume of business during July was 20 per cent. larger than during June," said Mrs. Oviatt. "In fact, the conditions have been better than we anticipated, in view of the usual slowing down in demand." B. Altman, formerly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

L. S. Blythe, 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. Rusk, 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.



Pathe Model, Price \$30

Other Models to \$225.

No Needles to Change  
The Pathe Sapphire Ball takes the place of needles. It need not be changed.  
Long Life to Records  
The Pathe Sapphire Ball cannot possibly cut, grind, rip or mar the record's surface.  
The Pathe Control  
With the Pathe Control you may increase or decrease the tonal volume of the Pathe Phonograph at will.  
Plays All Records  
Each Pathe Phonograph plays not only Pathe Records, but all other makes of disc records, and plays them perfectly.



Murators—Exclusive Pathe Artist

# Pathe

## Take the Three of Them

Pathe Phonographs  
Pathe Records  
Fischer 24 Hour Service

And you've got an unbeatable combination working to make money for you.

### THE FISCHER COMPANY

Oldest Pathe Jobber

940 to 1040 Chestnut St., Cleveland, Ohio

**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 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 out 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-

tive assortment of every model in this line.

"A year ago we only had about fifteen accounts in our Sonora department. We secured one dealer during the month of June, 1917; this dealer constituting our first new account. Considering the fact that we now have 150 successful Sonora dealers on our list, we think that we have accomplished pleasing results in one year.

"The Sonora is coming to the front very fast in Wisconsin, and we are certain that we will be able to dispose of all the Sonora instruments that we will be successful in obtaining from the factory. We have now in the neighborhood of two thousand instruments on back-order with the Sonora Co."

**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 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 the most 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



**Y**ou can greatly increase the demand for the best Records 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 pivots on its axis—taking the correct angle for all makes of Records—and the needle retains the same center in both positions

	Sample Prepaid	Retail Price
With Attachment for <b>Victor</b>	Nickel 4.10 Gold 5.00	5.50 8.00
With Attachment for <b>New Victor</b>	Nickel 3.50 Gold 4.25	5.50 6.75
With Attachment for <b>Columbia</b>	Nickel 3.70 Gold 4.55	5.55 7.25
With Attachment for <b>Edison</b>	Nickel 4.10 Gold 5.00	6.50 8.00
With Attachment for <b>Pathe</b> (old style arm)	Nickel 3.70 Gold 4.40	5.55 7.00
As is—it fits the new <b>Pathe</b> (universal arm)	Nickel 3.15 Gold 3.75	5.00 6.00

\*This refers to the latest type having the enlarged Turnarm.

"The Superior Universal Reproducer gives a depth of sound that is so wonderful that all other sound-boxes that I have ever heard seem obsolete. Besides this marvelous depth and warm richness of tone, it has the great advantage of a surprising musical volume. In all makes of records overtones and undertones never before heard with other Reproducers are brought out with pure, crystal-like clearness. Your Reproducer places the needle in exactly the right angle for either the Columbia and Victor or the Pathe and Edison Records. It is one of the few which safely play the Edison Diamond Disc Records without skidding across the record, which causes the jewel point to dig into the record and ruin it. Other makes slant too much, therefore there is always the tendency for them to slip from the groove and skid. All that I have said of the Superior is also true of the Scottford Model 1, that wonderful Reproducer of yours that, with its large diaphragm, plays the Pathe, Edison, Lyric and other vertical-cut records with so great and beautiful a tone. I have sixteen different Reproducers fitted to my machine, but I know that for perfect articulation, beautiful tone and volume, your sound-boxes have no equal."

Alfredo L. Demorest  
Vice-Consul of Paraguay  
Wilmington, Delaware  
March 28, 1918

**Scottford Model 1 Reproducer**

The original Scottford Reproducer—plays only Hill-and-Dale Records, but plays them at their best!

As is—it fits the	Sample Prepaid	Retail Price
<b>Victor</b>	Nickel 3.50 Gold 4.10	5.50 6.50
With Attachment for <b>Columbia</b>	Nickel 3.75 Gold 4.45	5.85 7.00
With Attachment for <b>Pathe</b>	Nickel 4.05 Gold 4.75	6.35 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.

Write for description  
of the new models

Columbia Graphophone Co.  
NEW YORK

### 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 is illy 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 these machines upon the few concerns which 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., 275-279 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, 207-215 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. Kunde, 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. The 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 Puritan. 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 Sheboygan, Port Washington and Grafton are so close to everywhere 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

### "The Music Without the Blur!"

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

### MARVELOUS MAGNOLA "Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

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

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

### MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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

### PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?



**BADGER TALKING-MACHINE CO.** 135 Second Street  
MILWAUKEE, WIS.  
VICTOR DISTRIBUTORS

best of the situation in a patriotic way. It is to-day not an uncommon 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 Starr, has gained new laurels as a soprano by her appearances as soloist at the free concerts under municipal auspices in the public parks of Milwaukee during the summer. Miss Gunnis is a concert soprano of wide note and at the recent National Music Show in New York sang at the Universal Music booth every evening. She has done much recording for both the Columbia and Aeolian-Vocalion records.

Gimbel Bros. are making a big hit in their soldiers' and sailors' department by the installation of recording machines of the Dictaphone Co. for the benefit of customers who desire to send records of their voices to the boys "over

there." Hundreds of people have recently taken advantage of the offer.

"Jack" Stapleton, of Watertown, Wis., a popular Edison representative in the Wisconsin territory until his resignation to enter the military service, has won a commission as second lieutenant in the aviation service, much to the gratification of a host of friends in and out of the trade. He has just completed his training course at Kelley Field, San Antonio, Tex., and for the present will be attached to Camp Dix.

Talking machine dealers of Milwaukee and Wisconsin are coming forward loyally and liberally in support of the Music Industries Preservation Fund, the campaign for which is being directed by Edmund Gram, Steinway and

Aeolian-Vocalion representative at Milwaukee.

The Milwaukee Association of Music Industries has recently concluded its second big advertising campaign along co-operative lines, and all members express themselves as more than repaid for the expense. The talking machine men are just as enthusiastic as the piano dealers over the beneficial results. Both divisions of the trade received equally forceful representation in the series of advertisements. The campaign involved an outlay of about \$1,200, making a total of \$5,000 or more expended by the Milwaukee Association during the last nine months to boom music in Milwaukee and vicinity. It is likely that a third campaign will be undertaken during the coming fall.

**SECURE NEEDLE SHIPMENTS**

C. Bruno & Son, Inc., Able to Supply Dealers With Their Popular Criterion and Mezzo-Tone Steel Needles—Suggest Early Orders

C. Bruno & Son, Inc., were successful recently in securing two shipments of their popular Criterion and Mezzo-Tone steel needles. These needles have been on the market for several years, and Bruno dealers have presented these needles to their customers with the absolute assurance that they will give perfect satisfaction. In view of the tremendous shortage of needles and the fact that these shipments are decidedly limited C. F. Bruno has suggested to the dealers that they place their orders at the earliest possible moment.

**PLANNING LIVE FALL CAMPAIGN**

P. J. Doherty, sales manager of the Language Phone Method, returned to his desk August 12, after a two weeks' vacation. Mr. Doherty is now planning the fall campaign of the company, and their language course will be featured more strongly than ever during the coming months.

**TO ISSUE 1,000 MILEAGE BOOK**

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

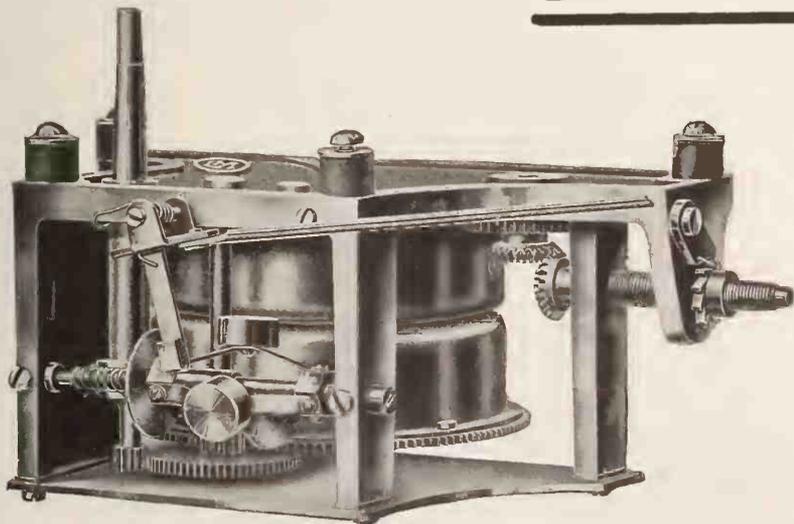
The National Association of Piano Travelers was advised last month that the authorities in Washington had made a change regarding the issuance of a mileage book for travelers, and that instead of issuing a 5,000 mileage book, they had decided to issue only a 1,000 mileage book. This book can be used 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, CAL., 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 Leonard Markels BUTTERFLY MOTOR**

**The Leonard Markels Jewel Bearing Butterfly Motor**



*Specifications*

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

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

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

Write today for a copy of our **New Butterfly folder**

**LEONARD MARKELS - 165 William St., New York**

## 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.

Andrew G. McCarthy, of Sherman, Clay & Co., says the demand for Victor goods is just as good if not better than ever before, but the problem of getting stock seems to grow more serious all the time. From present indications he thinks there will be many disappointments as the year advances, because of inability to get Victrolas here on the Pacific Coast.

J. W. Carson, manager of the Edison Shop on Geary street, off Union Square, which handles Edison products exclusively in a retail way, spent the first half of July vacationing in the northern part of the State. Congratulations are in order, as he was married the latter part of June and turned his vacation into a honeymoon trip. Upon his return to the store he was pleased to find that business had held up very well during his absence.

A. C. Ireton, of Edison Phonographs, Ltd., received visits recently from Mr. Marshall, who looks after the company's interests in the Northwest, with headquarters in Portland, Ore., and Mr. Lovejoy, the company's representative in southern California. Both Mr. Marshall and Mr. Lovejoy brought favorable reports from their respective territories.

After spending a few weeks at the Phonograph Shop in Stockton street, where Sonora phonographs are featured in a retail way, E. M. Bonnell, traveler for the Sonora Phonograph Co., left a few days ago for Los Angeles.

Several changes have taken place recently in the personnel of the Phonograph Shop's force. C. T. Compton has gone into another line of business, after being connected with the establishment since its beginning, and Miss Tully, another employe 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. Dumphy, 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 talking machine supplies, 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. P. 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 F. 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 censured 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 splendid showing in increasing the sales of the talking machine department of the Hauschildt Music Co.'s store in Oakland, Cal., since taking



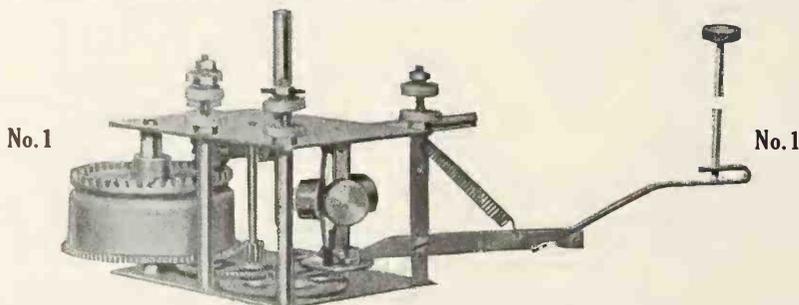
Joint Float of Hauschildt Co. and MacDonough Theatre in War Savings Stamp Drive

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 campaign, through her efforts and the courtesy of the Hauschildt Co. and the MacDonough Theatre, a Brunswick talking machine did service on a truck in the streets six hours daily. She has also placed a Brunswick 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 the 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 the 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.

*Will play two ten-inch records with one winding.*

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

**Immediate Deliveries      Sample \$2.00**

*Write for Quantity Prices*

## Melophone Talking Machine Co.

380 Lafayette Street, New York

# 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.



The New Large Size Records Are

**65c**  
EACH

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 Phonograph Company** INC.

3 West 35th Street - - New York City

**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 Are 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



Giulio Crimi

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



Miss Florence Easton

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

**ILSLEY'S GRAPHITE PHONT SPRING LUBRICANO**

Itsley's Lubricant makes the Motor make good  
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Write for special proposition to jobbers.  
MANUFACTURED BY  
**ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York**  
Established 1853

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



**A**  
**Vocalion Record**  
of rare charm

"THREE GREEN BONNETS"

Sung by  
**FLORENCE EASTON**

Metropolitan Opera Company

ONLY a world little musical idea—but sung by a great artist with a heart-stirring appeal that will make this Vocalion record a cherished possession.

Three tiny maids in quaint green bonnets who have spent the entire day of childhood sweetener—blu-eyed Daisy, little Daisy of the clear grey orbs, and brown-eyed Dorothy May.

With what exquisite tenderness of tone beauty does Florence Easton, the famous soprano of the Metropolitan Opera Company, invest the name of Dorothy May—fore-shadowing in the very simplicity of her artistry the song's plaintive finale—when the angels have called home the little beauty of music.

Think of the satisfaction of being able to follow every word of a Handel's charming ballad in this marvelous Vocalion record.

Through the impressive tone-realm of the Aeolian Company's new and improved system of recording, not only is the highest quality of Florence Easton's beautiful voice given amazing reproduction, but each characteristic detail of her remarkable interpretation—enabling the listener to enjoy every syllable of this rare little musical gem to its close.

**VOCALION RECORDS**  
—representing the highest modern development of record-making and interpreted musically through the master phonograph, the Aeolian-Vocalion, reveal the hitherto possibilities of the exclusive method of tone reproduction.

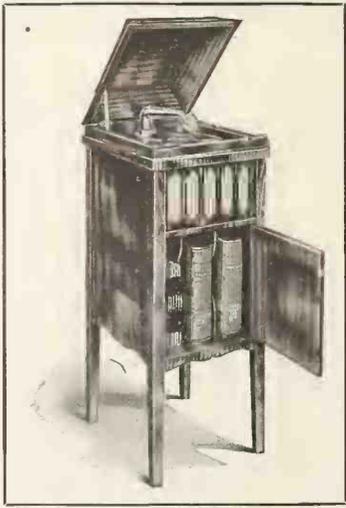
**THE**  
**AEOLIAN-VOCALION**

**PLAYS** all standard makes of records with greater tonal naturalness than any other phonograph and becomes upon owners of these wonderful instruments the added advantage of enjoying, through the most satisfying and musically medium—the new Vocalion Records.

**THE AEOLIAN COMPANY**

14 MANHATTAN 29 West 43rd Street  
16 BROOKLYN, 13 Flatbush Avenue  
14 11th BROWN, 82 East 19th Street  
14 N. E. W. A. R. K., 835 Broad Street

The Perfect Tone  
**OPEROLLO**  
For Every Home



MODEL "F"

Distributors  
**Wall-Kane**  
Needles

Distributors  
**Lyric**  
Records

40 inches high                      18 inches deep                      15 inches wide

**RETAIL \$45**

Write for Special Discounts of ALL our Models  
**Immediate Deliveries in Any Quantity**

**OPEROLLO-PHONOGRAPH COMPANY**  
54 W. Lafayette Blvd.                      Detroit, Mich.

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.

Another advertisement in this interesting series called attention to "A Vocalion Record



Artistic Design of Head of Crimi Ad 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 library, has made an individual place for herself in European operatic circles and has been hailed as one of the most valuable acquisitions to the Metropolitan Opera Co.'s staff in recent years. She has appeared in many important roles during the past season, and the success she has attained has definitely established her as a gifted artist of rare ability.

The text of the advertisement announcing Miss Easton's record was noteworthy for the distinctive treatment accorded the description

of this record. The border design of this advertisement was also unusually attractive, and as may be seen by the accompanying illustration, was well calculated to attract the attention of newspaper readers. Miss Easton's record has already achieved signal success, and her addition to the staff of Vocalion artists is welcome news for Vocalion representatives.●

### INTERESTING VICTOR LITERATURE

August Supplement Contains Interview With Victor Herbert—Lists of Foreign Records

The Victor Talking Machine Co. have recently sent out their August supplement, a feature of which is an exclusive interview with Victor Herbert in which he speaks of the recording of his patriotic "American Fantasia," which, given complete, excites his enthusiastic approval. He also speaks of how American music will be favorably influenced by the war. The interview as a whole is most interesting and characteristically Herbertian.

This company have also sent out a number of foreign record lists, including Victor records in Greek, Italian, Lithuanian, Norwegian, Roumanian, Serbian, Slovak, Swedish and Yiddish. In every community there is a large foreign element to whom this music from the "mother country" is of profound interest, and it makes a strong appeal where properly presented by talking machine dealers. In this connection the Victor Co. very aptly point out: "Don't forget the foreign-born Americans in your own town, for they occupy an important place in the industrial development of the nation."

### LIKE THE SEEBURG PHONO-GRAND

The McKannon Piano Co., Denver, Colo., who recently took on the representation of the Phono-Grand, the combined piano and phonograph made by the J. P. Seeburg Piano Co., are quite enthusiastic about this instrument and have brought it to the attention of the local public in some very striking advertisements.

## 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

The lightning calculator is a fine thing at the bookkeeper's desk if he is honest, but as the boss, the main stem of the works, he has got to be a Hindoo on business sense to get by. As the Big Mogul he is too likely to get his figures all mixed up and put the business on the toboggan by counting for effect rather than for results.

Take Joe Smith, for instance, who deals out machines with the left hand and records with the right at his joint up the street. Joe can count so fast he can understand election returns the same night they appear on the screen. They even say he can watch a ton of coal sliding down a chute and tell you the exact number of lumps. The trouble is he figures his business accounts the same way, and they mean nothing in his young life, except figures. The result is that every time the Sheriff passes the door he throws out his chest, rubs his hands and frames a mental picture of himself standing in the doorway and acting as undertaker for the business.

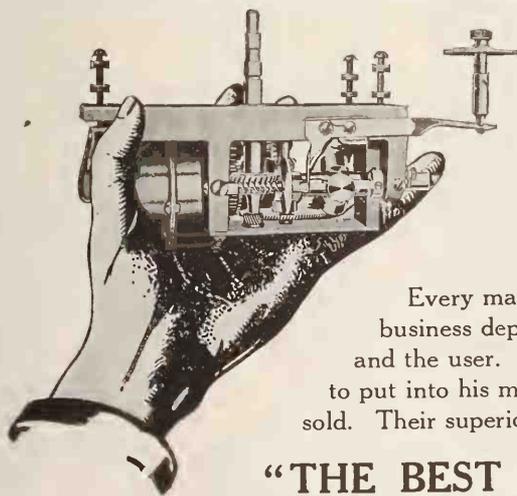
Joe dopes it out that everything sold means a profit. He hustles around for a month to get a \$100 machine, then sells it to the first guy that blows in at \$1 down and \$1 when he catches him. Just to make the deal right he will slip in a couple dozen records at the same time. Then Joe sits at his desk and puts down the amount of money he expects to get from the customer sometime for the machine and records. Underneath that he puts the cost price, does a little subtracting, and the rest is profit. The rent, when he pays it, the light, the value of his time, and the interest on his money are simply little matters not worth bothering about. Then he spends another month getting a duplicate machine to sell to another wise guy on the same terms. It's fine for the buyers, but awful medicine for Joe. He is getting it in homeopathic doses, but when the dope starts to get to him, Oh, boy!

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 dope 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 kale 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 lightning 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.

Write for full description

**Columbia Graphophone Co.**  
NEW YORK

### CLEVER USE OF TALKING MACHINE

Machine in Canadian Hospital So Operated That Music Is Carried Through Electric Wires Direct to the Patient's Bedside

An interesting adaptation of the talking machine for the purpose of entertaining hospital patients is reported to be in use in a hospital in Ottawa, Canada. The device, it is stated, consists of a spring driven motor connected with a turntable similar to the ordinary phonograph without a horn. Attached to the cabinet is a special music-transmitter, corresponding to the tone arm and reproducer on the ordinary phonograph. The transmitter is energized by the vibrations of the needle traveling on the record, and transmits these electrical vibrations over a system of wires throughout the hospital. The wiring terminates at outlet jacks alongside of patient's beds. The patient can be furnished with a head receiver attached to a cord and plug. When the plug is inserted in the jack near the bed, the patient may hear the music by placing the receiver against the ear. The recorder is inaudible unless the receiver is held close against the ear, and consequently one patient may receive entertainment while the patient in an adjoining bed may sleep without disturbance.

The Raymond Phonograph Co. is now manufacturing talking machines in Atlanta, Ga.

## 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:

H. R. Skelton, Boston, New Haven, Albany, Syracuse, New York and Williamsport.

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

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



Warren F. Taylor in the Laboratory  
Omaha, Denver, Ogden, Helena and Kansas City.

J. A. Shearman, Dallas, Atlanta, New Orleans and St. Louis.

W. F. Taylor, Milwaukee, Minneapolis, Chicago, Indianapolis and Detroit.

Warren F. Taylor, whose appointment to supervisor has just been announced, joined Thomas A. Edison, Inc., about ten years ago as a junior clerk. Unlike most juniors, Taylor acted as though his job was the best job in the place. Naturally that prevented him from remaining an office boy very long, and by 1915 he had risen to the important position of sales

### ELECTRO-PLATING of PHONOGRAPH PARTS

AND MUSICAL INSTRUMENTS  
Gold, Silver, Nickel and Antique Finishes

**JOSEPH MUSANTE**

168 CENTRE ST. Tel. Franklin 3053 NEW YORK

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'k 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."



Watching the Music Come Out

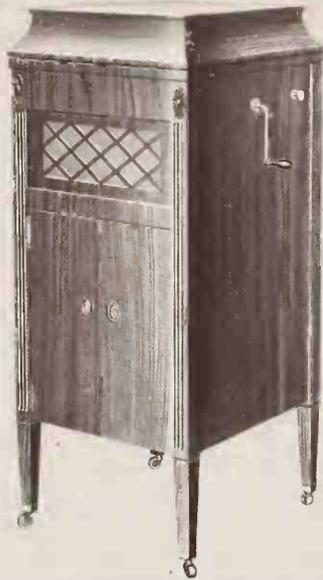
Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

### MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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





NO. 95



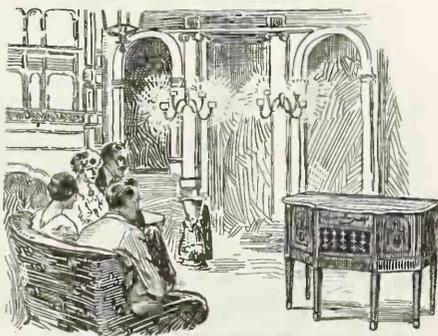
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NO. 4



NO. 60



# 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.

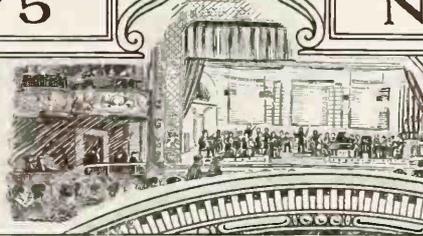
The **STRADIVARA** "Known for Tone" represents a good and honestly made standard line; sold without undue bombast, but fulfilling every promise made. It repre-



145

NO. 175

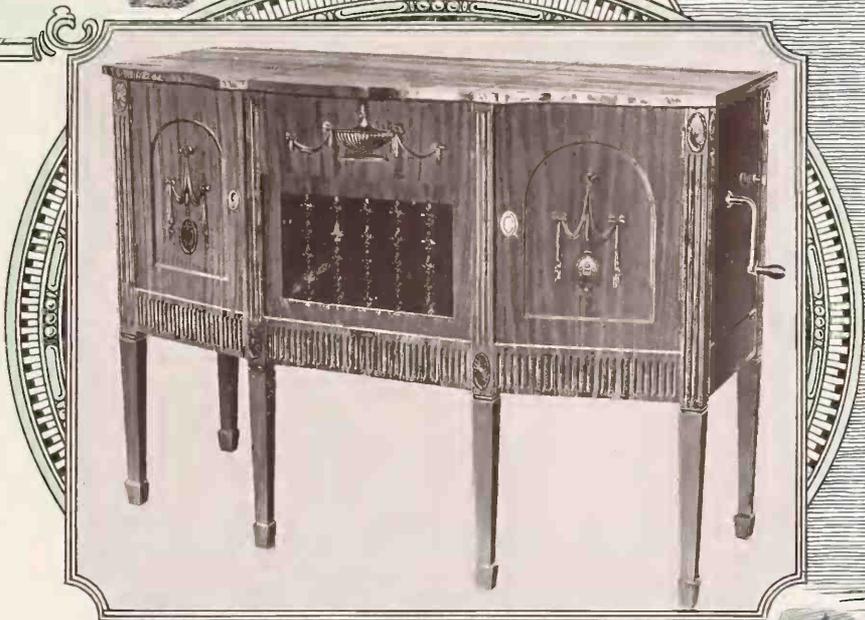
NO. 200



sents 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?



NO. 250

Manufactured by

**THE COMPTON-PRICE CO.**  
COSHOCKTON, 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, Jr., just arrived.

Ben L. Brown, manager of the wholesale business of the Columbia Co. here, reports considerably more business in July than in the same month last year.

"The only trouble was to get the goods," said Mr. Brown. "We had enough orders to reach 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 Schuesler, 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. Wilkinson, formerly with the Globe-Wernicke Co.

Frederick Aylesworth, manager of the Vocalion department of the Aeolian Co., says that the prospect 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 employes, 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 from the ordinary sound box, not only in construction, but in results. You hear no metallic noises, but an accurate reproduction of the human voice or musical instrument as it is recorded. If used with a fibre needle it will give practically as much volume as with a steel needle and save the wear on the record. The Fletcher Reproducer brings out detail on the record that cannot be heard with the ordinary sound box.

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.—Curtailement 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 the cabinet work the tonal system has many unusual features which have brought it to the attention of a discriminating class of people. In fact, it is understood that it is the sound principles involved in phonographs which have been given the greatest study before this type of machine was allowed to be placed before the public. Mr. Royer has placed in charge of the Cheney department George Krumschied, who has had a wide experience in the talking machine business, and who has many friends in the trade. Another new member of this staff is F. R. Witman, who comes to Boston from New Bedford.

## Studying Factory Facilities

Manager Fred E. Mann, of the Columbia, has been spending a week in New York, Springfield and Bridgeport, at the latter place making a close study of all the factory facilities and conferring with officials there and in New York as to the future of business and the factory output. Manager Mann reports business as very good and is only limited by the lack of goods. Two new concerns which have lately taken on the

Columbia line are C. H. Tilden, of Keene, N. H., and H. G. Applin, of Davis Square, Somerville. Both houses are planning to do big things with the Columbia product.

## Booked Many Pathé Orders

Wholesale Manager R. O. Ainslie, of the Pathé phonograph and record department of the Hallet & Davis Co., of whom a likeness is herewith given, has been spending a month in the Middle West making a careful survey of the territory. Mr. Ainslie went from here



R. O. Ainslie

straight to Chicago, where he conferred with officials there; and then started out to get into close touch with dealers spending much time in Wisconsin, for it is Mr. Ainslie's purpose to meet in person as many Pathé dealers as is possible as by that means it is easier to do business with them later through a more complete mutual knowledge of the Pathé product and methods of doing business.

## Sonora Co. in New Quarters

The Sonora Co.'s Boston headquarters have been moved from the Little Building in the downtown section to 221 Columbus avenue, where in what is known as the Pope Building it now has one-half of an upper floor entirely devoted to its uses. Southern New England Representative Richard Nelson has a private office, a salesroom, business office and large stockroom 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 rolls 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.

## Awaiting 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 employes 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)

Send for Descriptive Circular



FRANK B. CURRY  
19 Warcham St. Boston, Mass.

has entered the radio school at Newport, R. I. He has been a salesman in the wholesale department of the Victor department. J. W. Mahoney, of this department, divided his vacation between Hampton Beach, N. H., and Nantasket; and Perley B. White has just left for a trip along the Maine coast.

Following are the names of the employees of the Grafonola Co. of New England who are now serving in the army and navy: Thomas McDonald, army, in France; James McDonald, Motor Department, army, in France; J. M. Harlow, Ordnance Department, army, in France; Louis Besserer, soloist, in band, army, in France; John O'Hara, navy; John Burke, navy; Frank Mills, Officers' Training School, army; Herbert Fleming, Aviation Corps, army; Stanley Bowman, navy; and Clyde Skinner, Aviation Corps, navy. In a circular making this announcement Manager Arthur Erisman says: "We are proud of them; their positions are open on their return."

**One of the Alsen Brothers Injured**

News was received toward the end of the month of the serious injury to John Alsen, manager of the Edison and Victor departments for George Lincoln Parker, who went overseas last September with the 101st Engineers. Mr. Alsen is a resident of Dorchester, and he was the first of three brothers to enter service. One brother, Henry C. Alsen, was with the headquarters division of the 104th Regiment when he was killed a few months ago; a third brother, Ellis Alsen, is with the Signal Corps of the 101st Field Battalion. John Alsen, it will be recalled, has been eager to have The Talking Machine World sent to him regularly since he has been overseas and more than once he has written of the great enjoyment he got from perusing its pages.

**Stimulating War Stamp Sales**

Manager Arthur Erisman, of the Grafonola Co. of New England, has perfected a system which is playing an important part in winning the war. He has each customer write his name in a book and these are numbered consecutively up to one hundred. When the hundredth name is filled in there is a drawing and the lucky winner is given a \$5 War Stamp, which is an im-

mediate incentive to start upon a war saving plan, provided the winner has not already done so. There already have been several to win these War Savings Stamps and the possession of one stamp has been the means of the recipient purchasing several more.

**Joins Vocational Co. Forces in Boston**

Thomas W. Hindley, recently manager of the Vocational Co.'s store in Providence, is now attached to the Boston warehouses of the company, where he is assisting Manager R. S. Hibshman. Mr. Hindley has had a wide experience, and before going to Providence was in New York City, where upon his arrival from the West he was engaged by Manager Hibshman for his Providence establishment. On the side Mr. Hindley is something of an architect and out in the mining sections of the West he has designed any number of the bungalow types of houses for the miners' families. A. E. Russell, of the sales force of this Boston store, is enjoying a vacation down in Maine. Manager Hibshman, who is one of the enthusiastic members of the State Guard, has been with that organization at Camp Augustus P. Gardiner at Framingham.

**New Emerson Dealers Signed Up**

H. L. Coombs is the manager pro tem. of the Emerson Co., and he has been on the job here in the Boston office since the middle of July, coming here first while Manager Oscar W. Ray was enjoying a vacation with Mrs. Ray in the Vermont hills which they traversed on horseback. Mr. Coombs has been associated with the Emerson long enough to become quite familiar with the company's product and its methods of doing business, and he is rapidly learning the ins and outs of Boston. Two new Emerson dealers, just signed up, are A. M. Phenney, of Hyde Park, and the C. H. Mohler Co., of Cambridge.

**A Visitor From Texas**

Fred Erisman, who for some time was in the graphophone business in Boston, is here from Dallas, Tex., where he says business is fine and he only regrets that the South has not some of the Northern energy and hustle. In the store of which he is the manager, he says he is constantly making sales of high-priced machines and that nearly every transaction is for cash. Mr. Erisman is visiting his brother, Fred C. Erisman, head of the Grafonola Co. of New England.

**Entertain Army and Navy Men**

Patrons of the army and navy Y. M. C. A. at Charleston were treated to a concert a few nights ago at which the contributing talent in-

cluded Richard Constantino, son of the famous tenor, Constantino; and Miss May Grady, these singing both solos and duets. Both Constantino and Miss Grady are on the staff of the Grafonola Co. of New England.

**Returns From Vacation**

Ralph Longfellow, manager of the Victor and Edison departments of Chickering & Sons, is back from his vacation spent at some of the resorts on Cape Cod. William McDonald, of this same department, is back on the job after a vacation at Barnstable, Edwin J. Hayes has been at Hyannis and John J. McCarthy is home from Martha's Vineyard.

**TAKES ON THE COLUMBIA LINE**

GARDNER, Mass., August 6.—George J. Carroll, of this town, whose drug store on the best corner of the city is widely known to everyone passing through this place, has taken on the Columbia line, and from the first he has been doing a very good business. The store has good facilities for demonstrating records, and Mr. Carroll is in particular having a large call for the new patriotic numbers in which his customers are greatly interested.

**FORBES & WALLACE IN GREENFIELD**

The Forbes & Wallace piano store is now located in new and spacious quarters in the Columbus Block, Greenfield, Mass., where a large stock of pianos, Victrolas and records are displayed. The business is under the management of A. R. Filante, with Miss Woodruff in charge of the talking machine and record department. This is a branch of the same company which has headquarters in Springfield.

**NEW MANAGER FOR STEINERT**

Miss Kathryn A. Cassidy is now in charge of the talking machine department of the M. Steinert & Sons Co. store in Providence, R. I., succeeding Miss Nora Cullinane, who has joined the staff of the talking machine department of the Outlet Co. Miss Cassidy is the daughter of Hugh Cassidy, manager of the Steinert store in Woonsocket, R. I.

**NOTED VIOLINIST A VISITOR**

Jascha Heifetz, the noted violinist and Victor artist, recently paid a visit to the M. Steinert & Sons Co., Providence, R. I., purchasing several Victor records for use at his summer home at Narragansett Pier.

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

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

## NORMAL SUMMER CONDITIONS PREVAIL IN BUFFALO TRADE

Business Little Better Than This Time Last Year, Dealers Say—New Brunswick Dealers—Fine Columbia Report—Pushing Pershing Records—Utley Incorporates—A Budget of Live News Items

BUFFALO, N. Y., August 6.—Buffalonians at this writing have received relief from a terrific hot wave which temporarily threatened the prosperity of the talking machine business and kindred 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 Buffalonians 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 surpassed the mark of a year ago.

The Hoffman Piano Co., of 696 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 factory. At this branch a new "phonograph mezzanine," which is electrically lighted and has new fixtures, has been completed.

"Our July business was unduly good," said W. J. Bruchl, sales manager of the retail store of Neal, Clark & Neal, Victor dealers. He reports that the articles in the newspapers and magazines, referring to the contemplated tax on musical instruments, created quite a demand for Victrolas among those anxious to escape that tax. B. E. Neal, vice-president of the

company, has returned from a month's vacation. E. J. Dingley, representative of the Victor factory, was a Buffalo visitor. He has charge of the allotment of all Victrolas and records from the factory to the distributors.

"Our increased business in July was 75 per cent. over that of the same month a year ago," said O. M. Kiess, manager of the Columbia's Buffalo branch. "The new patriotic records have the call. We had our first car of the new type of Grafonolas equipped with the new non-set, automatic stop. We allotted the car-load among as many dealers as the supply would permit and they were much pleased with the samples."

Mr. Kiess has made a deal with the Buffalo branch of the First National Film Co., lessors of the patriotic films, "Pershing's Crusaders," and "My Four Years in Germany," by Ambassador Gerard. "According to my plan," said Mr. Kiess, "the records that the Columbia Co. has just issued, by General Pershing and Ambassador Gerard, will be featured in connection with the showing of these films in the entire western half of New York State. The idea is that our local dealers will supply a Grafonola and the records to the local moving picture theatre showing these films. We expect to get valuable publicity from the plan for our dealers as well as largely increased sales on the Pershing and Gerard records."

Paul Kuehn, of Walden avenue, has sold his Victor agency to the Buffalo Music Co., 708 Swan street.

Isadore Melzer, Victor dealer of 1048 Broadway, has joined the U. S. Navy and is receiving instructions at Great Lakes, Ill.

The Utley Piano Co., Inc., capitalized at \$50,000, has been incorporated in this city. This concern handles the New Edison. The directors of the company are Mary B. Utley, Albert Stettenbenz and Thomas R. Wheeler. Mr. Stettenbenz managed the Utley store for several years. The new company will continue the business conducted by the late C. H. Utley.

Many Buffalonians have plenty of money for talking machines and records and are spending it freely for this purpose. Among the recent customers of a local store was a youth of nineteen, who is reported to be receiving \$1 an hour at construction work at a local steel plant. Many other similar cases are recorded. Even the blistering heat can hardly check the onward flow of trade. That talking machine music is a wartime necessity is clear.

Mr. and Mrs. Hoffman, of the Hoffman Piano Co., Sonora and Brunswick dealers, are summering at Wilson, N. Y. The latest addition to their sales force is John Van Norman and Mrs. Shantel.

Charles Hereth recently motored through Cattaraugus county, where he developed satisfactory business on the New Edison.

H. G. Towne, Victor manager for Robert L. Loud, is displaying striking vacation posters headed: "Take a Victrola with you this summer." He was visited recently by his former assistant, E. O. Hock, who is at Camp Upton. Lingard Loud is in the aviation department in Texas.

John McCormack, whose records are favorite sellers in Buffalo, was elated over the financial results of his concert held here recently for the benefit of the Knights of Columbus war fund.

Alvin Kaepfel, of the Kaepfel Piano Co., has enlisted in the Navy.

The Winegar Piano Corp., Columbia and Brunswick dealers, have altered their store. A new balcony, in which the business office is located, is among the improvements.

John Schuler, Sonora dealer, is a war garden enthusiast. He has a large farm under cultivation on Ellicott Creek, N. Y.

"Keep your hammer in your pocket" is the slogan of a local talking machine dealer. This merchant says he is determined not to lose sight of his early training in trade ethics, even during the stiff competition of wartime. He says "stabbing the other fellow in the back" by knocking his goods may help "put over" a sale now and then, but that it eventually spells failure.

Buffalo talking machine dealers who have covered Cattaraugus county this summer say this is a rich field for business. The farmers there are making plenty of money from their dairy farms and well-cultivated gardens.

C. A. Gifford has joined the sales force of W. Howard Webb, at 150 East Genesee street.

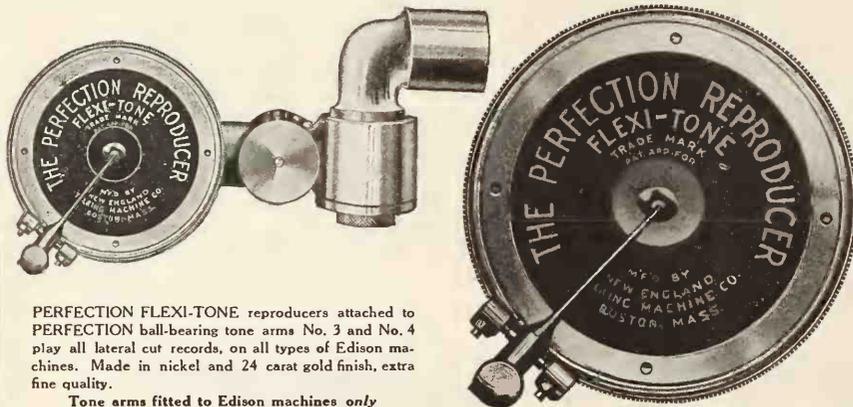
L. B. Adams, dealer in the Main Arcade Building, lives at Crystal Beach during the summer. Like hundreds of other local business men, he finds that the lake ride to and from business during the hot weather is a health builder.

### MILITARY GRAFONOLA TRUNK

The dealer service department of the Columbia Graphophone Co., New York, announced this week the addition to the Columbia line of a 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 Grafonola line. These 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 excellent 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.

## Manufacturers—Jobbers—Dealers



PERFECTION FLEXI-TONE reproducers attached to PERFECTION ball-bearing 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 fine quality.

Tone arms fitted to Edison machines only

PERFECTION FLEXI-TONE reproducers No. 3, No. 6 and No. 7 fit all types of Victor and Columbia machines. Made in nickel and 24 carat gold finish.

The only way that you can appreciate the value of this product is to have these arms and reproducers in your stock. 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 place your order for a quantity. If your jobber does not stock this product, write direct for prices, etc.

Phono. Mfrs. { Send for detailed information regarding our new Universal Tone Arm Models 9 and 10 with new Puritone Reproducers. They reproduce all 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.



## HARVEST TIME IS HERE

YOUR sales floor should be filled to its capacity with NIGHTINGALES. The most popular line offered to-day. 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 Scotford 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 B. Wolfner*  
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 high-priced and low-priced styles, the Sommers stock is well supplied and the raid 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 goodly 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. Griffith, 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. Lucker 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 spilled the beans. Something must be done instantly, and Mr. Lucker 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 "live wires" among the sales force were of draft age and, as they could not be replaced by men, the managements 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 immediately felt. Its victim is plainly marked for life unless heroic treatment is promptly prescribed, and rigorously followed up.

## BROOKS AUTOMATIC REPEATING PHONOGRAPH



## THE WONDER INSTRUMENT

Plays and repeats any kind or size record—any desired number of times—then stops automatically with the tone arm suspended off to the right in the air. Any child can operate it.

WONDERFUL TONE WONDERFUL FINISH  
WONDERFUL IN ITS SIMPLICITY

The Machine Creates Interest and Discussion.

It is Self-Advertising

WONDERFUL SELLER

DEALERS—Send for Particulars, Prices, Terms.

BROOKS MFG. CO., Saginaw, Mich.

## VAN VEEN "BED-SET" BOOTHS



**An adequate booth equipment will mean increased record business during the holiday season**

**WRITE FOR A COPY OF OUR NEW CATALOG**

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

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

### HOPKINS TALKS ON ADVERTISING

General Sales Manager of Columbia Co. a Prominent Figure at Convention of Associated Advertising Clubs of the World—Discusses Trade Conditions on the Pacific Coast

George 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.



Geo. W. Hopkins

While in the West Mr. Hopkins attended the fourteenth annual convention of the Associated Advertising Clubs of the World. During the course of this convention Mr. Hopkins was re-elected a vice-president of this well-known organization; his re-election being a tribute to the splendid work which he has performed in the interests of the association for many years.

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 logical arguments that won the hearty applause of his auditors.

"Selling Merchandise to Women" was the topic of Mr. Hopkins' talk before the Women's Division of the Associated Advertising Clubs, and this address was also reprinted in various forms throughout the country. Before the Junior Advertisers' Club conference Mr. Hopkins spoke on the "Fundamentals of Salesmanship," saying in part: "A green salesman can sell goods sometimes—a blue salesman never. Optimism is the foundation for enthusiasm in selling goods. The average merchant buys discounts rather than looking upon the goods as an opportunity to resell at a profit. And the

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 one 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 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, Portland and Seattle are all sharing in this prosperity, which, from all indications will continue for a long time to come.

"Columbia dealers in this part of the country are closing a record-breaking business, and wherever I visited our representatives informed me that their Columbia sales were limited only by the available merchandise. They are achieving high-water sales totals, and are all making preparations for a banner fall business.

"Columbia representatives are enthusiastic regarding our new product, and are particularly gratified with the non-set automatic stop, which they believe offers them a most valuable selling

argument. Record sales this summer are exceeding the average sales totals of the winter months, and I was glad to observe that practically all Columbia dealers have adopted merchandising policies that enable them to conduct their business on a sound substantial basis, and show gratifying profits in the face of abnormal conditions."

### THE EDISON IN 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 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 few weeks ago:

"We are just playing the old Edison, and I want to tell you this is the best ad you ever got hold of. Our old Edison sure has seen some grief, more, probably, than you can imagine. It has been thrown around in freight cars and handled like an old dry goods box, and if you knew how they handle freight on those transports you would wonder that we had any machine left. I saw it once after we landed, on a box car among a bunch of boxes, and the last time I saw it before we got to this place was on a motor truck with a few more articles of war on top of it, such as army stoves, etc. After all this, it is now standing a few feet from me playing the 'Stars and Stripes Forever,' and two or three of the fellows are dancing their soles thin on the bottom. I'll wager the machine is just as good as it was the day we bought it."

### 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 receipt of a letter from Arthur 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 FRAAD CREDITORS

The final meeting of the creditors of the Fraad 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 26th, when the final accounting and vouchers of the trustee in bankruptcy, Chas. 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 spruce division of the United States Signal Corps recently placed an order with the Wiley B. Allen Co., of Portland, Ore., for ten Victor Victrolas.

The Electric Phonograph Co., Kalamazoo, Mich., which recently entered the talking machine field, is expected to turn out its first machine on or about August 15.

Style 900

## THE REGINAPHONE

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

New Regina Sound-Box

Territory arrangements with active dealers. Send for particulars.

## THE REGINA CO.

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

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



A 12-inch double. On one side—the most faithful reproduction of instrumental tone qualities ever heard on a record. On the other—a marvelous recording of a male quartet.

## 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.

Hear the Great French Tenor  
MURATORE



This famous Chicago Opera Company  
Artist sings exclusively for Pathé Records

### Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, New York

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

# 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.



Sheraton Model

Satin Mahogany Finish \$215

### No Needles to Change

The Pathé Sapphire Ball takes the place of needles. It need never be changed.

### Long Life to Records

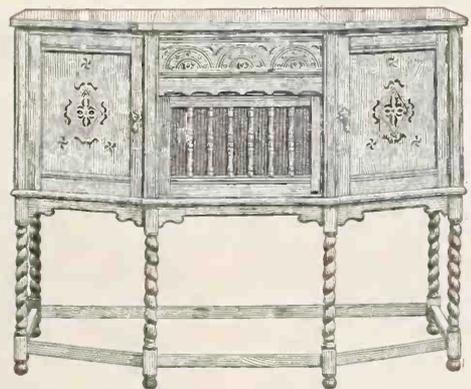
The Pathé Sapphire Ball cannot possibly cut, grind, rip or mar the record's surface.

### 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.



Jacobean

Antique Fumed Oak Finish \$215

## Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, New York

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

### 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

# MICA

**BEAUTIFUL COLOR  
DIAPHRAGMS OF BEAUTY  
INTERNATIONAL MICA COMPANY**

Offices and Factory, 37th and Brandywine Streets, WEST PHILADELPHIA, PA.

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. Generally speaking, crops are excellent in this trade 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 articles 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:

SMILES

Double-Face Record No. 18473—"Smiles," Fox-Trot and Rose Room Fox-Trot—85c

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 I. 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, of 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 piano end of his department.

## The Veritone Phonograph and A Dealer's Proposition



Model 115

The Veritone Phonograph is not only mechanically efficient and artistic in appearance but it assures the dealer a large margin of profit.

Built in six styles retailing from \$55.00 to \$215.00, it plays all makes of disc records and is equipped with many individual features.

### TO RESPONSIBLE DEALERS

We know you are looking for a phonograph of quality combined with a profitable proposition. In order to prove to you that we have the best you have yet seen we will send you one of our machines on approval. Let us know where to send it.

## VERITONE TALKING MACHINE CO.

145 West 45th Street, New York

# 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 sub-

ject. 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 dis-

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, worth-while sale. 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 use 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.)

*In These Times of War Stress Dealers Can Afford to Use Every Available Business Help . . .*

play 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.

## SETTLES WITH CREDITORS

The Cathedral Chime Co., Inc., of 106 Reade 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.



Reproducer

### The New Phonograph

# Phon d'Amour

### The New Wonder

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



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

## THE FRITZSCH PHONOGRAPH COMPANY

228-230 West 7th Street

CINCINNATI, OHIO



HENRY BURR  
Second Tenor

Reckoned among the foremost ballad singers of the age, a worthy rival of McCormack with a voice sweet and clear.



ARTHUR COLLINS,  
Baritone

When you hear him you enjoy it, and cry for more.



BILLY MURRAY  
Tenor and Comedian

William, with that grin? Never. He's just Billy Murray as known everywhere. The audience does not get enough of him.

# POPULAR RECORD MAKERS

## Now Booking Concerts for Fall and Winter

### Appearing in Person

Henry Burr—Billy Murray—Arthur Collins—Byron G. Harlan—Albert Campbell—John Meyer—Fred Van Eps—Theo. Morse—Sterling Trio—Peerless Quartette

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.



BYRON G. HARLAN  
Tenor

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

## 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 audience at the Victoria last night, and they vote them peerless entertainers."

"The great audience came fully expecting to be royally entertained and their expectations were fully realized. Every number on the program was a popular gem."

"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."

"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."



ALBERT CAMPBELL  
First Tenor

A lyric tenor with a voice that threads way up above, silvery and clear and true.



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  
Banjoist

A wizard at the banjo, without a peer.



THEODORE MORSE  
Pianist

A composer and accompanist 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 a real lesson in the lack of organization 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 country. 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 on unnecessary freight is on and off all the time so that the shipper has reached a stage where he believes the outlook 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 supply 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 Tucker 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 not 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 your Columbia department 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 Grafonolas 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 wholesouled 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. Oelman, 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 Crystola Co. is just putting into the mails a new folder, favoring Style T, price \$250. It is a high example of printing in colors.

The talking machine department of the Rudolph 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 third floor of the Wurlitzer Building are for exclusively wholesale purposes only. The

previous offices of the talking machine 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 SALES EQUAL JANUARY

Business Is of Unprecedented Proportions Throughout the South—Leading Houses in Atlanta Make Most Interesting Reports of Progress—Face Problems With Equanimity

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 dealers in the South, and their organization is always keyed to the top note of efficiency.

I. M. & R. D. Bame, Victor and Sonora dealers, say that their business up to the middle of July was ahead of the entire month of June, and their entire July business was equal to anything this year. Their cash sales are large, first payments and monthly terms good, and cash record business was never better.

Phillips & Crew Piano Co., the oldest Victor

**WALTER S. GRAY**  
San Francisco  
Chronicle Bldg.

**Pacific Coast Jobber  
for the Best in Talking  
Machine Trade Accessories**

dealers in Georgia, report a most satisfactory business. The usual mid-summer dullness has not materialized, and if anything, business has grown better and increased in volume as the summer lengthened. This concern 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 rejuvenated. 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

# NEEDLES

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 equanimity 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 unselfishness 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.

## COLUMBIA DEALERS HERE'S A MONEY MAKER

THE NO. 20



NICKEL PLATED  
25 CENTS



Patented Sept. 26 and Oct. 2, 1906  
Sept. 10, 1907 and Nov. 27, 1917  
Others Pending

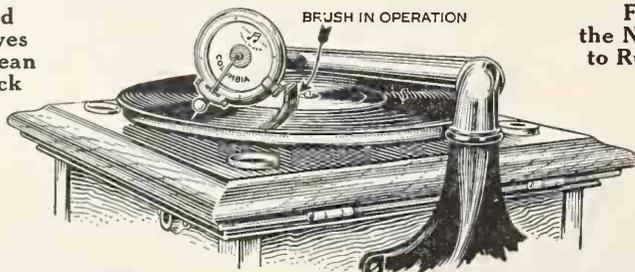


GOLD PLATED  
50 CENTS

Gives

## A CLEAN SWEEP

And  
Leaves  
A Clean  
Track



For  
the Needle  
to Run in

Sample Brush and price list mailed **FREE**  
to authorized Columbia Dealers

Advertising matter supplied with orders

Manufactured by

**Blackman**  
TALKING MACHINE Co.

97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

# 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 executives, our Bridgeport general works manager and his assistants, and our Canadian staff believe that nothing heretofore introduced into a Columbia Grafonola will mean more in the future of Columbia dealers than the introduction of our new motor and non-set stop, which is to be installed in all Grafonola 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 new cabinets 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 a home will declare to be instruments of beauty and irreproachable design. As to tone quality, there never has been a phonograph placed 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., 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 Farrand pianos and players the Cecilian Concertphone 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. Morris Manly, who has many worthy works to his credit, dropping into the store for a record, jokingly suggested that it was about time some company recorded something of his. When, in reply to the obliging clerk's question as to the name of something desired, he said: "Up in the Air Over There," the record was promptly forthcoming. To mark the unusual incident an autographed dollar was handed over and is being retained as a souvenir of the opening.

In thirty-eight Ontario towns shortly there is to be conducted a Chautauqua covering a period of a week. Music will play a large part in these gatherings. Willard Osborne, the violinist, will figure in Edison tone tests.

The J. M. Greene Music Co., of Peterboro, supplied an Edison phonograph which was presented to the Protestant Home of that city. Local citizens contributed a fund for the purchase of the instrument, which the elderly inmates are now enjoying.

Among the best-known industries in Canada is that of the George McLagan Furniture Co., Ltd., at Stratford, Ont., the founder of which recently expired in his office. The sudden demise of Mr. McLagan was a severe shock to hosts of warm business and personal friends throughout Canada. His connection with the music industries was comparatively recent, dating from the introduction of the McLagan Co.'s line of lyric phonographs last year, nevertheless, the McLagan industries were known throughout the trade from coast to coast.

The Phonola Co., of Canada, Ltd., which firm take over the phonograph business of the Pollock Mfg. Co., Ltd., of Kitchener, Ont., announce

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.

I. Montagnes & 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 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 Concertphone, which was supplied by the Maloney-Connelly Co., of Windsor.

W. B. Puckett, John E. White and F. A. Trest-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

being incorporated in the Brunswick. The company are 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 Johnston & 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.

A 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 Columbia organization in Canada, 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, CAN., 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. Flynn has opened up a fine store at 8 McGill 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 Canadian Graphophone Co., wholesale Columbia distributors for the Province of Quebec. A noticeable feature is the increasing demand and inquiries from dealers for the better class of machines and records. From present appearances it looks as though fall trade will be even better than good.

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

Thos. Wright, of the Nordheimer 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 distribu-

tors. Numerous cash sales covering various models helping to swell the month's receipts.

J. W. Shaw & Co.'s phonograph trade of late is by no means diminishing, an increasing business being observable. Generous examples of the popularity of the Columbia line of Grafonolas and records being evidence the past month, said Manager Rampsberger.

The Berliner Phonograph Co. report Brunswick and Columbia sales as most gratifying for summer selling.

The annual picnic of the employes and branch offices of the Berliner Gramophone Co., Ltd., occurred on August 3, the destination being La-valtries by boat. Detail Sales Manager S. H. Brown, the president of the various organizing committees, had matters in shape, and this was a sufficient guarantee of the day's success.

A large number of Sousa's records, especially the new band ones, were sold by the Berliner stores during the visit of this exclusive Victor artist to Montreal. A new autographed photograph of himself was given personally by the band king to Mr. Berliner, and during his appearance here occupied a prominent position in this firm's show window, in conjunction with a notable showing featuring Sousa's records.

Trade with the Berliner Gramophone Co.'s retail stores is improving as the days go by. The

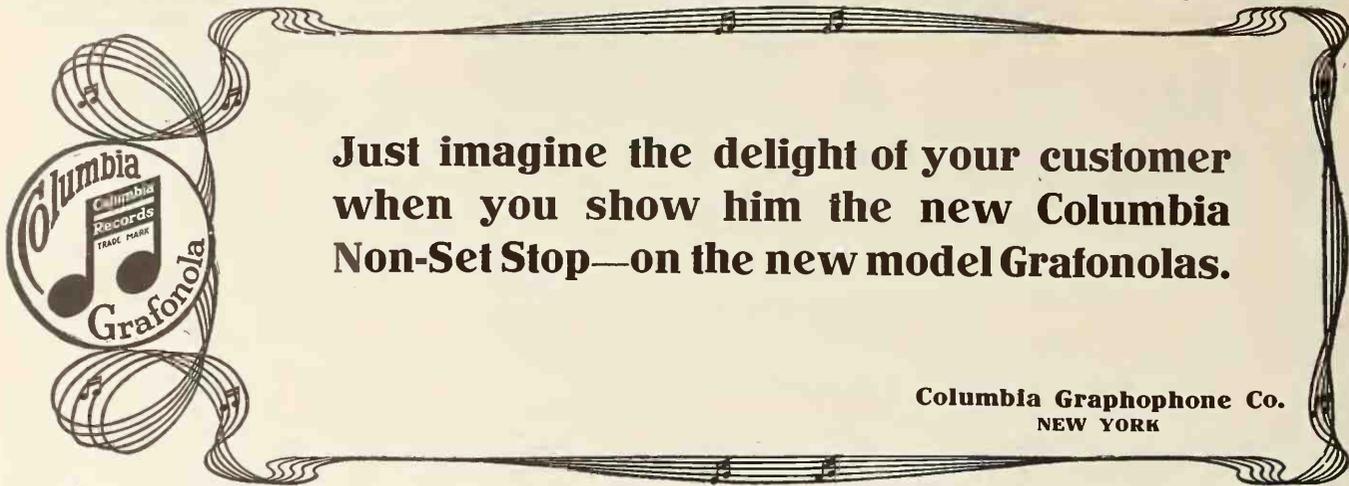
(Continued on page 54)

# Talking Machine Supplies and Repair Parts

**SPRINGS, SOUND BOX PARTS, NEEDLES**

## THE RENÉ MANUFACTURING CO.

**MONTVALE, NEW JERSEY**



**Just imagine the delight of your customer when you show him the new Columbia Non-Set Stop—on the new model Grafonolas.**

**Columbia Graphophone Co.  
NEW YORK**

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

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 Almy'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 bit 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 demand of this band's recordings.

T. A. Hubley has opened up in the phonograph business at 57 Louisburg street, Halifax, N. S.

Goodwins, 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, visited Toronto recently.

A. C. Skinner, one of the prominent jewelers of Sherbrooke, Que., has put in a stock of phonographs and records.

H. C. Wilson & Sons, Ltd., Sherbrooke, Que., are enthusiastic Victor dealers, and quite recently ran an interesting reader in the Sherbrooke Record.

The Ideal Phonograph Co., Sherbrooke, Que., have registered as a new firm.

A. Gaignery has joined the sales staff of C. W. Lindsay, Ltd., and is identified with the phonograph department.

"His Master's Voice products have been productive of good results lately, particularly in Victrola, Styles X and XI, which we find are our best sellers," said W. J. Whiteside. "One most satisfactory thing we find in handling the Victor line," said this house, "is the fact that when the machine is sold we are not quaking in our shoes for fear of the customer coming back with complaints with reference to the running of the machine, etc. The only time we find he does return is to buy and select Victor records. Victor records sold well during the visit of Sousa's Band during the past month."

"Summer business in Aeolian-Vocalion and Sonora machines 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 they considered they were getting a just share of trade and that Pathéphones and Pathé records were becoming more and more easy to dispose of, the result of having given general satisfaction to the already large number of users in Montreal and vicinity.

ords were becoming more and more easy to dispose of, the result of having given general satisfaction to the already large number of users in Montreal and vicinity.

**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 323 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.

**ENLARGED LIST SCHUBERT RECORDS**

Bell Talking Machine Corp. Also Has Special Selling Plan Which Appeals to and Protects the Dealer—Special Care in Manufacture

The Bell Talking Machine Corp., 44 West Thirty-seventh street, New York City, is now putting on the market a very comprehensive list of Schubert records. For nine months this concern has been working diligently to perfect the hill and dale record of the highest quality. Besides having taken great care in the manufacture and perfection of the record, the Bell Corp. has worked out a selling plan which is of great advantage to the dealer. Through this plan the dealer can secure an entire line of Schubert records for considerably less than \$100. Besides this the plan has been formulated in such a way as to protect the dealer should he find that for some unknown reason he could not sell the records.

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, 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.

The man who has a new or better way of doing a thing is the one to-day most wanted. Initiative is composed of two parts know-how and one part dare-to. It never roosts in cowards or apologists.

**"MAGNET" DECALCOMANIE NAMEPLATES**

**FOR TALKING MACHINE CABINETS ETC.**

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

**SMITH-SCHIFFLIN CO.**  
126 Liberty Street New York City

**FROM THE DORAN CO.**  
46 MICHIGAN AVE.  
DETROIT

**FROM THE PHONOGRAPH CO.**  
1240 HURON ROAD (First floor East)  
CLEVELAND

**SOLD BY WALTER D. MOSES & CO.**  
133 E. BROAD STREET  
RICHMOND, VA.

**SOLD BY J. E. STRATFORD**  
AUGUSTA, GA.

**SOLD BY HURTEAU, WILLIAMS & CO. LTD.**  
MONTREAL OTTAWA

**Kunkel Piano Co.**  
BALTIMORE

# Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the eighteenth in a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

## RECORDS OF THE VIOLONCELLO

It is a fact, as curious as it is unfortunate, that the larger stringed instruments played with a bow have been so little appreciated, while the violin has been so thoroughly overdone. The violin, of course, is the soprano, the prima-donna, as it were, of the stringed quartet, and its lovely voice puts into the shade the more modest tones of its brethren. Yet, in point of fact, it is none the less true that there is precious little good violin playing in the world, and a very great deal of very bad fiddling in its place. The viola, the violoncello, and even the double-bass, or bull-fiddle, are all noble instruments; and when well played are perhaps the noblest voices in all music. Some may object that the bull fiddle anyhow should not be called noble; but who that ever heard the majestic ground tones of the fourteen double-basses in the old Philharmonic Society of New York, now also gone forever, would deny sonority, nobility and compelling power to the great fiddle that plays standing up?

### The 'Cello

The violoncello, however, or "cello" as we usually call it in these slangy days, is the strong member of the whole fiddle family, and it happens that its noble beauties have been recognized with fair completeness in the compilation of talking machine record catalogs. If you look through the Victor, Columbia, Edison or Pathé catalogs, or through the smaller ones, you will find a large and increased collection of fine music either in the form of violoncello solos, of songs, etc., with 'cello part written into the accompaniment as "obligato," or of quartets, trios or other combinations of instruments in which the 'cello is a member.

The strength and beauty of this instrument have always made it one of my special favorites and I think that all genuine lovers of musical beauty will be inclined to feel just the same way about it. When, in addition, one has the privilege of preserving the records of the greatest 'cello playing by the greatest 'cellists, the feeling of reverence for this fine instrument is sure to grow, especially if one likewise takes care to make persistent and very frequent use of as many records as one possesses.

### 'Cellists

The wonderful playing of Holman, the veteran, of Kronold, of that remarkable girl, Beatrice Harrison, and of Pablo Casals, the most wonderful of all, has been adequately recorded and is available to anyone who has a talking machine. Besides, there are dozens of other records of this instrument in the various catalogs. The total collection of 'cello music is quite large, and yet it is safe to say that many of the finest pieces are neglected, mainly through ignorance as to their virtues. In the present article I want to say something about, first, the fascinating story of the violoncello, and second, the beauties and attractiveness of the various pieces that are to be found in the talking machine catalogs.

### The Chest of Viols!

The word violoncello simply means little violone. The Violone was the double-bass of the old family of viols from which the modern violin family springs. All these viols, the double-bass viol, the bass-viol, the tenor viol, the alto viol and the treble viol, were favorite instruments from the beginning of the sixteenth until the end of the seventeenth century, when the inventions of the great school of Italian makers of Cremona began to develop and per-

fect the modern violin, viola, 'cello and bass.

Anyone who lives in or near New York and who has time for looking occasionally at something out of the usual, can entertain himself and at the same time gain a lot of very interesting and useful information by spending some hours looking over the wonderful Crosby-Brown collection of musical instruments at the Metropolitan Museum of Art, which is probably the finest collection of such instruments, with one exception, in the entire world. Here, among other things, such for example as one of the two known extant specimens of the pianos made by Cristofori, the inventor of that instrument, one may find several cases devoted to exhibiting complete sets of "chests" of the old viols. A chest of viols was a complete set from double bass to treble. All these old instruments were made with flat backs, strung with from five to seven strings, and had their fingerboards bound with frets made of gut, just as the fingerboards of guitars and banjos are now. They were in all other respects, however, almost the counterparts of the present violin family.

### "Fiddles"

It is an interesting fact, by the way, that the names of all these instruments derive from one source and are almost the same in all modern languages. The basic word is the Latin fides, the diminutive of which is fidicula, the two meaning, respectively, string and little string. The name in time came to be applied to the stringed instrument itself, a sort of small lyre, known during the later Roman Empire. Sturdy Anglo-Saxon tongues made it fiddle, French softened it gradually from fideille to vielle and thence gradually to violon. By a parallel process the Italians developed the word viola, expanded to violone or diminished to violono. Fiddle therefore is a good, respectable old name, quite as good as violin; in fact, better, since it is closer to the original.

### Viola da Gamba

Violoncello means a little violone; and that means a little bass fiddle. In the old viol days it was often called the viola da gamba or kneefiddle, just as the tenor viol, now obsolete, was called a viola da spalla, because it was played resting on the knee with the head over one

shoulder. The alto fiddle, which we now call viola, was called viola da braccia or arm fiddle and the treble viol was known usually as violino, or little viol, which is what we call it now; violin. All the names, it will be observed, are Italian, which indicates where the fiddles were developed—and indeed Italian fiddles are the only good fiddles. Others may be pretty good; but Italian is Italian in these matters.

### Makers

The violoncello, then, is the bass fiddle played between the knees. Its present form, like that of the other three, violin, viola and double-bass, was developed by the great Italian makers of the Cremonese school, Stradivari, the two Guarneri, the Amati, Gasparo de Salo, Maggini and others. It is probable that Maggini was the earliest maker who worked out violoncelli of modern dimensions and perfected tone. The other great makers followed suit, and their productions are now, of course, almost priceless. A fine old Italian 'cello is as rare as a fine old Italian violin, and as lovely to the ear.

### Tones

The 'cello is about thirty to thirty-two inches long, strung with four strings, of which the lowest is tuned to C in the bass clef, while the other three are tuned at intervals of a Fifth higher. Its long fingerboard and great consequent range bring its high tones almost up to the height of the upper end of the violin, while its lower end takes it down into the region of the double-bass. Its tone in the lower registers is somber and majestic, its middle is tinged with a gentle melancholy, and in the upper regions is plaintively lovely. The 'cello is not an instrument of gayety but of tender gentleness; it does not laugh, and is perhaps almost too easily moved to tears. Only the hand of a consummate artist can produce from it tones free from all semblance of monotony and all tendency to "groan." The artists whose names have been mentioned, and whose records have been made for the great catalogs, are able always to redeem their noble instrument from the charge of monotony and make it a joy for ever.

### Music

The violoncello has always been, of course, (Continued on page 57)

7th Floor



New York City

229 Fulton Street



Phone, 1678 Cortlandt

## Clifford A. Wolf

### MANUFACTURER OF

Diamond and Sapphire  
Phonograph Points

# 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 mel-low tones.

Try the Vivitone yourself and you will become an enthusiastic advocate of this simple way to acquire the sweet and natural tone that is desired above everything else.

The majority of phonographs use the mica diaphragm because of its brilliance, but it does emit occasional strident tones and in the louder passages of the records, blasting notes. The Vivitone corrects these defects without lessening the brilliancy.

On phonographs using diaphragms made of other material, the Vivitone regulates the tone volume to get the very best musical effect without muffling the sound.

### 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.**

**Columbia Graphophone Co.  
NEW YORK**



**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 relatively not very large, though absolutely it amounts to a goodly bulk. Handel and Bach are the earliest writers who have taken the violoncello as a separate voice and treated it accordingly, as the famous six pieces of Bach, and the employment of the instrument by Handel as obligato player with the voice in his oratorios, well indicate. Beethoven wrote several sonatas for 'cello and piano, and Mozart gave much prominence to it in some of his string quartets. Golterman 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, Noliue, Goldmark and others have written concertos for 'cello with orchestra and Pablo Casals plays a marvelous set of symphonic variations by Boellman. Tschaiakowsky has written some Rococo variations, 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 matter of this sort.

**A 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. Here is melody, sweet, pure and withal simple, melody that can and must only charm and subdue, melody in which not a rough tone or fantastic chord exists to irritate the musically crude, while the most refined musical taste must always love it. No better preliminary piece than this can be imagined.

**Beatrice Harrison**

The very remarkable little English girl, Beatrice Harrison, daughter of a British army officer, born in India and first 'cellist to win the Mendelssohn prize in Berlin, has done some good recording for the Victor. I should especially recommend her playing of the Prize Song from Wagner's Mastersingers, as an example

of broad, fine, flowing melody, wonderfully phrased and played with wonderful tone-quality. And she is only a young girl yet! Her playing of the Russian Cesar Cui's "Orientale," 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.

Hans Kronold has done an arrangement of the lovely E 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-pressure 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 fiddle 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 Hekking, Willem 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 Boches!**

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 superman among them! Whatever can be 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!

**EFFECTIVE CARTOON ADVERTISING**

**Mann Piano Co. Using That Method to Advance in Featuring Victor Records**

The Mann Piano Co., 209 North Liberty street, Baltimore, Md., has been featuring the new Victor records in a distinctly individual and interesting manner through the medium of advertisements in cartoon form in the daily papers. Attention was called to the Victor record 18,474 of "Indianola," sung by Billy Murray, through the medium of a large sized two column ad, the central drawing showing an Indian on the warpath, holding the Kaiser's hair in one hand, and ready to bounce a stone hatchet off his skull with the other. The chorus of the song was also reproduced, and a number of record sales were directly traceable to the ad.

**FORMAL OPENING IN TULSA, OKLA.**

The Allen-Thede Music Co., Tulsa, Okla., are now located in their handsome new home in that city, and marked the occasion of their removal by holding a formal reception for the entertainment of their friends and patrons. The opening covered several days, and Victrola concerts constituted a leading feature. Prince Lei Lani, of Hawaii, who has made many successful Victor records, appeared in person and interpreted Hawaiian music for the guests.

**THE VALUE OF ADVERTISING**

Cutting down advertising in slack times is an example of "penny wise and pound foolish." Advertising is like a magician's bag—more comes out of it than was put in.

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



Patented March 2, 1915

**SIMPLE AND ACCURATE**

Made by manufacturers who have specialized in Edison attachments for years.

**SEND FOR ONE TODAY**

Most Edison jobbers handle our products. If yours does not send direct.

**F. C. KENT & CO.**

Manufacturers of Phonograph Accessories

COR. MULBERRY AND CHESTNUT STS., NEWARK, N. J.

**H. J. SMITH—Jewel Manufacturer**

MANUFACTURER OF—Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Jewel Bearings for Electrical Instruments—Rough Diamond—Diamond Powder—Experimental Work.

Telephone 2896 Market

**833 BROAD STREET NEWARK, N. J.**

## NORTHERN OHIO ASSOCIATION PLANNING ANNUAL OUTING

Arrangements Now Being Perfected for Affair—Chas. K. Bennett on Vacation in East—Pershing Record Makes a Hit—Dr. Spaulding Strong Advocate of Talking Machine for Soldiers

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 shipments are coming through better than might be expected under the unusual 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 "bully." He said music and "a hankering 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 B. 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. P. 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 Pathé jobbing business formerly conducted by the Pathéphone Sales Co., New York, the latter company having been dissolved.

The officers of the new concern are E. J. 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,

Before leaving he declared in favor of the expansion of the talking machine industry.

The talking machine is making home spots in far-away battlefields for hundreds of thousands of American boys who gave up all that was dear to them before they sailed overseas to fight for their country," said Dr. Spaulding. "Wherever I go when I get to Europe I hope to see and hear a phonograph and I shall encourage those back home to send the soldiers all the records possible."

Rex Hyre, assistant secretary of the Cleveland Music Trades Association, is already planning some stunts for the annual banquet and meeting, yet months ahead.

A. L. Jackson, a talking machine dealer of St. Louis, Mo., was mixing among local houses the first of the month.

Talking machine advertising in the local papers keeps its head on the level with other lines of business. Local dealers are using much space in addition to what manufacturers or distributors are regularly buying when new records are released. The May Co. is one of the best, but buyers of local space, using the same for piano and phonograph stories.

particularly in the development of Pathéphone and Pathé disc business.

### COLUMBIA MANAGERIAL CHANGES

A. W. Roos Now Acting Manager, Succeeding I. 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.

## Efficient Record Service

**ECLIPSE**

THE accompanying illustration shows one of the numerous efficiency systems we have installed in order to make Eclipse Victor second to none in the matter of giving prompt attention to orders.



Loading Truck Right on Stock Floor

**ECLIPSE MUSICAL COMPANY**  
CLEVELAND OHIO

**INTRODUCE VICTOR RECORD FAN**

An Attractive and Seasonable Novelty for Victor Dealer Just Issued

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



A Reincke-Ellis Novelty

a card reading "Come in and get yours," a tastefully arranged display of these fans brings the people into the store and keeps the demonstrating booths busy. The Victor Record Fan is very reasonably priced in lots of 250 and upwards, and may be secured from the Reincke-Ellis Co., 608 South Dearborn street, Chicago, specialists in Victor dealer advertising literature and novelties.

**TAKE ON TALKING MACHINES**

Geo. H. Lennox, a well-known druggist, Eighteenth and Shunk streets, Philadelphia, Pa., has taken on a line of talking machines which he is finding a profitable adjunct to his business.

**"Globe" TRANSFER NAME PLATES**

SOLE BY  
**PAYETTE MUSIC HOUSE**  
ABERDEEN, WASHINGTON

STYLE 1

McDonald's  
CONNELLSVILLE, PA.

STYLE 2

FROM  
**C. E. WALKER & CO.**  
SPORTING GOODS & VICTOR VICTROLAS  
HOLYOKE, MASS.

STYLE 3

KEELER'S TEMPLE OF MUSIC  
ELEVEN & NINE FLOORS  
232-234 W. 42nd St.

STYLE 4

SOLE BY  
**Gaston**  
MUSIC CO.  
HASTINGS, KEARNEY  
GRAND ISLAND

STYLE 5

**GEORGE A. MULLIN CO.**  
COGAR RAPIDS, IOWA

STYLE 6

SOLE BY  
**WHITE PIANO CO.**  
FAIRBURY, NEBR.

STYLE 7

CUTS ARE HALF SIZE

Can be easily and quickly applied on

TALKING MACHINES,  
PIANOS,  
TYPEWRITERS,  
SEWING MACHINES,  
FURNITURE, ETC.

You can order any of the designs illustrated, Style 1 to 7, with your copy, as follows:

- 250—\$16.00
- 500—\$20.00
- 1000—\$27.50
- 2000—\$40.00
- 3000—\$50.00
- 5000—\$65.00

Complete transferring outfit included with every order.

Write for folder "You Need Decalcomanie In Your Business."

**Globe**  
**Decalcomanie**  
**Co.**

74 MONTGOMERY ST.  
JERSEY CITY, N. J.

**CLEVER RECORD SELLING PLAN**

How One Edison Dealer Managed to Interest Customers in His Order Records and Incidentally Register Some Real Sales

Under the caption of "Do You Sell What You Have?" there appeared in the Edison Diamond Points for the current month a most interesting story of the success of a Philadelphia dealer in adapting a new plan for bringing to the attention of his customers records that have lain uncalled for on his shelves for a considerable period, and which might be classed generally as "stickers." The experience of the dealer is set forth as follows:

To what extent do you permit your personal preferences to interfere with your record sales? Do you ever stop to consider how many records there are piled away on your shelves that you yourself do not like, or are tired of? Is it reasonable to assume that your customers feel as you do about these records? Perhaps they would find just the sort of music they like best among those supposed "dead ones" that you have piled away as unsalable. And they may never even have heard the ones you are so tired of.

H. E. Blake, one of Philadelphia's progressive Edison dealers, gave these possibilities some consideration after he saw the slogan we printed on the cover of the April Diamond Points—"The oldest music in the world is new to the man who has never heard it." Then he dug out his old stock, dusted it off, and made up packages of records to send out to owners in his district. At the same time he advised the owners that as these packages contained some very fine numbers that he thought they had never heard he was giving them an opportunity to listen to them in their own homes, and to return any which they did not care for at his expense within three days. He sent out twenty of these packages a day until he had gone the rounds of his customers, and his old stock was enormously reduced.

He reports that the results were beyond his fondest hopes. Records, that he had lain awake nights wondering how he was to move, disappeared as if by magic, never to return, and he has the cash in the bank to account for their disappearance. His increase in business for the month of May, over that of May, 1917, is 100 per cent., largely due, he says, to the practical application of our slogan.

Moreover, Mr. Blake informs us, since most of the owners to whom he sent the records were local people, they did not take the trouble to rewrap them for parcels post, but brought them back personally to the store, giving him an opportunity to sell others in place of the ones they didn't care for.

If you will devote as much effort to moving old stock as you do to the new records that sell themselves, you will get results, precisely as did Mr. Blake. Fix this slogan in your memory: "The oldest music in the world is new to the man who has never heard it." Apply it to your business, and sell what you have.

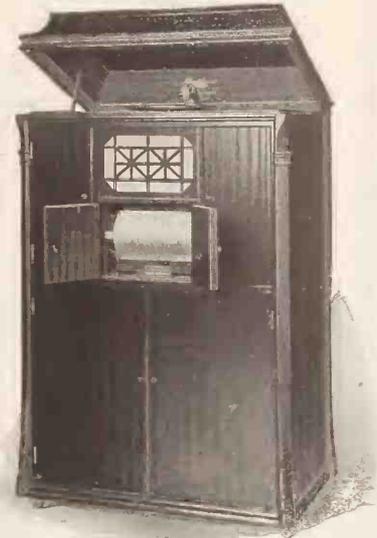
**"NEWT'S" AGAIN MAKES APPEARANCE**

Clever Little Monthly Edited by Frank T. Nutze Contains Some Worth-While Thoughts

The latest edition of "Newts," that bright little monthly edited in his own peculiar, but effective way by Frank T. Nutze, vice-president of Stephenson Inc., well-known talking machine motor manufacturers, consists chiefly of two articles full of clever thoughts. The first is entitled: "The Dead Cell," and explains how a single dead cell in a chain of batteries will make ineffective the whole circuit. It is emphasized, however, that there are no dead cells in the Stephenson organization. A second article is on "Music in War and Peace," and offers some thoughts on music in this particular which should make it well worth while for the average human to procure quickly and read intently this latest issue of "Newts."

**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?

**J. P. SEEBURG PIANO CO.**  
209 So. State St. Chicago, Ill.

# 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 <sup>Manufactured</sup> By **Mermod Freres** <sup>St. Croix</sup> <sup>Switzerland</sup>

#### WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

#### DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

#### CONSULT US

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

#### SPECIAL TERMS TO JOBBERS

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

### THE STERNO MANUFACTURING CO.

19 CITY ROAD

LONDON, E. C. ENGLAND

**PITTSBURGH DEALERS CARRYING ON PATRIOTIC WORK**

**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, PA., August 5.—With the loyalty that has characterized the talking machine dealers of Pittsburgh since the United States entered the war there is no note of complaint or criticism heard in the various shops relative to the proposed tax on phonographs. In fact, the dealers are a unit in stating "if the United States Government needs money to carry on the war to a successful conclusion it has got to have it somehow." The Pittsburgh talking machine fraternity have been in the forefront of every movement of a patriotic nature that has been held in the Steel City since the war started. In the Red Cross drives, the Young Men's Christian Association campaigns, the Knights of Columbus fund raisings, the Young Men's Hebrew Association's collections and the Liberty Bond sales, the talking machine men of Pittsburgh have 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 were a potent factor in increasing and sustaining the patriotic spirit of the people.

The attitude of the talking machine men here can be well stated in the words of A. R. Meyer, the manager of the Victrola department of the Joseph Horne Co. and who is also the efficient and genial secretary of the Pittsburgh Talking Machine Dealers' Association. While not speaking in an official capacity and only presenting his own views Mr. Meyer said to The Talking Machine World representative: "There is no doubt that phonographs will be taxed and we will have to do our bit. The men overseas are giving their all, and it is but the least we can do to help pay the war expenses and back them up. But it should be made to apply with equal force to all so-called luxuries and not be of a discriminatory nature and place the talking machine dealers in the position of being made to pay a tax that other trades or businesses, other things being equal, would not have to pay."

Trade conditions in the talking machine industry in Pittsburgh are reported as quite brisk by practically all of the dealers and jobbers. There is a marked scarcity of certain popular records and some of the leading makes of machines are also difficult to secure, although there is a disposition on part of the dealers to look the situation in the face in a cheerful manner and make the best of it.

The Standard Talking Machine Co., with its characteristic enterprise and far-sightedness, has issued a circular letter to their large and increasing list of dealers calling attention to the Victor record situation and assuring them full and hearty co-operation in the matter of furnishing records. Emphasis is placed in the letter on the large number of good records that are in stock and the wisdom of the retail dealer to care for the interests of his patrons by always having on hand an ample supply of records that are easily available.

J. C. Roush, president of the Standard Talking Machine Co. returned from a trip to Lake Chautauqua, N. Y., where Mrs. Roush and their two children have been spending the summer at their cottage. Mr. Roush managed to make week-end trips to the popular resort.

Wallace Russell, manager of service and advertising of the Standard Talking Machine Co., is another devotee of Lake Chautauqua and during the summer has been making week-end trips via auto to the lake, where his family are sojourning during the heated term.

John Fisher, manager of the Victrola department of the C. C. Mellor Co. with Mrs. Fisher and their son are spending several weeks in Northern Canada. T. E. Shortell, manager of

the talking machine department of Hamilton's, spent his vacation at Cambridge Springs, Pa.

A. N. Ansell, manager of the Victrola department of McCreery's returned from Louisville, Ky., his former stamping grounds, where he spent an enjoyable outing. He was accompanied by Mrs. Ansell. Mr. Ansell reports sales of Victor machines and records during July as exceptionally brisk and exceeding the trade handled during July, 1917.

G. S. Hards, manager of the Victrola department of the W. F. Frederick Piano Co., expressed himself as well pleased with the trend of business during the past few weeks and stated that while there was a scarcity of certain records and machines the firm was able to care for all trade offered in a satisfactory manner.

S. H. Nichols, manager of the wholesale department of the Columbia Graphophone Co.'s Pittsburgh offices, which are located in the Pittsburgh Plate Glass Co.'s Building on Duquesne way, was quite optimistic over the Columbia business in the Pittsburgh territory. He stated that the sales for July especially in records had far exceeded his expectations and had more than eclipsed the sales that were made in July a year ago. "We are aiming to give our patrons the best service possible," said Mr. Nichols, "and we feel that it is one of the factors that has made the Columbia machines and records so popular in this section. Our trade is increasing at a marvelous rate and the indications are that the fall business, for which we are now shaping ourselves to care for, will 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. Buehn, of the Buehn Phonograph Co., Edison distributors, spoke very pleasingly of trade conditions during the past few weeks and stated that the demand for Edison machines and records showed that they were growing in popularity among the music lovers of Pitts-

burgh. The Buehn Phonograph Co. is located at 513 Wood street, right in the heart of the downtown business section. Demonstration rooms are on the first and second floors. In order to care for the local trade demands the company had placed an auto delivery car in operation.

H. J. Brennen, manager of the Pathé interests in the Pittsburgh district, stated that sales were keeping up for the summer period much better than had been anticipated. The new Pathé machine for camp or trench use is proving a very popular summer seller, he said.

The local demonstration center of the Pathé Co. is at the Pathé Shop on Liberty avenue, which is attractively fitted up with booths and a reception hall. The first floor is given over to a fine display of the Pathé styles of talking machines while the second and third floors are given over to the wholesale department. Among the new retail dealers that have taken on the Pathé line are Gately & Fitzgerald, of both Altoona and Johnstown, Pa.; B. W. Brown & Co., Canton, O.; W. S. Carter, Ashland, Ky.; Anderson & Newcomb, Huntington, W. Va.; John Haskin, Barnesboro, Pa., and the Ironton Music Shop, Ironton, O.

The Dauler & Close Furniture Co. have enjoyed a very satisfactory sale of Cheney phonographs. The firm have the demonstration rooms fitted up on the sixth floor of their building, where the various styles of the Cheney machines are shown.

J. A. Endres, sales manager for the Brunswick phonograph for the Pittsburgh and adjoining territory, stated to The Talking Machine World representative that after a six weeks' trip among his trade in western Pennsylvania, Ohio, West Virginia and southern New York he was convinced that the popularity of the Brunswick machine was fully established. "With the Ulltona, the scientific attachment that makes the Brunswick machine able to play satisfactorily all makes of records, our dealers have a lever by which they can attract and hold trade. I am asking our local dealers to buy with an eye to the future, and with this in view so far as this territory is concerned I am very reluctant to take on new customers, as I feel that due to the war conditions our present trade must be cared for."

H. C. Niles, secretary and treasurer of the Starr Phonograph Co., of Pennsylvania, has just returned from a trip to the factory at Richmond, Ind., and also from a brief visit to the New York offices, and reports that the Starr machines and Gennett records are having a very satisfactory sale.



A Dealer is Sometimes Judged by the Machine He Carries—If it's a

**SCHUBERT PHONOGRAPH**



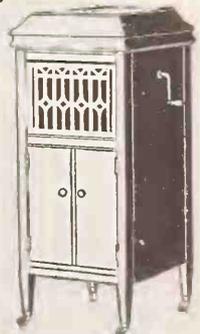
the possible purchaser immediately recognizes the merchant as a man of keen discernment, and one whose word, like the Schubert Phonograph, is 100% good.

Our Phonograph; Our Name; Our Guarantee, are but three of the important things you have back of you, when selling our Instruments—There is much more. Will you become a dealer today?

SIX MODELS \$60.00 UP

**SCHUBERT RECORDS**

A \$30 investment starts you with complete, up-to-date list of Popular, Vocal and Instrumental selections; 20 to 30 new selections monthly; 10-Inch Double Disc. Write for details.



**The BELL TALKING MACHINE CORPORATION**

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

Factory: 85 Southern Boulevard, Bronx, New York

Export Department, 498-504 Broadway, New York, N. Y., U. S. A.  
Smith-Woodward Piano Co., 1018 Capitol Ave., Houston, Tex., Local Distributor



## New Lamps for Old! Progress, always—that's the keynote of the new model Grafonolas with all their wonderful improvements.

Write for  
descriptive literature

**Columbia Graphophone Co.**  
NEW YORK

### 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.

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.

Wallace 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 Cheadle, 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. Cheadle 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.

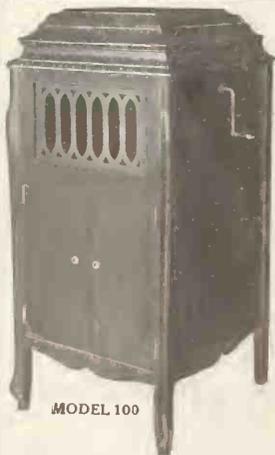
From the number of people who are daily in the thirty-seven booths of the Grinnell Bros. store, in this city, the impression one gets is that business there, especially in the record department, is extremely brisk. This concern has not slackened up on its advertising and the minute the new records come 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.



MODEL 100

\$35, \$70, \$100, \$150, \$200, \$250

## SONA-TONE

A Phonograph of Distinction with the Tone You Can't Forget

**S**ONA-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.

**S**ONA-TONE *Reliability* means simplicity of mechanical construction—ease of operation—and convenience and solidity of working parts.

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

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

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

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

**SONA-TONE PHONOGRAPH, Inc.**

3421 Broadway, New York City

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

## 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 metals.

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 classifications AA, A and B; a "Preferential List," with the classification of 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 who attended the meeting were 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.**

- (a) Are you engaged in the manufacture of complete talking machines, including mechanical parts?....
- (b) If your answer to "(a)" is "No," do you manufacture any of the mechanical parts, and if so, what parts do you manufacture?.....
- (c) If your answer to "(a)" is "No," state in detail the mechanical parts which you purchase from others, and from whom you purchase the same.....
- (d) State the amount (in tonnage) of material 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.....
- (e) State approximately the amount (in tonnage) of such material which you have on hand:
  - (4) Cast iron.....
  - (5) Sheet steel.....
  - (6) Screw stock.....
- (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:
  - (7) Cast iron.....
  - (8) Sheet steel.....
  - (9) Screw stock.....

**QUESTION 2.**

- (a) Are you engaged in the manufacture of mechanical parts of talking machines only?.....
- (b) If your answer to "(a)" is "Yes," state the mechanical parts which you manufacture.....
- (c) State the amount (in tonnage) of material 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.....
- (d) State approximately the amount (in tonnage) of such material which you have on hand:
  - (4) Cast iron.....
  - (5) Sheet steel.....
  - (6) Screw stock.....
- (e) 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:
  - (7) Cast iron.....
  - (8) Sheet steel.....
  - (9) Screw stock.....
- (f) 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?.....

**QUESTION 3.**

- (a) 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?.....
- (b) What is the value of the iron and steel materials which you require in order to complete the finished product?.....
- (c) 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?.....

**QUESTION 4.**

- State the total number of persons employed: In your offices..... In your factories.....  
 Subdivide Question 4 as follows:
- (1) The number of females employed: In your offices..... In your factories.....
  - (2) The number of persons under 21 employed: In your offices..... In your factories.....
  - (3) The number of males of draft age employed: In your offices..... In your factories.....
  - (4) The number of males over 31 employed: In your offices..... In your factories.....

**QUESTION 5.**

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

**QUESTION 6.**

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

**QUESTION 7.**

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

**QUESTION 8.**

What taxes have you paid during the past year, separating them as follows:

- (1) Excise tax.....
- (2) Income tax.....
- (3) Excess profit tax.....

**QUESTION 9.**

- \*\* (a) Take, for instance, a talking machine retailing at \$100—please state the value of the iron and steel materials which go into the manufacture of such machine?.....
- (b) Is this a fair percentage of all machines manufactured and sold by you?.....

**QUESTION 10.**

What percentage does your export business bear to your total business?.....

**QUESTION 11.**

Are you under agreement with others obligating you to deliver your product; that is, agreements with assemblers, jobbers, dealers, or the like; and if so, how many such agreements have you, and state the average period thereof.....

Name.....  
 Address.....  
 City.....  
 State.....

**NOTE:**

Question 1 should be answered by all manufacturers or assemblers of talking machines.

Question 2 should be answered by manufacturers of mechanical parts of talking machines only. This includes manufacturers of motors, tone arms, sound boxes, mechanical devices, talking machine needles, and the like.

\* This information is necessary in order to avoid duplication of tonnage.

\*\* This information is asked in order to arrive at an understanding, in percentages, as to what is the approximate value of the iron and steel manufactured products used in talking machines, as the same bears to the total value of the completed talking machines.

Please answer each question with all detail at your command, and add any other information which, in your opinion, will aid the committee, so that all the facts relevant to the industry can be most advantageously presented to the War Industries Board in Washington.

After answering this Questionnaire, please sign the same on the lines indicated for that purpose, and immediately send it to the Secretary of the War Service Committee of the Talking Machine Industry, namely—J. Schechter, 10 Wall street, New York City, N. Y.

It is strongly suggested that the concerns in the trade who, for some reason or other have not received their questionnaire to date, either fill out the copy printed herewith, or apply to J. Schechter, at 10 Wall street, New York, for one of the regular copies without delay, as it is important that the committee have all possible information on hand at the earliest date in order to present the proper facts before the authorities at Washington and thereby secure recognition for the requirements of the trade.

Says the Fuel Administrator—**LAY COAL IN NOW**

## LAY NEEDLES IN NOW *Is our advice to the dealer*

We still have on hand a fair supply of loud steel needles and can take proper care of those who **Order Early.**

No one positively knows what truth there is in the rumors about needle production. **Don't get caught in the shortage.**



IN PAPER ENVELOPES

## MAGIC-TONE NEEDLES

Take advantage of present low prices

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

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

**I. DAVEGA, Jr., Inc., 125 West 125th Street, NEW YORK**

Victor Factory Wholesalers

Victrolas—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



Two of the Columbia Cut-Out Figures cut-out figures of popular Columbia artists. These figures are devised 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.



Another Cut-Out window-trims and other publicity to impress upon music-lovers the distinctive features of the past season's theatrical and concert performances. These three

window-trims 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 held on the subject of price-fixing; an attitude so strict, in view of the Supreme Court's decisions in the Victor and the Columbia Graphophone cases, that many manufacturers have written to Washington asking whether it were permissible to print the intended retail price on their wrappers and labels.

The charges against the company included agreements with jobbers and wholesalers to maintain prices; alleged refusal to sell to distributors who were not "regular" as to prices; juggling of prices to favor jobbers adhering to its price stand, and to penalize the others; and the accusation that the manufacturer compelled its jobber customers to refuse sales within the

trade, that is, accommodation sales to other wholesalers, unless the latter would maintain the resale price on goods so obtained.

Doubly interesting then was the Commission's acceptance of the American Tobacco Co.'s statement that it refused to sell the concern whose protest started the action because of, in the Commission's own words, "This concern's well known reputation as a price-cutter," as justification for throwing out the complaint.

This would seem to indicate that a clearly-established notoriety as a price-cutter is sufficient reason for a manufacturer's refusal to do business with a jobber or retailer, although members of the Federal Trade Commission have been hesitant in attempting to define the degree of persistency in cutting prices that renders a man an undesirable customer.

Nevertheless, the action of the Trade Commission in the American Tobacco case may be tangible proof that, despite all recent judicial pronouncements, a manufacturer is still free to choose his distributors to eliminate the possibilities of price-cutting.

It will, therefore, be interesting to await this body's decision in other cases that may amplify and particularize as to the principle arrived at in this case, the more so as Commissioner Fort, in charge of resale price cases, has told Printers' Ink that each such case must be considered on its individual merits.

Undoubtedly several such decisions will be necessary to define how far a manufacturer can go in selecting his customers with this end in view, although 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.

# AMERICAN

**AMERICANS embody all the good qualities and special features of phonographs. No dealer can afford not to familiarize himself with this line composed of seven models from which he can satisfy any and all customers. The AMERICANS stay sold.**



No. 22



No. 13



No. 5



No. 8



No. 9



No. 10



No. 11

## American Phonograph Co.

39 Fountain Street, N. W.  
GRAND RAPIDS MICH.

# 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 selling 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 it bears all the earmarks of highly appreciated service. 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 Frühling,' while the purchaser of Liszt's 'Hungarian Rhapsodies' should, in the nature of things, be interested in 'La Papillon' 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.

## "Cranks on Tone"

who have tried every needle are now perfectly happy with

## The De Luxe Stylus

*Loud or Soft*

The best semi-permanent needle on the market.

With reasonable care it plays  
**100 to 300 Records**

Sold and endorsed by many of the big dealers and jobbers.

Does not scratch or hiss.

A perfect tone is produced because of

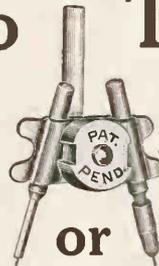
## PERFECT POINTS

You can't afford not to carry the De Luxe Stylus.

Write now for discounts, free samples and descriptive circulars

## The Duo Tone

(Enlarged View)



**Loud or Soft**  
*without changing needle!*

**THE DUO-TONE** is the final refinement for all machines using a non-permanent needle. A simple, compact device containing one loud and one soft Tungsten needle which can be inserted into the needle holder of any standard machine—the DUO-TONE is a practical talking machine necessity for the following reasons:

With the DUO-TONE, one can play records requiring loud needles as well as those best played with a soft needle without the inconvenience of releasing thumb screw and removing needles after each record.

**From 100 to 300 Records Per Needle.** Everyone knows the better wearing qualities of the Tungsten. Few, however, know that these needles should be worn down *on one side only* to get best results. The DUO-TONE makes this possible for both loud and soft needles.

**Economy—Convenience.** Every phonograph user knows the greater economy of the Tungsten needle. The DUO-TONE, therefore, insures this economy *plus the convenience of no needle changes!*

It is already regarded as a practical necessity by those who are now using it. This is a most attractive opportunity for you. Write or wire us at once for our descriptive folder and details on our proposition.

**The Duo-Tone Company, Ansonia, Conn.**



**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—  
New Quarters for National Piano Co.—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. Many dealers have arranged patriotic displays of records and big selling of late numbers has resulted. There were many Southern visitors to the Baltimore jobbers during the month, all on the important mission of trying to obtain more goods and to prepare to handle goods for the holiday season.

One of the events of the present month is the announcement by H. R. Eisenbrandt & Sons Co., Victor distributors, of the new warehouse and salesrooms that had been obtained at 417 North Howard street, a block from the present quarters, 308 North Howard street. Henry Eisenbrandt says the new place will be 31 feet wide with a depth of 168 feet running through to Tyson street, which will give a wide thoroughfare for the receiving and shipping of goods. The new place is 9 feet wider and 48 feet deeper than the present quarters. The firm has purchased the new quarters and will not have any landlords, nor be forced to move, as has just happened. The firm reported good business considering the amount of goods received from the factory and could have sold a great deal more if they could have obtained them. The firm expect 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 succeeded in placing a model with the Playground Association. The June visit of T. O. Posky, 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 western Maryland and 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. Resh, 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. Stonesifer, 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, Berkley, Va., and R. P. Roller, Luray, Va.

Amberg & Jorda, 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. I. Son 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 being Mrs. Walrath, manager of the talking machine department of Kaufman's Big Stores, Pittsburgh, Pa.; A. B. Wertheimer, Victor Taylor and Leslie Lohr; 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 Brunswick-Balke-Collender 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, Md.; E. H. Harding, Norfolk, and D. W. Branch, 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 Connellsville, 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 Phonograph Supply 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 Phonograph Supply Co., Inc., New York, a complete baseball outfit including suits, 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 outfit 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 this 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

I. Davega, Jr., Inc., Victor distributors, 125 West 125th street, report that they are receiving many orders from dealers for the Usoskin 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 Vanophones 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 enter 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)



Read the Trade Mark carefully, hear the machine, and you'll agree that it is truly The World's Musical Instrument Improves All Records

\$100



Send for samples stating makes of machines. Money refunded if returned within five days from receipt.

Our new Models, fitting Columbia, Victor, Sonora and attachments for Edison (attachment furnished if desired) are LOUDER and CLEARER than any other reproducers. 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 "Resurrectone" 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



Height, 44  
Width, 20 1/4  
Depth, 20 1/2  
Other Models \$140, \$190, \$250

## 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  
Model 75

## 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

**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**

Employees of Columbia Wholesale Branch Attend 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. K. 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 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-



**Mr. Mills Reaches Plate After Home Run**  
ing contest 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 diamond in eighteen seconds; Mr. Schreiner being the runner-up, finishing only one second behind the winner. Miss Gilfillan won the race around the bases for ladies, covering the distance in twenty-four seconds; Miss Story finishing second, crossing the tape one second behind Miss Gilfillan.

Mountain climbing, dancing and boating contributing to the success of the day, and every member of the party thoroughly enjoyed the program that was prepared, voicing the hope that a 1919 outing would also be scheduled.

For stricter economy in the use of paper the War Industries Board has asked publishers to put into effect a number of economies. Sample or free promotion copies are not to be distributed. Advertisers are to be permitted but one copy and all free exchanges are to be discontinued.

**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 ways and means for meeting them.

The officers of the association are: Charles Gaston, Gaston Music Co., Hastings, Neb., president; J. E. Gaskill, Gaskill Music Co., Nebraska City, Neb., vice-president; H. S. Thorpe, Huse Publishing Co., Norfolk, Neb., treasurer, and W. E. Mickel, Mickel Bros., Omaha, secretary.

**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, harmonizing perfectly with the styles whose names they bear, are a feature of the case work on the Marvelous

**MAGNOLA "Built by Tone Specialists"**



Watching the Music Come Out

Give us the Opportunity to tell you more about this and other sales-making features of MAGNOLA construction, by sending us your name and address.

We have a handsome catalog, illustrated in colors, that tells Magnola's story—and is yours for the asking.

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

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

**The BEST TALKING MACHINE NEEDLE**

On the Market—Packed in Counter Salesman



50 Needles to a box and they retail at 10c. per Box.  
60 Boxes to a package \$6.00.  
This package costs you \$3.90 net.

Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

**The Fred. Gretsch Mfg. Co.** 60 Broadway  
Brooklyn, N. Y.  
Manufacturers of Musical Instruments  
Canadian Wholesale Agent, H. A. BEMISTER  
10 Victoria St., Montreal, Can.

# 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 EXCLU-  
SIVE VICTOR  
WHOLESALEERS  
IN THE TWO  
LARGEST CITIES

New York Talking Machine Co.  
119 West 40th Street  
NEW YORK

Chicago Talking Machine Co.  
12 No. Michigan Avenue  
CHICAGO, ILL.

# FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN,  
Manager

World Office  
Republic Bldg., 209 South State St., Chicago  
Telephone: Wabash 5774

CHICAGO, ILL., August 10.—Although at first thought the fact may seem somewhat peculiar it is nevertheless being realized as true that our boys in the trenches have a surprising, although indirect, influence on business affairs in this country. We, of course, know that they are consuming millions of pounds of American-grown food and shooting away millions of dollars' worth of powder and shell, the supplying of which is keeping a large part of the population busy. It is known, too, that there is a great demand among the soldiers for musical instruments of all kinds, particularly talking machines, band instruments and small goods generally, but it is not alone along those lines that the influence of the fighting men is felt.

Reports that come to the Chicago office of The World from many sections of the West 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 in common with other industries. At the present time the Ways and Means Committee of the House of Representatives is said to have agreed upon a 10 per cent. tax on talking machines and records, but as was the case with the existing War Revenue law that figure may be subjected to a downward revision before the new measure becomes effective.

The next problem is that of securing sufficient supplies of steel, fuel and other supplies that will enable the manufacturers to keep their output on a fair basis and keep their manufacturing and sales organizations intact until such time as the dove of peace finds a resting place in the world. The trade is optimistic regarding the attitude of the Government in the matter of allotting metal supplies to the industry,

and feels that the results of the conferences that have been held and will be held in the future with Government officials will work out favorably.

Meanwhile, be it said that the patriotism of the trade as a whole has never wavered, and its members have been willing to take whatever came in a hopeful and earnest and truly American spirit, but it need not be disguised that they were worried. Now the feeling of confidence has been raised to so high a degree that they are not worried. Furthermore, this is true. They realize that this whole thing is only temporary and that after the war they will fall back on the music trade activities, pianos, player-pianos, small goods, band instruments or whatever it may be, therefore, they are not neglecting a future good for the present exigencies, but they have their lines out. The travelers are active. They are keeping it before the trade that they are still in business and that they are preserving the integrity of their name until the boys come home. That is good work and moreover it will happen, mark our word, as it has always happened that the actuality will not be nearly as bad as the anticipations entertained by some people. We are going ahead and we are going to do business. 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

Timeliness 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

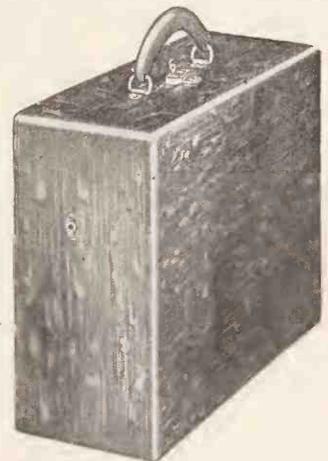
The Empire Talking Machine Co., of this city, have scored another success in their latest Empire model of portable machines. This new Empire model following so closely to the announcement made in the columns of the July World relative to their Queen Anne period de-

sign 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 deal-



Empire Portable Talking Machine

ers, and quite a number of requests for immediate shipment for this new model were ordered solely on the strength of the announce-



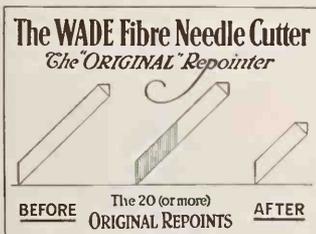
Empire Portable in Case

ment which appeared in the reading columns of The World. The new portable model which is being announced by the Empire Co. this

(Continued on page 73)

# THE "WADE" FIBRE NEEDLE CUTTER

assures "20 or more" *Original* New Points to each Fibre Needle



—and therefore is the most economical Fibre Needle Cutter on the market. You know the many advantages of using Fibre Needles—more natural reproduction; more tunes for one cent; no wear and tear on records, etc., etc., but, do not make the mistake of buying anything but the best Fibre Needle Cutter.

The Wade is the oldest Fibre Needle Cutter on the market—sells on demonstration—never fails to give satisfaction—is made in two styles—\$1.50 and \$2.00.

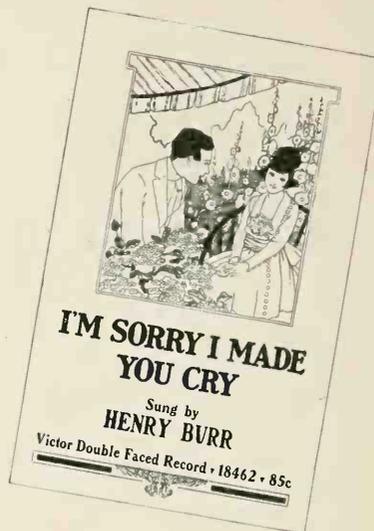
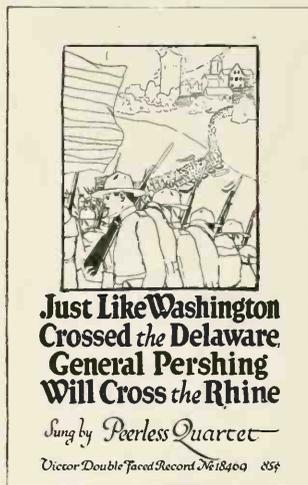
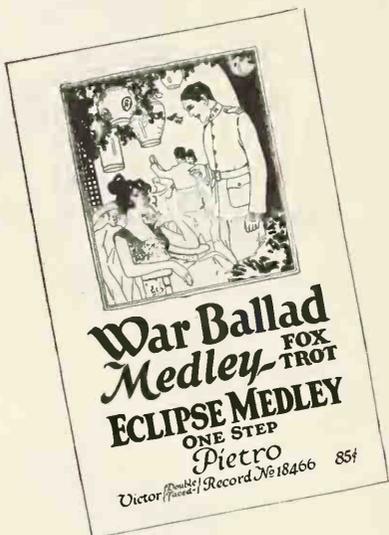
Usual trade discounts—Write for samples or Order from your regular Distributor



Fibre Needle Cutter No. 2  
Price \$2.00

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

# VICTROLA ART WINDOW DISPLAY SHOW CARDS



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*

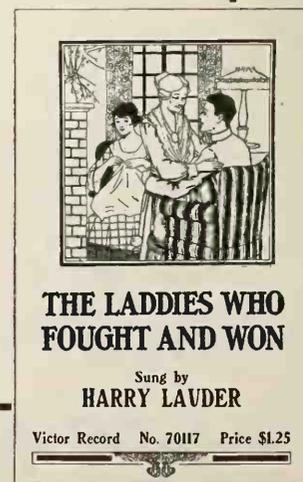
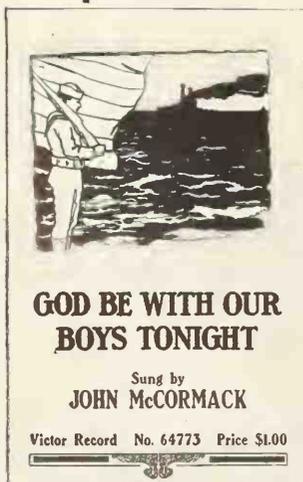
**VICTROLA BILL BOARD POSTERS**, striking designs

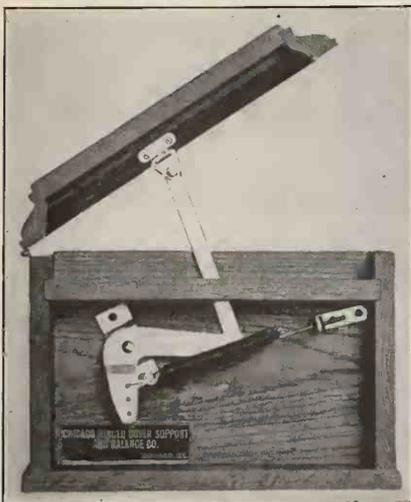
*Write for Prices*

## Lyon & Healy

Victor Distributors

CHICAGO





(Pat. Applied For) COVER BALANCE No. 1

## ARCHIMEDES (B. C. 287? - 212)

Who discovered the working principles of the fulcrum and lever, astonished his countrymen by saying, "Give me a lever long enough and a place to stand upon, and I will lift the world."

After two thousand years we applied the Archimedes principle to

### The Chicago Cover Balance Number 1

And we also astonished our countrymen by saying, "Give us a place to put it on (your talking machine) and we will lift a world of trouble off your shoulders."

We have proved it time and again.

The Chicago Cover Balance No. 1 is scientifically correct in every detail and will give perfect balance to any talking machine cover regardless of weight by means of its simple adjustment.

#### EQUIPMENT COUNTS

The cover is "PUT" and "STAYS PUT"

WE ALSO MANUFACTURE CONTINUOUS AND EMPIRE TOP HINGES

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 71)

month is one of the most unique talking machines ever offered to the trade and will appeal at once to a large class of people because of the fact that it is an Empire product, and it is said a new Empire product has never failed to meet with instant approval and bring immediate results. The equipment used in the manufacture of this 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 holding 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 illustration shows the instrument set up and ready to play any record. Each machine is packed in a separate carton and for shipping convenience three cartons are packed to the crate, and it is said that the minimum quantity requirements 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 department they have a nice little room portioned 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 "Mechanical Adjustment and Complaint Department." This department is under the supervision 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 again. "The customer passes out of his life, so to speak, after the sale, except for an occasional 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 machine no matter how good or what make the machine is and let it go at that. There is always 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 matter of explaining some detail, it is up to us to try and get the customer to pay us a visit, so we can talk to him in person. It is then a simple matter to straighten out the situation because from the experience in this end of the game one gets so that they can look at their customer and just about tell what the customer is going to talk about, and in that manner prepare themselves for the attack.

"It would take a book larger than The World to cover the story that could be written about this department. Mrs. Anderson says that it takes a man to handle a man's complaint and it takes a woman to handle a woman's complaint, because a man will talk mechanics and perhaps

the woman can talk mechanics better than he, but it won't be so convincing, whereas the other way around the woman can talk household effects 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 complaints one never heard of and these are gone over in this department daily. For example, one woman came in and talked to Mr. Clark recently 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 ball of paper rolled up and shoved under the table, and it was making the sliding noise which the woman complained about. The repair man showed the woman just what was wrong with the machine and came back and reported 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 complaints we have to deal with," stated Mrs. Anderson, "but our really active period is during the Christmas rush and anyone who could come

(Continued on page 75)

# TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

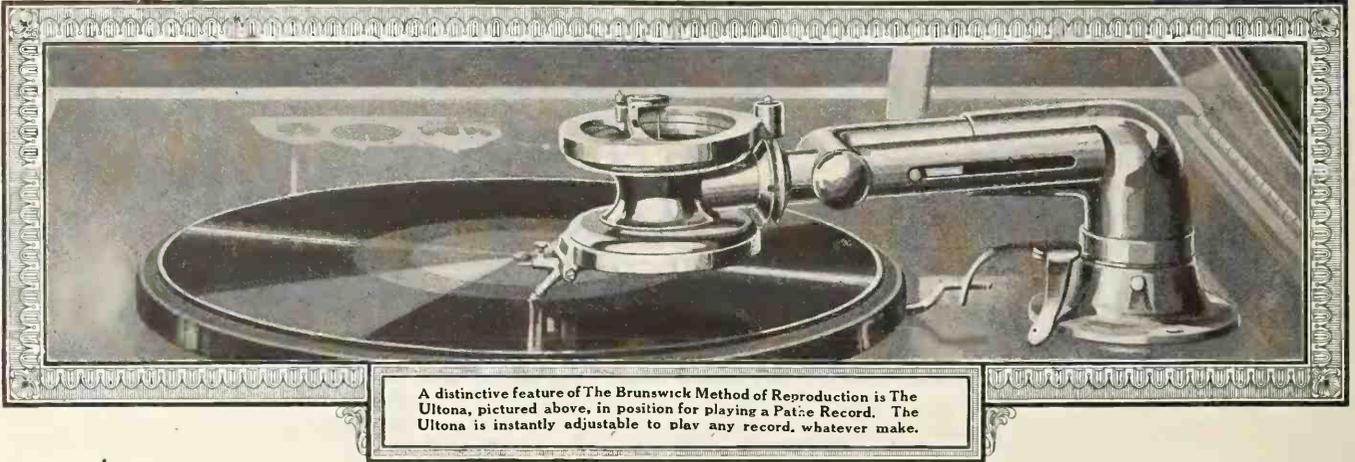
Samples, Suggestions and Sketches Furnished Free

**THE MEYERCORD COMPANY, CHICAGO**

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

# The Biggest Idea

of recent years in the phonograph world—  
and what it has done for dealers



A distinctive feature of The Brunswick Method of Reproduction is The Ultona, pictured above, in position for playing a Pathe Record. The Ultona is instantly adjustable to play any record, whatever make.

## 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.

Branch Houses  
In Principal Cities of United  
States, Mexico and  
Canada

The Brunswick-Balke-Collender Company  
General Offices: Chicago and New York

Canadian Distributors:  
Musical Merchandise Sales Co.  
Excelsior Life Building  
Toronto



The **Brunswick**  
ALL PHONOGRAPHS IN ONE

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 73)

and spend a day with us during that time is sure to go away after 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. P. Bent Co., became the proud father of a baby boy on Sunday, August 4. Don Elble, of Elble Bros., South Bend, Ind., ditto the same day. Both mothers and babies are doing fine. This is Mr. Bent's fourth child and Mr. Elble'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 swung 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. 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. L. Vining, who has resigned. Besides looking after the stock Mr. Poore has supervision over the repair department.

Wm. Link, 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 Tatner, 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 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 peritoneal adhesions. The complication arose from an operation he underwent 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 spasms of coughing caused the raw edges 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, San Jose, 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 ahead of July. He accounts for the increase in July and the first part of August by taking into consideration two factors: first, that the vacationists' 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 patriotic numbers and our books show that about 75 per cent. of the business we are doing 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 protecting their already delicate rotometer or speed tester. This little instrument, which is novel in very many ways and one of the most simple of its kind on the market, has recently been enhanced by the use of a more delicate pivot bar. The Lakeside Co. is also doing some good work in supplying micas of all sizes and thicknesses, of which they have a large supply at present.

Gus Fricke, one of the officers of the company, is invalided at home, owing to the effects of blood poisoning in his thumb which he received from a razor. The doctor lanced the thumb about six times and for a while he was in a very precarious condition, but thanks to the good work of the attending surgeons his recovery is now assured.

**Mr. Geissler Has Sympathy of Trade**

A. D. Geissler, president of the Chicago and New York Talking Machine Cos., has the sincere sympathy of the Chicago trade in the death of his sister, Mrs. Nellie Deisinger, who, as reported elsewhere in this issue, was instantly killed in an automobile in which she was riding with her husband. In swinging around the turn at Stony Brook, L. I., the car is believed to have struck an obstruction of some kind and was completely overturned. Mrs. Deisinger was the wife of Albert Deisinger, of Philadelphia, sales manager of the Fiat Automobile Co. She was also a daughter of Louis F. Geissler, general manager of the Victor Talking Machine Co. Many in the Chicago trade who know and admire A. D. Geissler as well as his father feel very deeply over the sad occurrence.

**An Interesting "Priority" Letter**

The Lakeside Supply Co., 202 South Clark street, this city, have received the following interesting letter under date of August 8 from the War Industries Board, Priorities Division, Washington, D. C., which was signed by Major H. H. Barbour, member. It is of wide interest: "Gentlemen: Replying to your letter of August 5, there is no classification for phonographs and piano hardware. I may say, how-

(Continued on page 76)



## Universal Tone Arm



**NO SPRINGS  
NOR WEIGHTS  
TO ADJUST**

**MADE IN  
FOUR  
LENGTHS**

**Patent Applied For**

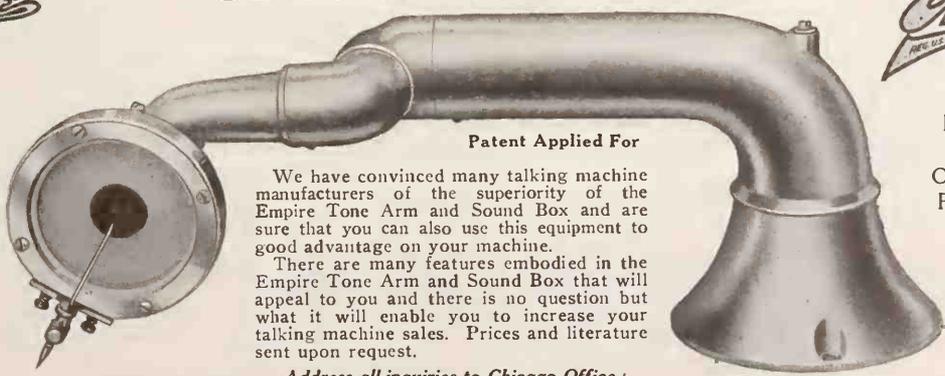
We have convinced many talking machine manufacturers of the superiority of the Empire Tone Arm and Sound Box and are sure that you can also use this equipment to good advantage on your machine.

There are many features embodied in the Empire Tone Arm and Sound Box that will appeal to you and there is no question but what it will enable you to increase your talking machine sales. Prices and literature sent upon request.

*Address all inquiries to Chicago Office!*

**PLAYS ALL  
MAKES  
OF RECORDS  
PERFECTLY**

**WRITE  
US FOR  
PRICES**



**THE EMPIRE PHONO PARTS COMPANY**

Sales Office: 425 SO. WABASH AVE., CHICAGO, ILL.  
Factory: 1100-1108 W. 9th STREET, CLEVELAND, OHIO

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

ever, that Edwin B. Parker, Priorities Commissioner, is trying to make arrangements with the piano and phonograph people for a hearing in order to discuss the industry, and whatever action is taken at that time will, of course, apply to your business."

**Empire Phono Parts Success**

The business being conducted at the Empire Phono Parts Co., of Chicago and Cleveland, has recently grown to such proportions that it was found advisable by the heads of this concern to double the capital stock so as to be better able to take care of the rapidly-growing demand for their product, the Empire tone arms and sound boxes. This company has also added to its shipping facilities and is now in a position to make shipments more promptly than heretofore. While in New York J. H. Steinmetz, of the Empire Phono Parts Co., received many compliments on their product from manufacturers he called upon. One gentleman well known to the trade of New York made the

remark that "The man who designed the Empire tone arm and sound box is an artist and the man who is responsible for their manufacture is certainly a mechanic." Mr. Steinmetz stated that the credit for both the design and mechanical achievement went to W. J. McNamara, the president of the company, who is a pioneer in the manufacturing of talking machine equipment and has not only achieved wonderful success in its design and construction, but has also put his great store of knowledge gained through his long experience with the talking machine industry to good use in the marketing of Empire tone arms and sound boxes. Only the highest grade of materials are used in the Empire products and no part is allowed to leave the factory unless it is minutely inspected in every detail. The result is that manufacturers using Empire equipment are having no cause for complaint and are building up a large trade for their talking machines equipped with the Empire product.

# 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.



Style 100

# Hiawatha Phonograph Company

209 South State Street  
CHICAGO, ILL.

## Equip Your Phonographs With Perfect Automatic Brakes

Samples  
\$1.00 Each  
Cash with order

State make  
of tone arm used



Also made  
with long  
brake shoe  
for 1 inch  
offset

Patented Aug. 28, '17

Simple construction and easily attached.  
Made in four styles to fit any make of tone arm.

Write for attractive quantity price

**PERFECT AUTOMATIC BRAKE CO.**  
Room 400, 425 S. Wabash Ave., Chicago

### Brunswick Activities

For the past two weeks A. J. Kendrick, of the Brunswick-Balke-Collender sales force, has been acting as manager of the sales department, owing to Manager H. B. Bibb's absence, Mr. Bibb during this time having been spending his vacation in Michigan, accompanied by his family. Mr. Kendrick stated that both the labor and material situation were in about the same condition as reported by Manager Bibb last month.

"We have been doubling up our territories recently," stated Mr. Kendrick, "and are only taking care of our established agencies at present. In doing this we have increased the responsibilities of our travelers, cautioning them to pay strict attention to our old dealers and solicit no new business.

"Our advertising dealers' service department is well pleased with the success of the new steel road signs, the Brunswick cut-out girl and dealers' folders and pamphlets which were announced through the columns of the World last month and we are in receipt of numerous requests from our dealers for immediate shipment of this advertising material. The dealers were especially pleased with the small envelope size, sixteen-page folders, which we announced last month, and we are taking care of this

## "Does It Play All Records?"

Certainly **MAGNOLA** does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the **MARVELOUS MAGNOLA**.

**MAGNOLA "Built by Tone Specialists"**



Watching the Music Come Out

May we send you our handsome illustrated catalog chock full of information concerning the wonderful construction system of **Magnola** and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

## MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices  
711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch  
1530 CANDLER BLDG.  
ATLANTA, GA.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 76)

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 halftone engravings, showing every model we manufacture, as well as several views of our new Ultona reproducer and all-wood tone amplifier. On our style No. 110A Brunswick cabinet machine, we are now placing a new model Ultona 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 and How 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 To-night" 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 Choco-late 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."

Victor sellers are announced as follows: "Smiles," fox trot, and "Rose Room," fox trot;

"They Were All Out of Step But Jim" and "We're All Going Calling on the Kaiser"; "Skeleton Jangle," fox trot, and "Tiger Rag," one-step; "American Fantasie," Parts I and II; "My Dough Boy," one-step, and "Calicoco," fox trot; "Canzonetta," Op. 12, No. 2 (Mendelssohn).

Vocalion best sellers for the month are as follows: "Annie Laurie" (sung by May Peterson); "Liberty March"; "Pussy Willow," fox trot, and "Sally Trombone," one step; "Sweet Petootie" and "Liberty Bell"; "The Best Things in Life are Free" and "Darktown 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**



Dealers, get busy! Get our proposition. This wonderful little machine will be a money-maker for you.

**Act Now—Today**

**Packed in Cartons**

**3 in a crate and shipped in multiples of 3 only**

**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 out doors. 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.**

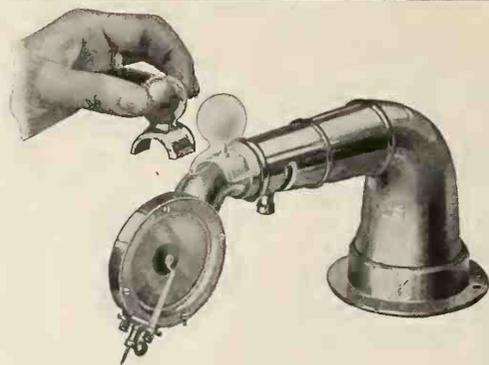


CONTINUOUS HINGES  
 ROTOMETERS (SPEED TESTERS)  
 MAIN SPRINGS FOR No. 3 AND No. 7  
 MOTORS, HANDLES, 12" TURN TABLES  
 GOVERNOR SPRINGS AND BALLS  
 MICA DIAPHRAGMS, Best Grade, All Sizes  
 PHONOGRAPH HARDWARE  
 SAPPHIRE POINTS

**LAKESIDE SUPPLY CO., Inc.**

202 So. Clark Street, CHICAGO, ILL.

Tel. Harrison 3840



RETAIL PRICE \$7.50 EACH

Prices to Bona Fide Dealers

Sample .....	\$4.00 each
Lots of 6 to 11 .....	3.75 each
Lots of 12 to 49 .....	3.50 each
Lots of 50 to 100 .....	3.25 each

A further slight reduction on yearly contracts  
 in 100 minimum lot shipments  
 PATENTS APPLIED FOR

**FROM OUR CHICAGO HEADQUARTERS (Continued from page 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 Golterman 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 hun-

dred 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 one dollar, 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 whereon 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.

# A Tonal Wonder

The Morenus Phonograph has won widespread recognition because of its unusual tonal quality. The novel all-wood horn which enters at the bottom (not the top) of the scientifically constructed tone chamber has proven itself astonishingly efficient in securing a most pleasing tone and a remarkably faithful reproduction of the record.

The Equipment is high grade in every respect, plays both types of records, has cover support setting top at any desired angle, original tone moderator, etc.

The Morenus cases are superb productions in every respect.

*The MORENUS is in 3 STYLES*

- A. OAK, - - 48 inches high. Retail price, \$110  
 B. MAHOGANY, 48 " " " " 125  
 C. OAK and MAHOGANY, 50 inches high,  
 Retail price, - - - - - 150

*Very liberal discounts to the trade  
 Send for our new descriptive catalog*



Style B

**The MORENUS PIANO CO.**

342 West Huron St.

CHICAGO, ILL.

*"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

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# 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

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 78)

## 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

## 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 Edison, Columbia, Victor or Pathé records to appreciate that which we are trying to tell you.

Play your favorite record on your machine, regardless of the make, and play it musically, not with all that surface, mechanical, nasal tone.

You have missed a rare musical treat if you have not heard some of the records of all makes which we could name, played with the Orotund and Superior outfits.

Write for prices and descriptive circulars.

**COMBINATION ATTACHMENT Co.**  
20 Jackson Boulevard, East, Chicago, Ill.

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 announce to the trade during either the months of October 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 Mfg. 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 the hospital, and in a moment of mental derangement jumped from the window. Mr. Ridgeway had been connected with the house ten years and was well known in the trade. He is survived by his brother, P. S. Ridgeway, and a sister, Mrs. Adolph Weidig, of Hinsdale. The body was brought to this city by express, and the funeral services were scheduled to be held on Saturday in Chicago.

## Making Stamped Steel Sound Boxes

The Chicago Recording Scale Co., Waukegan, Wis., are reported to have perfected a new talking machine motor along unique lines that will be formally announced to the trade shortly. Meanwhile the company is engaged in stamping sound boxes out of steel in considerable quantities and declare that 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 Talking 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 Colver, Cheney sales representative for both the States 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 show, 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. Madson, of the Cheney Phonograph Sales Co., 4400 Euclid avenue, Cleveland, who by the way is operating in Ohio, West Virginia and western Pennsylvania. E. R. Buel, 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. Riime, 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



Cheney Exhibit at Grand Rapids Furniture Market

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. Colver.

## Death of First Lieutenant Jones

Word has been received here of the death on August 3 of First Lieutenant Edwin Llewellyn Jones, former manager of the phonograph department of the Jaeger-McKenzie Piano Co., Oconomowoc, Wis., who went to France in

We Make Stamped Steel

## SOUND-BOXES

in View of Shortage in Die-Casting Market

**Chicago Recording Scale Co.**  
WAUKEGAN ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 80)

February. No details or particulars of his death have yet been received in this city.

**Introduce New Reproducer**

The Fletcher-Wickes Co., 6 East Lake street, this city, have recently introduced a reproducer constructed on entirely new principles for which the manufacturers present many important claims in their advertisement on page 39 of this issue. Its tone volume and quality has won high praise from

users as well as critical dealers and manufacturers who say that its future is well worth watching.

**Close Vocalion Retail Store**

In order to conform with the general spirit evidenced by the Government as to curtailment wherever possible, the Aeolian Co. has decided to close its Aeolian-Vocalion retail store in the Fine Arts Building, Michigan boulevard, Chicago. This move is also timely in view of the fact that the Aeolian-Vocalion line is receiving splendid retail representation in Chicago in the establishment of Mandel Bros. and other successful stores. The company believes that it can best co-operate with Vocalion dealers by conserving its resources wherever possible, and by closing its retail store in Chicago it will be in a position to enhance the value of the service rendered its dealers.

The Vocalion wholesale business in Chicago will be conducted as heretofore, and the tremendous increase in the demand for Aeolian-Vocalion products in this territory is reflected in the remarkable sales totals achieved by the wholesale division in Chicago. C. H. Addams, manager of the Vocalion store in Chicago, will join the wholesale Vocalion division with headquarters in New York.

**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 their 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 known, has not sprung into life instantly like Minerva from the brain of Jove. That was fable. This is fact. The 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 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.

The Victrola and Sonora store of Louis Balaire in Le Mars, Ia., has been purchased by the Kehrberg-Schneider Co.

The **VITANOLA.**



has everything in its favor. When you take on the Vitaphone agency you haven't signed up for a "white elephant"—you have entered into a contract that will make you some money.

Right now our proposition can't be beat—we're making immediate deliveries. That in itself should be sufficient notwithstanding the fact that we are producing a super-phonograph.

Get in touch with us at once and get this valuable agency while there is opportunity. It will make you some good money.



Trade Mark Registered

**VITAPHONE TALKING MACHINE CO.**

501-509 W. 35th Street - - - CHICAGO, ILL.

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 illus-  
trated 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.  
Peden Iron & Steel Co., Houston, Tex.  
Janney, Semple, Hill Co., Minneapolis, Minn.  
Richards & Conover Hdw. Co., Kansas City, Mo.  
Wyeth Hardware Co., St. Joseph, Mo.  
L. E. Lines Music Co., Springfield, Mo.  
J. S. Merrill Drug Co., St. Louis, Mo.  
J. W. Edgerly & Co., Ottumwa, Ia.  
Crescent Music Co., Fort Dodge, Ia.  
Stirtch Hardware Co., Center, Col.  
Larson Hardware Co., Sioux Falls, S. Dak.

Orgill Bros. Co., Memphis, Tenn.  
A. Baldwin Co., New Orleans, La.  
McGowan, Lyons Co., Mobile, Ala.  
Boetticher-Kellog & Co., Evansville, Ind.  
Bartlett-Jennings Co., Lynchburg, Va.  
Knapp & Spencer Hardware Co., Sioux City, Ia.  
Ault Woodenware Co., Cincinnati, O.  
Gray & Dudley Hdw. Co., Nashville, Tenn.  
Louisville Tin & Stove Co., Louisville, Ky.  
Lee Hardware Co., Salina, Kans.  
J. D. Weed & Co., Savannah, Ga.

**PROTEST WAR TAX REFERENDUM**

**Jobbers' Association to Make Strong Protest Against Chamber of Commerce Committee's Recommendation for Heavy Tax on Victrolas—Charges 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 Financing the War, suggesting that both consumption taxes and so-called "luxury taxes" be placed upon a few articles, and that they be made heavy, rather than light taxes be put on a large number of commodities. The committee in its recommendation included in the list of articles classed as "luxuries" musical instruments and worded that section of the recommendation to include "victrolas and various other mechanical musical appliances." The 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—and this is the sore point—the recommendation is made to apply to Victrolas and various other mechanical musical appliances instead of to musical instruments as a whole.

Talking machine men have not forgotten that in the drafting of the last War Revenue bill the burden of taxation was placed on talking machines and records and upon the music rolls and player actions only used in the player-piano, 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 does not crop out again. The lively protest against the wording of, and recommendation contained in, the referendum sent out by the Chamber of Commerce of the United States is heralded as the first step in the fight to get a fair deal for the trade.

It has been pointed out by those interested that the very phrasing of the recommendation indicates that the committee was not familiar with the industry and its ramifications—despite the fact that one of its members is believed to have had sufficient experience with the trade to know what are Victrolas and what are not—and being in ignorance regarding the industry, were not qualified to, and therefore should not, have made recommendations as to its classification under the proposed Tax Law. Inasmuch as the National Association of Talking Machine Jobbers has for some years enjoyed membership in the Chamber of Commerce of the United States, its members feel that they are well within their rights in questioning the authority of the committee to make recommendations of such a radical nature. The attitude of the association has been set forth strongly by J. Newcomb Blackman, president of the National Association of Talking Machine Jobbers, to Elliot H. Goodwin, secretary of the Chamber of Commerce of the United States, in which Mr. Blackman takes exception to the attitude of the Committee on Financing the War in its recommendation for high taxes on certain classes of so-called luxuries, and particularly to the evident discrimination shown, probably through ignorance, when Victrolas were selected for special mention. (Letter appears on page 86.)

Regarding the suggestion that heavy taxes be placed upon a few articles, rather than light taxes on many, Mr. Blackman expressed the sentiment of the association as being in favor of the raising of the required War Revenue by placing small taxes on a large number of industries, and thus permitting all to stay in business, rather than by placing prohibitive taxes on a few selected industries. He pointed out that heavy revenues desired from certain lines of industry cannot be realized if the taxes

*The*  
**CHENEY**  
**PHONOGRAPH**

*"Plays all records better"*

**Dealers**

are invited to inspect this instrument which is so distinctly different from all others.

Attractive agency proposition. Liberal advertising plans.

*Write for catalog and full particulars*

**H. L. ROYER**  
New England Representative

**77 SUMMER STREET, Room 59 - - BOSTON**

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 those 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 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 prove burdensome to some and extremely light to others, but each in-

dividual finds himself in a special class according to his status in the scale of incomes.

"The taxes 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 \$20 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 \$20 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 towards the winning 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 assessed on 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”



OR 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,

A handwritten signature in cursive script that reads "Frank V. Nutze".

Vice-President

STEPHENSON, INC., One West 34th Street, New York

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*Manufacturers of the Stephenson Precision-Made Motor*

**STRADIVARA ART PHONOGRAPH**

Handsome Display Made by the Compton-Price Co. in Special Advertisement in This Issue

The Compton-Price Co., of Coshocton, O., manufacturers of the Stradivara Art Phonograph, are deserving of sincere congratulations on the very artistic supplement of their beautiful line of talking machines which appears elsewhere in this issue of The Talking Machine World. They are certainly most attractive creations, admirably balanced architecturally and by reason of their individuality of tone and construction they are destined to win a large appreciation.

This company are inaugurating an active campaign for the coming fall, and have just prepared some elaborate catalogs which set forth the especial merits of these instruments in detail, and which combined with advertising service and sales assistance to dealers, who are exclusive in each locality, these instruments should win a large measure of favor from the public.

The Compton-Price Co. are believers in the potentiality of publicity and which with the merits of their instruments must unquestionably win for them a standing of importance and dignity in the industry in due course. We understand that there is some unfilled territory which will not be long open, judging from the increasing line of agents who are going on record as representatives of the Stradivara line.

**JOHN McCORMACK'S WORK IN WAR**

Noted Tenor in Red Cross Magazine Tells of What Music Means at the Present Time

The leading article in the Red Cross Magazine for August is in the form of an interview with John McCormack, the noted tenor, by Heywood Brown, the introduction to which pays a stirring tribute to Mr. McCormack's services in lending his voice to the cause of the Red Cross and other war movements. The singer's successful efforts in raising \$100,000 for the Red Cross on his recent tour and his further efforts in behalf of the Knights of Columbus Fund and other movements are too well known to require comment. Regarding his war work, and incidentally the essentiality of music, this noted Victor artist said in part:

"No man could hate Germany as sincerely as I do and stay out of the war, and no man could believe as I do in hard fighting, and in everybody's fighting, and not want to hit where he could hit hardest. I could have gone to a recruiting station and enlisted as a private, but I believed in music too much as a war measure to be willing to abandon it, if I could assist.

"So I took my problem to President Wilson. I told him that I offered myself unreservedly, that I would serve wherever I was placed, but that I did not think music was a non-essential, and that if I could serve in that department I would give myself as thoroughly and untiringly as any soldier in France. And the President said: 'I would far rather have you as a singer for the war than as any other kind of a soldier . . . We can't all do the same thing . . . and some one must keep the fountains of sentiment flowing.

"So that was how I enlisted. I am serving still. I am waiting for orders now. The Red Cross tour as I planned it is just finished, and I went over the hundred thousand I had set for myself. But that's only one job—there will be others.

"Nobody must feel that music is among the non-essentials. The world needs it more when it's in trouble than at any other time. And soldiers, and the mothers and wives and sweet-hearts and children of soldiers get more of the breath of life from it than the man in the street has any notion of."

Kimberly Phonograph Co., Inc., Manhattan, was incorporated this week with a capital of \$20,000 by M. Salter, H. C. Klonka, H. V. Kirkman, 206 Broadway.

**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 no let-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. Louis Older, assistant manager, and Mrs. Older, cashier, have returned from a trip to Mount Hood summit and Tom Cooney 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. E. 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 shippards. This Coast is especially strong in Scandinavian language.

Miss Jessie Meighen, of the Hyatt Talking Machine Co., has been enjoying a two weeks' vacation at Seaside, Ore. C. A. Alphones, of the Hyatt Co., is visiting Seattle, Tacoma and other Washington cities.

Portland is having the advantage of hearing Miss Lucy 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 Y. W. C. A. She has been explaining methods and merits of using the Grafonola in school work. She leaves for San Francisco from here.

**EXECUTIVE COMMITTEE TO MEET**

Jobbers to Hold Sessions in Philadelphia Some Time in September

It is announced that preparations are now being made for the holding of a meeting of the executive committee of the National Association of Talking Machine Jobbers in Philadelphia some time late in September for the discussion of existing conditions and problems in the trade, and other matters that would ordinarily have come up before a general convention had there been one this year. Dates for the meeting have not yet been definitely fixed.

**THREE PHONOGRAPHS AS PRIZES**

Flatbush Music Co., Brooklyn, N. Y., Stimulates the Selling of War Savings Stamps

The Flatbush Music Co., Brooklyn, N. Y., have aroused much patriotic interest in their section of the city by offering three Brunswick phonographs as prizes for the three people who sell the greatest number of War Savings Stamps in Flatbush 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 Flatbush 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 have enjoyed, or 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 a two weeks' rest. Chester Abelowitz will take his vacation in calling on the trade in Connecticut.

## THE PARR CENTRAL UNIVERSAL TONE-ARM



(Patent Applied for)

*This is the position for playing Lateral Cut Records*

Both positions are shown on page 88, July issue of The Talking Machine World.

**The Parr Tone Arm** is adjustable to any length required. The needle always rests at the same point, setting in the direct center in playing either position. This has been the objective of all past tone arm productions. Means are incorporated for taking up the wear, thereby overcoming any tendency for loose joints, which is the chief cause of "chattering."

The design of the tone arm permits perfect playing of either type of record without additional attachments. The sound box can be turned, allowing the needle to be changed with ease, and by a reverse movement the box returns to its normal playing position.

### Parr Magnetic Reproducer fitted with the Vibratone Patent Diaphragm

The most sensitive of reproducers. The permanent magnetic device, an integral part of the reproducer, acts on the stylus box. Its possibilities in giving warmth and delicacy in the tonal reproduction of quiet passages make old-style sound boxes seem obsolete. And in fortissimo passages where ordinary reproducers create unpleasant, music destroying blasts, caused by the needle jumping and losing its grip, the Parr Magnetic Reproducer, with its marvelous flexibility, follows every wave and vibration in the record and takes everything the record holds.

**The indestructible, non-crystallizing, always resilient Vibratone Patented Diaphragm**

Possessing all the good points of mica diaphragms, it overcomes all mica's bad features. Guaranteed uniform in quality, free from bubbles, blisters and waves, the Vibratone Patented Diaphragm is non-porous, non-absorbent.

It has a definite function and it performs it. It improves tone; in fact it creates new tone possibilities for every reproducer of other types.

**PARR MANUFACTURING CORP.**  
ONE UNION SQUARE - - - NEW YORK

### COLUMBIA SERBIAN RECORDS

Those Made by the Serbian Native Tamburiza Orchestra Win Much Favor—More Records to Be Found in October List

Advance orders received from Columbia dealers throughout the country indicate that the record made by the Serbian Native Tamburiza Orchestra, which was introduced in the September supplement, will achieve a remarkable success. This record was originally made for the foreign language record library exclusively, but music critics after listening to it, stated that it would undoubtedly meet with popular favor if introduced in the general catalog. The record



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 additional 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 se-

lections made on a novelty circus organ that is popular in Holland. This circus 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.

Knowledge of human nature.

Confidence in yourself.  
Confidence in your house, and the goods you sell.

Knowledge is power.

If you know more about your business and the stuff you are selling than your competitor does, you have at once placed a handicap upon him, and should

easily succeed while he does not. Every man who is selling goods, whether it be the lawyer or the physician whose skill is his stock in trade; the farmer or the miner who markets what he raises from the soil, or digs out of the bowels of the earth; the railroad or steamship manager whose traffic is human lives and tons of commerce; or the manufacturer, jobber or retailer, who represents the class we more commonly

think of when we speak of selling goods—each and every man should make his own business his object of constant study and investigation, and it should be his pride and ambition to know more about the particular thing he is doing than any other living man.

### J. NEWCOMB BLACKMAN PROTESTS

President of National Association of Talking Machine Jobbers Writes Timely Letter to United States Chamber of Commerce

New York, August 13, 1918.

Mr. Elliot H. Goodwin, Secretary,  
Chamber of Commerce of the United States,  
Washington, D. C.

Dear Sir: As president of the National Association of Talking Machine Jobbers I recently analyzed Referendum No. 25, containing the report of the Special Committee on Financing the War, and I am surprised that the most influential organization of business men in the United States should express themselves through a special committee as they do in recommending that Question 9 be voted in the affirmative specifically as presented on page 9, concerning luxuries "so-called."

Under date of July 19 last I expressed to our national council members my belief that these recommendations are not only unwise and unfair to the talking machine industry, but to the entire allied musical instrument trade. It is without hesitancy that I state for our own association, as well as our business, represented by manufacturers and wholesale and retail dealers, that a tax of 20 per cent. levied on the retail selling price would not produce increased revenue, but curtail to the point of bankruptcy in many cases. This position can be realized when you compare the proposed tax with the present one of 3 per cent. on the manufacturer's selling price and what a tremendous advance it would mean with a tax of 20 per cent. figured on the retail selling price.

Our protest is that this proposed tax is extremely excessive and that it would not produce increased revenue, but would be very successful in killing industry. The August 10 issue of *The Music Trades*, on page 16, contains an article giving publicity to the protest from this paper and one of its correspondents, as well as a letter from you, in which you claim that the special committee of the Chamber of Commerce has been unfairly attacked. The exhibit headed "The Deadly Parallel" fully justifies in my mind the complaint, whereas your answer, at the best represented by your letter addressed to the editor of *The Music Trades*, under date of July 30, is an attempt to hide behind an interpretation that would discriminate in favor of some musical instruments, while putting the burden of the tax on one particular type named specifically by the word "Victrolas." The editor's retort to you, in which he calls attention to the apparent lack of information on the part of the committee, is a point well taken, for "Victrolas" does not represent a generic word, whereas "musical instruments" would. Victrolas are the product of one concern only—the Victor Talking Machine Co.

Furthermore, you and the committee seem to take the position that you are merely following France in handling taxation in this manner. May I, therefore, ask you to refer to page 19, and the twenty-six articles referred to, for I fail to find the word "Victrolas" or "musical instruments," nor do I see introduced the qualification "mechanical." Broadly speaking, and in a spirit of fairness to all manufacturers and sellers of musical instruments, I think we can reasonably take the stand that music should not be suppressed in the manner indicated by the opinion of your special committee.

The Secretary of the Treasury, in his statement, also published in this referendum, concludes by recommending that taxation be imposed on all "luxuries." When your committee undertakes to define "luxuries" and then says "many articles which are clearly luxuries, etc." they are assuming to be qualified to pass on and interpret this much mooted question in a manner that so far our highest Government officials have hesitated to do. Furthermore, to present, as one of the reasons for selecting a few victims among so-called luxuries, the one that "collection is simplified" is hardly a constructive reason, nor one that will be regarded as fair. In the Secretary of the Treasury's recommendations he has first in mind the urgent need of raising revenue, and that is the prime object of the new revenue bill, so when the committee disregards his recommendations by selecting a few articles, instead of a large list, the effect is to be deplored from the standpoint of failure to produce the necessary revenue, regardless of its fairness.

Referring to the word "mechanical" as defining the kind of musical instrument to be taxed, may I not call your attention to the fact that this would be discriminating against talking machines, and an educational system, the value of which is recognized to-day by the installation of Victrolas alone, with special educational records, in from 35,000 to 40,000 public schools in over 6,500 towns and cities in the United States. These instruments are teaching music and inspiring pupils through the rendition of it by the world's most famous artists. Then again, investigation will clearly disclose that there is hardly a transport, naval vessel, cantonment, base hospital, Y. M. C. A., Red Cross, Knights of Columbus, or Salvation Army headquarters or camp that is not using a talking machine. These instruments are necessary parts of its equipment, and appeals are being received daily for the donation of records to cheer and inspire our enlisted men. It is the mechanical operation of these instruments that makes their value for these purposes immediately available and more widely possible, without musical training or talent on the part of the operator. Therefore, it seems to me there is no "luxury" or "non-essential" represented in musical instruments so used, and an unreasonable tax would be a blow at the use of these instruments as above.

The members of our association, through its executive committee, will vote vigorously against the recommendations of your special committee, as represented in Question 10, and it is unfortunate that we will not be given an opportunity to be heard before the general membership of the Chamber of Commerce of the United States, in order that their vote might be cast, based on information which apparently the committee did not have, or they would not have treated our industry in such a discriminating manner.

Concluding, I feel justified in saying that the committee have disregarded the wishes of the Secretary of the Treasury, failed to do as they said in following the plan of our ally, France, in taxation, and have apparently, through lack of information, made recommendations which have made necessary a protest from the entire allied musical instrument industry. I hope there is yet some way to correct this error, for surely it is the desire of all to bear our just share of taxes without discrimination or protest. If you will favor me with an early reply, it will be greatly appreciated. Very truly yours,

THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS,  
(Signed) J. NEWCOMB BLACKMAN,  
President.

# 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 the stocks depleted by the heavy buying which they attribute to the unwonted prosperity of the city where shipbuilding has sent wages soaring, where the payroll has been increased by hundreds of thousands of dollars each week with an influx of 35,000 shipbuilders and other workers due to the sudden increase in population and labor.

Perhaps no 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 piano business, but which has more than doubled its normal summer talking machine and record trade. Edison and Victor machines have been featured at this house, which has had an especially attractive window display built around a portrait of Thomas A. Edison, painted by a Portland artist. A number of Cowan Classics, recently added to this firm's list, have been on display also.

Ten Victrolas were shipped to the spruce division by the Wiley B. Allen Co. this week. Paul B. Norris, in charge of the talking machine department, says the order for the Victrolas came directly as the result of a patriotic window display. Mrs. Olga Binder, in charge of the record department for Wiley B. Allen, says she is busy getting stock in shape for fall when a big business is expected.

The Hyatt Talking Machine Co. will move into new quarters September 1. The present store has been taken by the Northwestern National Bank, which has purchased E. B. Hyatt's lease. Mr. Hyatt has leased for a period of two years a store 25 by 100 feet in the new 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 Also in Favor—Taboo on Music of German Origin—H. N. McMenimen a Visitor—About Exports

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 outfits 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 sale of small machines has 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 uneasiness has been felt 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 great 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 U. S. entered the world war, and the local 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 Lin-

The Wakefield Music Co., which sells the Brunswick talking machine and Pathé records, has been doing a good summer business. C. Guy Wakefield, manager, says many shipbuilders are buying Brunswicks as a result of his sending to the shipyards 16,000 circulars advertising this machine. Miss Flora M. Wakefield, daughter of the manager, has taken charge of the record department.

Large sales of Columbia and Victrola machines are reported from the Meier & Frank Co. J. H. Matney, proprietor, sold \$1,026 worth of machines the other day.

Miss Ruth Le Van is now connected with the record department of the Meier & Frank store.

Harold S. Gilbert, of the Gilbert Piano Co., is selling quite a number of Columbia Gramophones. The new non-set machines have proved very popular and have sold readily. The Columbia Co.'s Portland branch is also having a big run of the new machines, which are being displayed to dealers and customers who manifest great interest.

Sonora machines are selling unusually well at the Bush & Lane store. James Loden, manager of the talking machine department, is busy rearranging his stock. He expects a shipment of Sonoras of period designs in the very near future and anticipates a large sale.

The phonograph department of the G. F. Johnson Piano Co. will be enlarged and improved in the near future. Larger display rooms on the mezzanine floor and more record rooms will be added. Robert T. Callahan is manager of the talking machine department.

L. E. Gilham, manager of the Stradivara Co., says that business is splendid with the trade unusually satisfactory. He has just sold a handsome Stradivara grand for \$250 to a prominent Portland family. Mr. Gilham is establishing a lot of new agencies through the country and is putting new men on the road.

coln, Neb., has been stopping in Los Angeles for the last week.

William Hobbs Richardson, manager of the talking machine department for the Southern California Music Co., reports an incident that may be of interest to the trade in general. They received an order for records from Mexico; the order was filled and sent out by parcel post in the usual manner, but was held up by the Customs Censor, who declared he would not pass on them until he had heard them played. One of the clerks took a Victrola to the Federal Building and played the records for the official and when finished was charged 35 cents, being for the time it took the censor to listen to them. This shows how particular the Government is in examining everything before it leaves this country.

H. N. McMenimen, managing director of the Pathé Frères Co., is on a trip of inspection to the Coast and spent several days in Los Angeles looking over the situation here. He is very enthusiastic over the future of the Pathé products and expects to establish many new agencies in this section of the country before returning East.

## MUSIC AND THE FIGHTING MAN

J. K. Nichol, formerly connected with Thomas A. Edison, Inc., and now in the United States Navy, in a recent letter to the Edison people points out the wonderful value of the phonograph in navy and army camps, and says that there should be a machine in every one of the ship's quarters, as well as in training stations, and says that the phonograph is a tremendous educator and stimulator of patriotism.

## "A WONDERBOX OF MUSIC"

British Correspondent Thus Describes the Talking Machine at the Front—An Excellent Editorial on Important Subject

In connection with the accompanying expressive cartoon, the Evening Express, of Los Angeles, Cal., recently published the following editorial comment that should prove of more than usual interest to members of the trade generally, as indicating a new attitude toward the talking machine:

"Whether the phonograph is regarded as a

HELP ROUT HIM



A Timely Cartoon

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: "To-day 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 hundreds of homes in Los Angeles that can give helpful aid to this meritorious campaign. The talking machine department of any of the principal music stores will receive phonographs, records or musical instruments or they may be sent to Red Cross headquarters at 956 South Main street."

## QUALITIES WORTH CULTIVATING

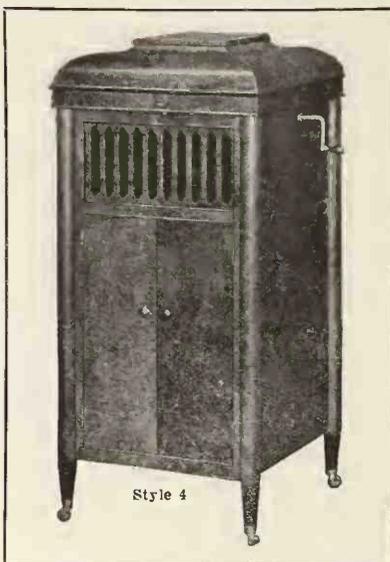
Professor Walter Dill Scott says that most difficulties are difficulties because complete information is not at hand to be worked on. A habit of close observation oftentimes enables one to get necessary information which, put down on paper, is then before him for reference. After securing complete information, 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, largely of environment. It can be developed. Educate it.

Have you bought a Thrift Stamp to-day?

## 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 tone arm* of the Cecilaphone, by an ingenious process of casting, is adapted to amplify or swell the tones in their course toward the outer air. It is properly constructed and correctly balanced, enabling the busy needle to perform its work without interference.

### *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.



**Can You? Could You? Would You? Will You? Take a Hint?**

**The Bush & Lane Piano Company**  
Manufacturers  
Holland, Michigan

CALL ON MANY NOTED ARTISTS

E. N. Burns and Theo. Bauer Visit Summer Resorts Where Columbia Artists Are Sojourning—Toscha Seidel Greeted

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



Toscha Seidel, E. N. Burns and Master Seidel 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



Miss Maurel, Mrs. T. Bauer, E. N. Burns, Theodore Bauer

Leopold Auer, internationally famous as a violin teacher, who is taking a keen interest in Mr. Seidel's future. Mr. Seidel has been acclaimed by critics as one of the most remarkable violinists introduced in recent years, and the Columbia Co. is planning to issue his first records in the near future. During his visit Mr. Burns prevailed upon Mr. Seidel to visit New York, in order to make additional records and to hear his first recordings.

The next call was at Schroon Lake, where Oscar Seagle, the famous operatic baritone and exclusive Columbia artist, is summering. Messrs. Burns and Bauer were accompanied to Schroon Lake by Miss Barbara Maurel, the well-known mezzo-soprano, who is also an exclusive Columbia artist, and who will make a joint tour this coming season with Oscar Seagle.

From Schroon Lake Mr. Burns and Mr. Bauer visited Lake Placid, where they met Madame Hulda Lashanska, prominent concert soprano, whose first Columbia recordings, recently introduced to the public, are meeting with pleasing success. Madame Lashanska was also prevailed upon to visit New York this month and make additional records, that will be announced very shortly.

TALKER RECORD CAUSES TROUBLE

A New York woman, who has applied to the courts for a separation from her husband, alleges in her complaint, among other things, that her spouse had the unpleasant habit of coming home and playing on the talking machine for a lengthy period of the record: "A Fool There Was," as an expression of his opinion regarding his marriage.

NEW YORK JOBBER BOUGHT OUT BY EDISON OFFICIALS

George L. Babson, Formerly General Manager of the Phonograph Corp. of Manhattan, Succeeded by Edward C. Boykin as General Manager—No Similar Action to Be Taken Elsewhere

The Phonograph Corp. of Manhattan, which has been conducting the magnificent Edison Shop at 473 Fifth avenue and for several years has jobbed the Edison line in New York City, has been taken over by individuals connected with Thomas A. Edison, Inc.

Henry B. Babson, 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 San Francisco, Portland and Los Angeles, and therefore have every facility on both coasts to receive foreign visitors and develop export business."

JOBBER VISIT EDISON FACTORY

C. B. Haynes, of the C. B. Haynes Co., Inc., Richmond, Va., and L. H. Lucker, 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 Lucker shows graphically that dealers can avoid dull times in summer.

W. H. CALDWELL IN "Y" SERVICE

W. H. Caldwell, distributor of Starr phonographs and Gennett records, with offices and warerooms in Louisville and Shelbyville, Ky., announces that he will leave for France about September 15 in the interests of the Y. M. C. A.

IMMEDIATE DELIVERIES



809

Mahogany, Golden Oak, Fumed Oak, Weathered Oak, Nickel-plated trimmings. Lock and key. Height, 33 inches. Top, 22 3/4 x 19 1/4 inches. Holds 12 twelve-inch records. Matches new Victrola IX. Highest type of cabinet, both in construction and finish. Average weight crated, 80 lbs.

## Specials

FOR

## Victrola IX

---

WE have in stock other cabinets to fit all styles of machines and will be glad to send our catalog for the asking.

---

**Schloss Bros.**

635-37 West 55th St.

**NEW YORK**

Phone

**Columbus 7947**



702

Mahogany, Golden Oak, Fumed Oak, Weathered Oak, Nickel-plated trimmings. Lock and key. Rubber-tired wheels. Height, 30 inches. Top, 17 x 20 1/2. Matches New Victrola IX. Top has countersunk holes to accommodate rubber bumpers on machine. Moulding on top securely fits base of machine. Average weight, crated, 75 lbs.

# 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 the moment they are needed.

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.

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.

**PRESIDENT'S STATEMENT**

"Industry plays an essential and honorable a role in this great struggle as do our military armaments. We all recognize the truth of this, but we must also see its necessary implications—namely, that industry, doing a vital task for the Nation, must receive the support and assistance of the Nation."

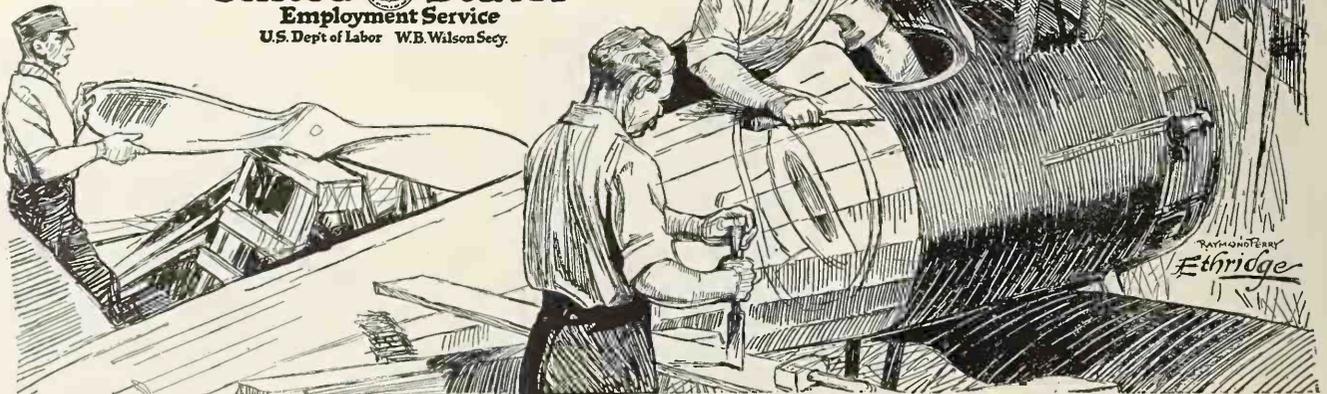
"Therefore, I solemnly urge all employers engaged in war work to refrain after August 1st, 1918, from recruiting unskilled labor in any manner except through this central agency (the U. S. Employment Service). I urge labor to respond as loyally as heretofore to any calls issued by this agency for voluntary enlistment in essential industry. And I ask them both alike to remember that no sacrifice will have been in vain, if we are able to prove beyond all question that the highest and best form of efficiency is the spontaneous co-operation of a free people."

**WOODROW WILSON.**

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.

**United States Employment Service**  
U.S. Dept of Labor W.B. Wilson Secy.



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. B. Fuller Assumes Directorship of Sales Promotion—Takes Charge Editorially of House Organs Issued by Thos. A. Edison**

Verdi E. B. 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



Verdi E. B. Fuller

recently in the hands of Edward C. Boykin. This work includes the managing editorship of the house organs, "Diamond Points" and "Along Broadway," of which Miss Laura Scribner has become associate editor.

Mr. Fuller's work with the company, first as supervisor and then as general supervisor, has made him well known to every Edison jobber in America. Perhaps his most noted achievements have been in connection with the tone tests, which are so notable a feature of Edison publicity. Mr. Fuller is peculiarly qualified for his new duties because of an exhaustive knowledge of all aspects of the Edison business, especially of the selling end. He has a mind fertile in ideas, and a never-failing interest in the ideas of others.

Miss Scribner, who is to work with Mr. Fuller on both publications, graduated from Vassar College this year. 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

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. Bradt, 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.

**HERZOG PLANT EXPANDING**

**New Shipping Department and Extension to Plant Constructed to Provide Additional Facilities for Making Sonora Cabinets**

SAGINAW, MICH., August 10.—Work has been completed on the new shipping department building of the Herzog Art Furniture Co., erected to house the products of the concern, which is principally engaged in manufacturing Sonora phonograph cabinets. The new building stands opposite the main Herzog plant, on the east side of Michigan avenue. An addition to the Herzog plant is also being constructed at the rear of the present factory, to afford additional facilities for general manufacturing purposes.

**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!*



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.**



Setting Victrola into Cabinet

Sound Doors Open for Playing

### J. C. ROUSH DISCUSSES TAXATION

Points Out a Certain Unfairness in Methods of Imposition—Industry Should Be Treated Fairly—No Fabulous Profits in Sale of Talkers—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 profits when needed 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

## CRYSTAL EDGE MICA DIAPHRAGMS

M  
I  
C  
A

Let us send you samples *today* of our diaphragms and you will readily understand why the best talking machines are equipped with *Crystal Edge Mica* diaphragms exclusively.

We use only the very finest selected mica, the best diaphragm material in the world.

PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK

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 go 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 favored with no taxation that they be able to expand and pre-empt the fields of those whose too heavy tax burdens have forced them to trench.”

“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 are 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



The Watch Dog Savings Bank 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?

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

Forty-seven 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 retailers, 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 have all 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 Van Eps, banjoist, 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 benefits arranged for the fighting men. On August 8, for instance, Henry Burr, Albert Campbell, John H. Meyer, Billy Murray, Frank Croxton 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 cut-outs 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. 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 Columbians now with the American soldiers in France. Officers who come back, he said, relate how the boys play their talking machines at that highly nervous 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 in a highly complimentary way on the way in which he finds business conducted by the talking machine dealers of Portland and declared that the unusually fine window displays which he found in the local music stores are the best he has seen in any city. 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 cantonment at Vancouver Barracks and took in the famous Columbia Highway trip.

### VICSONIA PRICES TO ADVANCE

The Vicsonia Mfg. Co., Inc., New York, manufacturers of the Vicsonia reproducer for playing Edison records on other types of machines, are urging their dealers to place orders immediately for fall deliveries in order to take advantage of existing prices. The company announces that, owing to the increased cost of all materials, the prices of the various styles of Vicsonia reproducers will be advanced on September 1.

### 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-hangers free.

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

### 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 Curtailed 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

not ideal and that the looks of satisfaction of those seated were just camouflage.

Whether it was the inclination to take part



Getting Ready for the Game

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 as proud of 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 when the game was not prolonged. The team captained by J. Davin was composed of Owens, Cassidy, Abelowitz, Bradley, Rollins, Roth, Davin, Hutchins and Schoonmacher, and the opposing team consisted of Graffen, 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



B. R. Forster

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.



Strouse and Condon

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 other details were handled most capably. The committee in charge of the outing consisted of Sol. Lazarus, E. Leins, J. E. Hunt, J. T. Coughlin, Saul Birns, H. Mielke and J. J. Davin.

#### 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 Fort Hancock.

#### OPENS NEW STORE

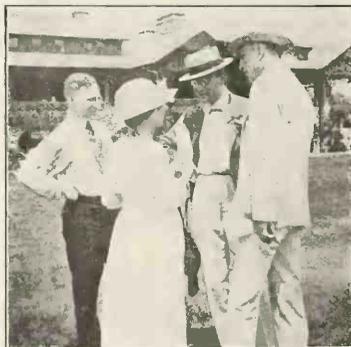
W. F. Pekar has opened a new store in Hampton, Ia., for the sale of talking machines, records and other musical instruments.



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 good 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 discomfiture of those who were not, it was realized later that the spot was



Lambert Friedl "joshing"

the means of giving the more optimistic ones much ambition, as immediately after dinner a ball game was announced as the next number.

James Davin headed a Victor team and O. P. Graffen captained a Columbia-Brunswick team and an inning and a half, together with the heat,



## Record Cabinets

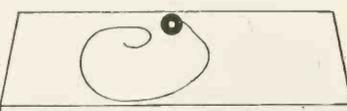
Made by  
Nanes Art Furniture Co.  
New York City

## Record Envelopes



## PIANO CREAM

is wonderful for restoring the lustre  
to Talking Machines



Thirty desirable records. You may not have all of these selections  
We will gladly play any record for you.

INSTRUMENTAL		VOCAL	
1001	March (Columbia)	1002	Swanee Song
1003	Blue Bird (Columbia)	1004	Swanee Song (Columbia)
1005	Blue Bird (Columbia)	1006	Swanee Song (Columbia)
1007	Blue Bird (Columbia)	1008	Swanee Song (Columbia)
1009	Blue Bird (Columbia)	1010	Swanee Song (Columbia)
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1015	Blue Bird (Columbia)	1016	Swanee Song (Columbia)
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1199	Blue Bird (Columbia)	1199	Swanee Song (Columbia)



# CLEMENT BEECROFT

309 W. Susquehanna Ave.  
PHILADELPHIA

# DOEHLER DIE-CASTINGS

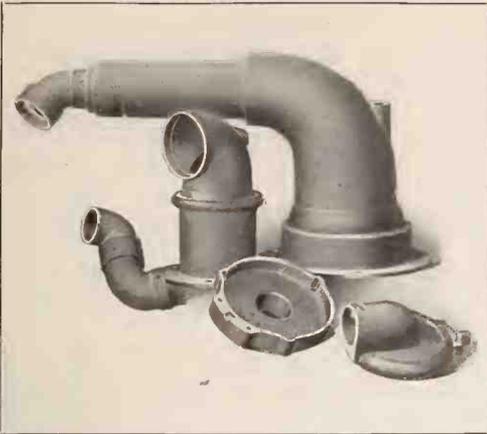
for tone arms, sound boxes and talking machine attachments are STANDARD throughout the industry.

Of the many instruments produced to-day from the most prominent makes down, the greater number, by far, are equipped with Doehler die-cast tone arm and sound box.

The enormous output of our three large plants permits of advantages to the users of die-castings, as regards prices and deliveries, not otherwise possible.

## DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT  
BROOKLYN, N.Y. NEW JERSEY PLANT  
WESTERN PLANT  
TOLEDO, OHIO. NEWARK, N.J.



### NEW COLUMBIA HOME IN BUFFALO

Beautiful New Quarters Now Completed and Occupied by Columbia Company's Buffalo Branch of Which O. M. Kiess Is Manager

BUFFALO, N. Y., August 6.—The new quarters of the Western New York distributing branch of



Manager O. M. Kiess' Private Office the Columbia Graphophone Co. in this city have been completed and occupied since May. The offices and warehouse of the local branch now occupy the second and third floors of a modern, fireproof building at 733-5-7 Main street, most admirably adapted to the company's business. Ten thousand square feet of floor space provide ample facilities for systematic handling



Partial View of General Offices and distribution of stock to Western New York dealers.

The entire third floor of the building is given over to Grafonola stock, while the second floor is advantageously divided, accommodating the offices, record stock room, dealers' sample rooms, repair shop and shipping department.

Plenty of sunlight and fresh air are noticeable characteristics, making the new quarters healthful as well as pleasant, and contributing greatly to the happiness and satisfaction of employees. This is as it should be; for, as Manager O. M. Kiess aptly puts it, "We all live here." Neither pains nor money has been spared in fitting up the Columbia's new home, and the result is apparent in every department,

from the manager's office to the elevator.

The offices, partially shown in the accompanying photographs, are light, airy and commodious. A completely equipped school for the training of Dicta-typists is a feature of the Dictaphone department.

The record stockroom is a model for system and efficiency. The arrangement and consecutive numbering of the record racks permit the filling of orders with a minimum of time and labor. The record department's motto is "Every order will be shipped to-day."

The arrangement and facilities of the ship-

again, as also in the repair department, plenty of light and air make working conditions ideal. A three-ton elevator, large enough to accom-



School for Training of Dicta-typists modate a truck load of Grafonolas and the truck as well, is a great time and labor saver, and solves many an otherwise serious stock handling problem. An attractive and comfortable room for the use of dealers and for the display of Grafonola samples and accessories is convenient to the offices.

The plans for the new quarters were drawn by Manager Kiess, and the construction work carried out under his direct supervision; and he takes pardonable pride in the fact that he has built for the Columbia line a worthy home.



Section of Model Record Stockroom ping department enable it to back up the record department in its service motto. Here

# 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 "Lonora," 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 "Lonora," or any other word resembling the word "Sonora" or "Lonora" in connection with phonographs or talking 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," "Munitions," "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.

### 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 Harponola, which they produce, they have made a specialty of producing



The Harponola

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., 55 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

## An Actual Test of THE VICSONIA

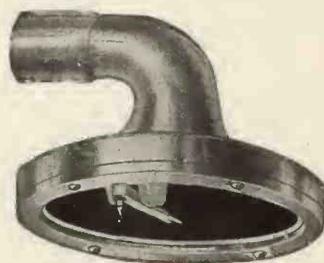
in the dealer's own store is the best argument for this wonderful Reproducer for playing Edison Records on other makes of machines.

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) NEW YORK, N. Y.



# REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

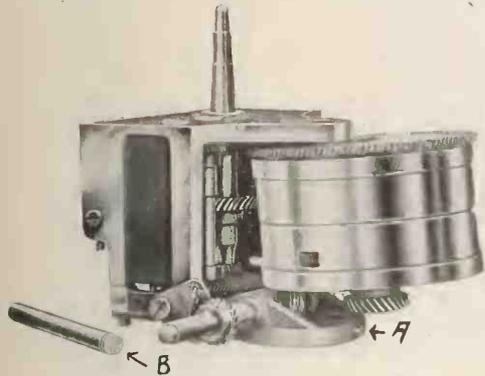
[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

## "THE STEPHENSON MOTOR"

"The creation of a better motor" was the aim of the designers of the Stephenson motor. It is my opinion that they have succeeded in accomplishing their aim, and I think that a description of the construction of this well-made, silent-running motor will be of interest to all in the trade.

The spring drums, the governor shaft and the turntable shaft, although of larger dimensions than ordinary, are placed in such relation to each other as to still make the motor a compact unit, with no overhanging parts. This compactness is of great advantage to the phonograph manufacturer, as it permits the use of larger tone chambers.

The frame of the motor, made of cast iron,



Replacing Spring in Stephenson Motor completely encases all parts, and is of such design as to permit easy access to all parts.

The two spring drums are identical and interchangeable. One of these drums assembled with a spring is a completed unit and is furnished to the manufacturer in this way. To replace a broken spring it is only necessary to unscrew the screw marked A, remove the shaft B, take out spring drums and replace the drum containing the broken spring with a new drum unit. 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. This taper-bearing design is the same as that used in the manufacture of precision machinery, where all "chatter" due to vibration must be positively eliminated.

The finest degree of regulation between the worm gear on the governor shaft and the gear on the turntable shaft is obtained by means of an eccentric motion of the governor shaft as a unit. Once adjusted, the position is securely held by the two set screws on the governor bearings.

The speed regulation of the turntable is obtained by turning a small knurled thumb piece on the dial plate. A number, indicating the revolutions per minute of the turntable, shows

through a slot in the plate. 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.

## PHOTOGRAVURES 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 wareroom 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 photo-

gravures 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, Tetrizzini, 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 armanent  
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

**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.

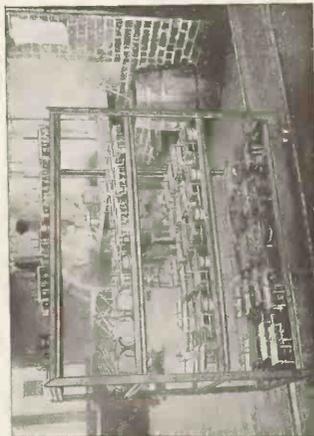
**Quality** has always been our watchword and our organization and factory facilities enable us to realize it.

**We make music and music roll cabinets too**

## Salter Manufacturing Co.

337-349 NORTH OAKLEY BOULEVARD - CHICAGO, ILL.

# Inspections and Tests of the Heineman Motor



## 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.

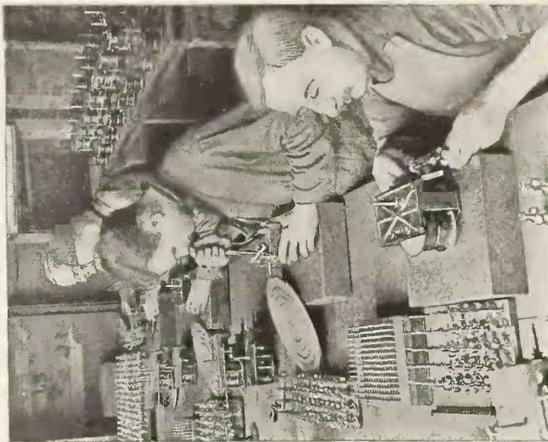


## PACKING

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.

Carefully mounted on fibre boards, using the regular mounting screws and washers, wrapped in oiled paper, to prevent dust or any foreign matter settling on the gears or, in fact, any part of the motor; placed in cartons specially designed and arranged for transporting motors in a suspended position exactly the same as when mounted in cabinets.

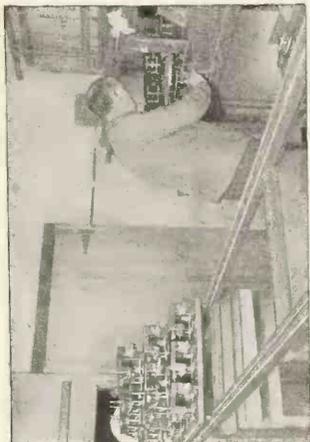


## INITIAL MOTOR INSPECTION

In a specially designed sound-proof room the motors are fitted with governor, governor worm and adjusted. This room is so arranged that each operative has the best of light, special tools and the most modern equipment at his hand.

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 process.

This work is accomplished by a trained force of highly skilled instrument makers with years of experience in this line of work.

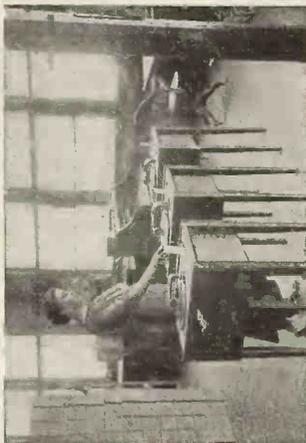


## FINAL MOTOR INSPECTION

The final motor inspection is a check on all previous process inspections, every screw is tightened,—every part tested for fit and adjustment,—inspection made that each running part is thoroughly oiled and, finally, the running of the motor is tested.

The room is specially designed and sound proof,—lined with hair cloth to exclude any foreign noises, and every device known used to bring out any noise other than natural sound caused by moving parts of the motor, so that same may be corrected if in any way detrimental to a Motor of Quality.

Each motor is inspected by an expert instrument maker who tests all parts, winding device, pulling power and quietness of running. Motors passing this test are right.



## RUNNING TESTS

After motors have passed the final inspection, as shown in another illustration, a certain number of each style is taken every day and given a running test. The cabinets shown above are designed to show various conditions in the motor under observation.

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

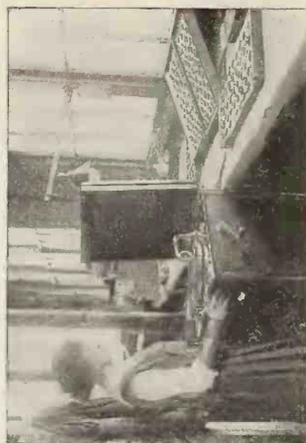
All turntables used with Heineman Motors are so manufactured as to run perfectly true and felt attached so there are no irregular edges.

These turntables have the underedge trimmed and are hand balanced before the hole in the hub for the turntable shaft is drilled and tapered. Each tapered hub is tested with go and no-go gauges.

The inspection shown is the final one before packing.

The fixture on which the table turns during this operation is so arranged as to 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 inspection is carefully played and tested.

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."



No. 103

**SOSS**

**INVISIBLE HINGES**

**Preserve Beauty**

In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players and Benches, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.

**Design and Construction**

The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are *invisible*.

WRITE FOR CATALOGUE "T"

**SOSS MANUFACTURING COMPANY, 435 Atlantic Avenue, BROOKLYN, N. Y.**

DETROIT—922 David Whitney Bldg.  
SAN FRANCISCO—164 Hansford Bldg.

LOS ANGELES—224 Central Bldg.  
CHICAGO—John C. Bold & Co., Clark and Washington Sts., Conway Bldg.



No. 100



No. 101

**THE KIND OF DEALER WHO WINS IN BATTLE FOR TRADE**

An Illuminating Analysis of the Different Types of Dealers in Which It Is Shown How the Man Open to Ideas and Suggestions, the Balanced Man, Achieves Trade Success

[H. C. Ernst, assistant to R. J. Keith, vice-president and general manager of the New York Talking Machine Co., recently completed his first year's association with this company. Prior to joining the staff of the New York Talking Machine Co. Mr. Ernst was assistant to the president of the National Cash Register Co. and also occupied an executive position with the Stenotype Co. He is therefore a man of wide vision and unusual business acumen, and the following article which gives a brief resume of his ideas of the Victor business, after a year's connection with the industry, is worthy of more than passing attention.—Editor.]

As I see it there are four different kinds of Victor dealers:



H. C. Ernst

First, the man with vision and ability.

Second, the man with ability and no vision.

Third, the man with vision and no ability.

Fourth, the man with neither vision nor ability.

The man in class one has vision enough to see the value of proper advertising, competent help, unexcelled service, courteous treatment of customers, drastic credit policy and, above all, absolute belief in and loyalty to Victor products.

Class one man in most cases has a DEFINITE working plan in operation. In other words, he knows what percentage of his profits he can spend for advertising each month—and he does it. He knows what percentage he can spend for his help, his deliveries and his overhead—and he does it. He knows that courtesy to his customers is a big asset—and he practices courtesy and affability. He knows that his mailing list is worth its weight in gold if it's live. He therefore works with that mailing list day in and day out, keeps on it only the names of those people who in his estimation are actual buyers. He studies constantly the trend of affairs, nationally, and takes advantage of every change in his community which will increase his business and he adjusts his mailing list accordingly. If he finds that

the working man in his community is making more money than he ever did before, he plays hard for the working man's business. If he finds that a foreign element is creeping in, he puts in foreign records. Furthermore, the class one man actually SELLS his records and machines. He knows his stock and knows the likes and dislikes of his customers. He sells 16s and 17s as well as the more expensive records because he knows how to present them. He keeps his shop neat, clean, and brings it up to the cultural standard of the merchandise which he is handling. He appreciates the value of window displays. In short, the class one man cannot help but be successful because he overlooks no opportunity whatever and he has the vision and the courage to go ahead and do things instead of waiting for some one else to show him the way.

The man in class two is unfortunate in that he can carry out what the man in class one does, but he is the kind of dealer who cannot work without direction and furthermore even with direction he would be at a disadvantage because he is fearful of results. It is this class of man who will spend \$80 on one ad and because he gets no results will stop advertising, not because he cannot devise good advertising matter but simply because he hasn't vision enough to see the value of this sort of thing and the necessity of constantly driving at the public not with one ad but with a succession of matter that will bring the customers into HIS establishment. It is this man who holds the dollar so closely to his eye that he can see nothing else. He will not invest in proper window cards, window advertising, store fixtures, etc., because he first wants to see results. He knows he should do these things, but again fear that the investment will not pay out holds him back.

The class three man—he who has plenty of vision and no ability—is as badly off as the man whose classifications are just reversed. Perhaps he is worse off. Class three man has so much vision that he never stops to figure the cost of things but allows enthusiasm to run away with him to make any investments, advertising, fixtures, etc., which cannot possibly pay out. They won't pay because after having brought customers into the store this man is unable to sell them. He is unable to impress them, probably. He has not studied his line. He is not in a position to suggest to his trade what they should have. In short, he spends his money along the right channels, but cannot produce any actual sales.

The class four man is quite overcrowded. The dealer who has neither vision nor ability may have succeeded thus far, yet he has not succeeded on account of what he has done but rather in spite of what he has done. The Vic-

tor Co. has made it possible for such a man to exist, but in these abnormal, strenuous times and in the face of the very acute shortage of goods this class four man must either pass out or sell out. The class four man cares not for the appearance of his establishment. He does not appreciate the value of a mailing list. He knows his trade perhaps, but has not a good suggestion in his make-up which would tend to make up any one customer's given library. He sells a record only because it is asked for. He hasn't the slightest conception as to how to present the higher-priced machines. He seldom reads Victor advertising. He pays little or no attention to his mail. He does not believe in spending money for advertising not because he is fearful of results but simply because things have not come easy for him and he consequently accepts his profit with the least possible effort.

The class one dealer is a man who is laying a foundation for after the war which will net him wonderful returns. It is this class of dealer who is open to ideas and suggestions and who has a strict accounting of his stock and knows exactly how his business has been running.

This enables him to order stock intelligently and to keep his stock at the highest points of efficiency in the face of a shortage. He does not buy in quantities of one and two, but rather buys for intervals of six months or a year because his books show him that he is justified in making these purchases, and naturally he need never have qualms or fears as to the salability of any of the products which he has.

**The Mutual**  
TONE ARMS & SOUND BOXES

**Dealers**

If you want the best, be sure that the machines you handle are equipped with

**MUTUAL**  
TONE ARMS AND  
SOUND-BOXES

**Mutual Talking Machine Co., Inc.**  
145 West 45th Street, New York

**"NICHOLSON"**  
New Catalog Showing New Styles  
**RECORD CABINETS**

strictly high-grade construction at prices  
**BELOW COMPETITION**

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

**K. NICHOLSON FURNITURE CO.,** Chase City, Virginia  
Sectional Bookcases and Record Cabinets

### 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 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"

and friends, attended the recent Edison Field Day games at Olympic Park, Irvington, N. J. Mr. and Mrs. Thomas A. Edison were inter-

Many officials of the Thomas A. Edison industries were in the big party. Music, which added zest to the athletic con-



Charles Edison Presenting Trophies to Winners of the Grand Prix relay race, firing the pistol from his box. Charles



Mr. Edison Starting Grand Prix Relay Race tests, was furnished by the Edison Employees' Band, and their harmonies added much to the day's pleasure.

#### GEO. E. COUGHLIN IN SERVICE

George E. Coughlin, son of J. T. Coughlin,

president of the Talking Machine Men, Inc., is a student pilot at the Naval Aviation School at Pensacola, Fla.

## Bring Those Jobs Out of Hiding

The value of your "job lots" will not be increased by keeping them on your shelves.

Bring them out into the daylight. Let us sell them for you.

We are in the market to buy for cash everything in Phonograph parts, accessories, etc.

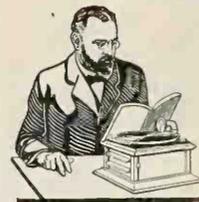
Get in touch with us at once

**THE PHONOGRAPH CLEARING HOUSE, Inc.**

51 EAST 42d STREET, NEW YORK CITY

## DEALERS Make Big Money

On Our Language Records



FRENCH, SPANISH ITALIAN, ETC.

ALSO

F.M.C FRENCH MILITARY CONVERSATION

Cash in now on the

### Language Phone Method and Rosenthal's Practical Linguistry

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

Excellent Line for Summer Trade Send for Particulars

THE LANGUAGE PHONE METHOD 992 Putnam · 2 West 45th Street, - New York

### 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

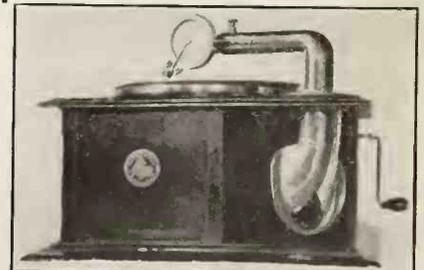
William Berdy, the well-known talking machine dealer of Brooklyn, N. Y., had a unique experience in locating a record called for by a customer who recently came to his store. The party in question had heard an instrumental selection by Mischa Elman and made up his mind to have the record; however, he 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 Bosque," 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.

#### MAESTROLA MAHOGANY CABINET MACHINES, SIZE 15 x 15 x 7 1/2

Motor worm gear plays 2 1/4 to 3 ten inch records, one winding. Price in dozen lots \$5.00 each, sample machine \$5.50



Steel needles and phonograph parts selling at the old prices during July regardless of the scarcity of these supplies. Now is the time to place your order. Be wise and save money.

FULTON TALKING MACHINE COMPANY 640 Broadway New York City, N. Y.

**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 Grafonolas

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 Thrift 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 Thrift Stamps would be given by this publication for the best article treating on "The Value and Importance of Music in Wartime." Lieut. 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 contemporary.

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 should more fully comprehend the tremendous part music is playing and can play in augmenting not only the spirit of our fighting men but in stimulating and consoling the millions of civilians behind them.

We take pleasure in presenting these two essays to readers of The Talking Machine World:

First Prize to Arthur J. Palmer, Orange, N. J.

Food feeds the body—literature feeds the brain—music feeds the soul. To-day our souls are undergoing the greatest trial in the history of our country. Music is honey to the soul. To-day music is feeding the soul of America and vitalizing the spirit of her sons and daughters. It is helping to sweeten the bitter cup that the world now holds to its lips.

Music has become so closely woven into the fabric of

our lives that to take it away from us would tear at our very heart strings.

Music speaks in all tongues and all ears understand. It speaks to the souls of men and they respond with the noblest and purest deeds of heroism. Inspired by it they make the sublimest sacrifices with a smile on their lips. They go into battle—they go down on ships at sea singing songs.

The story of the American naval commander who coaled his ship to music in record time is an instance of the value of music in wartime. Though dog-tired from a long cruise which had just ended, the crew plunged into their task with a ready will and without a murmur. As the men were driving their weary, sweating bodies to the limit of endurance by sheer willpower, a happy thought struck the ship's commander. He ordered the ship's band to play all the while the crew were coaling. The effect was electrifying. They worked as if inspired. Faster and faster went the coaling, and when the job was done the men were completely fagged out but they had broken all time records for coaling dreadnoughts.

What an excellent illustration of the tremendous influence of music in co-ordinating the working spirit and in uplifting patriotism and sacrifice to supreme heights.

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.

Not only is music in 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 constant supply of mental refreshment in the form of good music?

With music at the front, 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 discouragement (real or fancied)—that will support to the end our resolve to purge 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.

Second Prize to John W. Desbecker, New York

Music is as old as history and from the era of the first of the kings to the present time music has ever held an honored place in the life of the peoples of the earth.

When David returned from the slaughter of the Philistines "the women came out of all cities of Israel, singing and dancing to meet King Saul, with tabrets, with joy, and with instruments of music."

The spirit of 1776 was represented by fife and drum, and to-day, headed by their pipers, the Highlanders go valiantly to the combat.

In the great hospitals, surgeons, physicians and nurses are marveling at the rapidity of recovery caused by the use of music as a daily tonic.

Music is one of the main vertebrae of human power and courage. It inspires the fighting man, it maintains the confidence and optimism of the millions behind the lines, it soothes the worried, rests the tired, and comforts the stricken.

Music appeals to the soul of mankind. It softens the hard road of existence, it brings hope and fresh vigor to the discouraged and downhearted, it revivifies, stimulates and energizes.

Music makes sweetness of sadness, lightens the weight of sorrow, encourages the weak to be strong and adds to the strength of the mighty.

At the front music causes the shell-blasted, trench-scarred landscape to vanish, and in its place, wafted by familiar, magic notes, come visions of peace and of loved ones.

In the home music keeps firm the faith, causes petty troubles to vanish, cheers those left behind, and maintains the good spirit so necessary for the utmost endeavors.

Music is needed in these war days more than ever before.

It carries us with a smile to battle; it sounds a brave and fearless song though ships go down, and hostile cannon roar, and soon, in the hour of the triumph of right—the hour of our victory—music will voice psalms of thanks to God.

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 Pathé Frères 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 record played ten times with the ten steel needles will seem to be more disturbed.



**Beware of Imitations**

Package of 50 WALL-KANE needles. Loud, Extra Loud and Medium, greater value than 500 ordinary steel needles, retails for 15c, cost the dealer 9 1/2c.

Jobbing territories open

Progressive Phonographic Supply Co.  
145 West 45th Street, New York

**SCHUBERT Double Disc RECORDS**

A \$30 Record Investment Starts YOU with complete, up-to-date list of Popular Vocal and Instrumental Selections

**10-INCH DOUBLE DISC**

20 to 30 New Selections Monthly

We guarantee you against loss of Record Investment.

Liberal Discounts Send for Details

**BELL TALKING MACHINE CORPORATION**  
(Record Department)

44 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 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 salary 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 department store trade in the entire South and Middle West; fine reference. Address "Box G. R.," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED**—Talking machine salesman or manager, nine years' experience, inside position. New York or Brooklyn preferred. Can furnish best references. Address "Box 526," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED**—Manager of phonograph department open for place. Now employed. Can bring two good salesmen with him. Address "Box 527," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED**—Expert in hill and dale and lateral recording. Have sample of work that shows superior quality, also knowledge of latest methods of plating and familiar with every detail of record making. Address "Box 528," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED**—Sales or advertising manager with Chicago talking machine manufacturer or local representative for outside concern. Experienced. References. Address "J. N. 6," care The Talking Machine World, 209 South State St., Chicago, Ill.

**POSITION WANTED**—An exceptionally good talking machine repairman seeks new position. Will go anywhere. Address "Box 529," care The Talking Machine World, 373 Fourth Ave., New York.

**SALESMEN** wanted who are desirous of making big money selling standard records. Address "J. N. 8," care The Talking Machine World, 209 South State St., Chicago, Ill.

**POSITION WANTED**—By wholesale phonograph and piano salesman. Open position to travel east of Chicago. Held last position 2 1/2 years. Phonograph position preferred. Best of references. Address "Box 536," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED**—Salesman or tuner. Highest references. Capable branch house management or piano, talking machine or musical instrument department. Age 42. Salary and commission. Address "Box 537," care The Talking Machine World, 373 Fourth Avenue, New York.

**SITUATION WANTED**—By an experienced talking machine man, experience of ten years, Europe and United States. Has been doing work for some large manufacturing concern—live salesman; mechanic. Address Universal Talking Machine Co., 5021 Baltimore Ave., Philadelphia, Pa.

**SITUATION WANTED**—Salesman, live wire, special experience in foreign records. Knows the business from A to Z. Address, Universal Talking Machine Co., 5021 Baltimore Ave., Philadelphia, Pa.

**DEPARTMENT MANAGER**—Eight years' experience Victor, Columbia and Vocalion. Now employed. Will be open for change September 1. Address "A. U. 7," care The Talking Machine World, 209 South State St., Chicago, Ill.

**SITUATION WANTED**—By expert with eleven years' experience in all branches phonograph line, making, assembling and repairing. Can take complete charge of mechanical end. Had charge of some of large concerns in the manufacturing and assembling from motor to complete machine. Am a good systematizer and organizer. Address "A. U. 1," care The Talking Machine World, 209 South State St., Chicago, Ill.

**SITUATION WANTED**—Who can use a high-class manager, either wholesale or retail, capable of taking exclusive charge and producing results? Have had over ten years' experience, willing to locate anywhere. Address "Box 540," care The Talking Machine World, 373 Fourth Ave., New York.

**SITUATION WANTED**—Salesman (35) acquainted with every angle of the business. Phonographs, records and sundries. Vigorous result getter on road. Drawing account against commission. Address "Phonographs," 22 East 125th St., New York.

**POSITION WANTED**—Talking machine salesman, five years' experience. Inside position large city preferred. Familiar with all well known machines. References. Address "A. P. 2," Talking Machine World, 209 So. State St., Chicago, Ill.

**WANTED**—Thoroughly experienced, aggressive Edison, Victor and Columbia manager is open to manage department. Any location. Success guaranteed. Address "J. L. 8," care The Talking Machine World, 209 South State St., Chicago, Ill.

**THRIVING VICTOR BUSINESS FOR SALE**  
Good, live Victor store in bustling western Pennsylvania town of 12,000, growing very rapidly, with many good industrial plants which are developing very fast. Excellent location, new equipment, booths, etc. Stock in A-1 condition. Other interests make sale imperative. Will sell for cash to quick purchaser at inventory, which totals about \$4,500. Address "Box 544," care The Talking Machine World, 373 Fourth Ave., New York.

## WANTED

Main springs, governor springs, micas, fibre gears, bevel gears, screws and all parts used with Columbia motors. The Music Supply Co., Columbia distributors, 36 Welling St., East, Toronto, Canada.

## FOR SALE

\$500.00 buys complete dies and tools for phonograph motor, plays one 10-inch record. Sample motor \$1.00 each. Address "Box 542," care The Talking Machine World, 373 Fourth Ave., New York.

# FOR SALE

700 Master Records, consisting of all the Paroquette 7-inch Masters and all the Majestic 7-inch Masters, in good condition. These Masters cost about \$75,000 to make—will sell at exceptional bargain.

Address Box 539, care of TALKING MACHINE WORLD, 373 Fourth Ave., New York

# MAIN SPRINGS AND PHONOGRAPH PARTS

Steel Needles (100 in envelope), per 1,000 needles	0.65
Sapphires, for Pathé or Edison, each	0.25
Genuine Diamonds for Edison Disc, each	1.75
<b>MAIN SPRINGS</b>	
For Edison Motors, size 1 1/2", each	\$1.75
For Columbia Motors, size 1"x0.28x10", each	0.60
For Columbia Motors, size 3/4"x0.23x9 3/4", each	0.30
For Columbia Motors, size 3/4"x0.22x8 3/4", each	0.24
For Mermod Motors, size 3/4"x0.22x8", each	0.35
<b>GOVERNOR SPRINGS</b>	
For Columbia Motors, bent, per 100	1.50
For Victor Motors, per 100	1.50
<b>THUMB SCREWS FOR STYLUS BARS</b>	
For Victor Soundboxes, per 100	1.50
For Columbia Soundboxes, per 100	1.50
<b>MICA DIAPHRAGMS</b>	
For Victor Soundboxes, each	0.15
For Columbia Soundboxes, each	0.25
For all standard Soundboxes, each	0.22
<b>NEEDLE CUPS</b>	
Needle Cups, nickel plated, per 100	2.00
Covers to nickel cups for used needles, per 100	1.25
Green Felt for 10" turn-tables, each	0.10
Green Felt for 12" turn-tables, each	0.15

## FAVORITE PHONOGRAPH ACCESSORY CO.

1491 DeKalb Avenue Brooklyn, N. Y.

## WANTED

Records in all Languages, Talking Machines and Accessories. Spot Cash Paid

Victoria Record Exchange, 2104 Third Ave. Phone 7848 Harlem NEW YORK CITY

## FOR SALE

2,000 pounds best motor springs 3/4"x0.16 E. H. C. grade in standard coils. Right price to quick buyer. Address "Box 543," care The Talking Machine World, 373 Fourth Ave., New York.

**EDISON PHONOGRAPHS**—Thirty-five "Home" models, with 2-minute attachment. Unusual opportunity for Edison dealer. Write us at once. Grinnell Bros., Victrola and record distributors, First and State streets, Detroit, Mich.

**EDISON RECORDS**—Assortment of 14,000 4-minute selections. Don't fail to learn of this special. Write immediately for particulars. Grinnell Bros., Victrola and record distributors, First and State streets, Detroit, Mich.

## "THE REPRODUCTION OF SOUND"

There has just been published by W. B. Tattersall, Ltd., London, Eng., a most interesting volume on "The Reproduction of Sound," being a description of the mechanical appliances and technical processes employed in the art. This new volume, which is most comprehensive in character, and deals with the making of both silver and disc records, as well as the mechanics of the reproducing means and the construction of the motors, etc., has been written by Henry

Seymour, a recognized authority on the reproduction of sound by mechanical means.

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. Brightson, president of the Sonora Phonograph Sales Co., New York, received recently a 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 constitutes a pleasing tribute to the salability of Sonora product, 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 demand 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 means protection; the button and cord mean speed—you can wait on more customers.

Bring out YOUR OWN NAME. Every time an envelope leaves your store, let the advertisement on it take your name to the homes and bring new trade. The advertising more than pays for the envelope. Write for samples and prices.

Lewis C. Frank, 694 Book Bldg., Detroit

# NEEDLES

WE MANUFACTURE

Diamond needles for Edison  
Sapphire needles for Edison  
Sapphire needles for Pathe

in stock ready for delivery

MERMOD & CO., 505 5th Ave., N. Y.

# FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Organization of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers Marks New Epoch in British Music Trade—Prominent Men as Executives—President Ricketts Reviews General Situation in Trade—Luxury Tax Proposals Receiving Earnest Attention—Trade Members Protest—What the New Record Lists Offer—Annual Music Trades Convention—Publicity Matter Curtailed—General Trade News

LONDON, ENGLAND, July 27.—If at any time the history of the gramophone trade is recorded in chronological order, according to the sequence of events in their degree of importance, I am inclined to believe that the outstanding feature of the greatest trade import during the last six or more years will be universally accorded to the inauguration of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers, whose first general meeting took place last month. The establishment of this association is supported by powerful interests, its chosen executive officers having been selected from the more prominent firms representing each section of the music trade industry, and thereby well qualified to speak for the trade at large.

M. E. Ricketts (the Gramophone Co., Ltd.), was elected as president for the ensuing year; Frank Samuel (Barnett Samuel & Sons, Ltd.), vice-president; Walter Beare, treasurer, and C. B. Timms, honorable secretary of the committee. The gramophone trade is represented by W. Manson (British Zonophone Co., Ltd.), J. E. Hough (Edison Bell), Louis Sterling (Columbia Co.), on the manufacturing side, and the wholesale dealers' section by George Mur-

doch, E. C. Paskell (Colmore Depot, Birmingham), and H. J. Cullem.

The membership at the time of writing totals about 100 of the leading music trade houses in London and the Provinces. New members are being enrolled day by day, and as far as this consideration goes, the new association is already firmly placed on a foundation of sound and healthy prospect to enable it to carry on satisfactorily its good work.

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, owing to pressure on space, and the desire to publish as full a statement as possible of the interesting speech made by Mr. Ricketts, who (in part) said: "Mr. Chairman and Gentlemen, I think that the majority of you are aware of the conditions that have led up to the formation of this association, but it will not be amiss if we just roughly run through the difficulties to which you and the British music trades industry committee, of which your association now forms part, has acted on your behalf. The whole thing dates back to March, 1916, when we first had information from the Board of Trade that they were going to stop the imports of gramophone musical instruments and parts thereof. Therefore, we formed a committee, which approached the Board of Trade, and eventually the Board of Trade received our deputation on April 3. The result

of that deputation was not very successful to us. It was not until May 13, when we had a further interview with Sir John Bethell, and, as a result of that, permission was given to import 124 shipping tons per month from America and Canada. The committee were authorized by the Board of Trade to apportion this concession between the various manufacturers in the music trades industry. On September 16 we had that increased to 130 tons, and early in 1917 the Board of Trade considered it necessary that the original concession should be reduced. Further strong representations were made from the committee, and after an interview with Colonel Karlslake on February 27 it was then decided to allow the industry to continue to import under the existing arrangements, on a reduced basis of eighty tons per month. In February of this year the Board of Trade intimated that the trans-Atlantic tonnage must be further reduced from eighty tons 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. Swiss tonnage the Government prohibited from coming into the country. Each time 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 asked, they were quite willing to give us 700 tons. They stuck to their bargain. That ran

(Continued on page 100)



"His Master's Voice"

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This intensely human picture stands for all that is best in music

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

## 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

### HALL-MARK OF QUALITY

#### Branches

**DENMARK:** Skandinavisk Grammophon-Aktielselskab, Frihavnén, Copenhagen.

**FRANCE:** Cle. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

**SPAIN:** Compañía del Gramófono, 56-58 Balmes, Barcelona.

**SWEDEN:** Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

**RUSSIA:** The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanof Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 35, Alexandrowskaya Ulitsa, Riga; 11 Michalovskaya Ulitsa, Baku.

**INDIA:** The Gramophone Co., Ltd., 139, Balighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

#### Great Britain:

**The Gramophone Company, Ltd.**  
HAYES - MIDDLESEX - ENGLAND

#### Agencies

**AUSTRALIA:** S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 103, Pitt Street, Sydney.

**NEW ZEALAND:** Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

**SOUTH AFRICA:** Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

**EAST AFRICA:** Bayley & Co., Lourenzo Marques.

**HOLLAND:** American Import Co., 22a, Amsterd Veerkade, The Hague.

**ITALY:** A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the Ottoman Empire):** K. Fr. Vogel, Post Box 414, Alexandria.

## FROM OUR LONDON HEADQUARTERS—(Continued from page 99)

out about July 12 last year, and we approached the Board of Trade again, and they granted 50 per cent. of the 50 per cent. which brought it 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. You can find 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 you will find that music 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. We have been threatened with it almost 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 or fifteen years 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. Beare 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 authoritative body; or to elect delegates to 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 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 also confer with 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 verbatim 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.

**Apropos 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 one would think. But from recent signs and hints of the official view, we should probably find ourselves very much wide of the mark. When it is said that such things as books, the membership of a club, etc., are believed on good authority to be included in the official definition of luxuries, it will be appre-

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are making a Specialty of

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Rivington Street, LONDON, E. C. 2**

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Enquiries Solicited

ciated 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 in regard to 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 last over a fortnight in Parliament, and the final recommendations will be embodied in the bill, which it is thought may not become seriously operative until the autumn, when its final authorization, 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 graduation twopence 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 association: "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

**EDISON BELL****WINNER**  
TRADE MARK  
**GRAMOPHONE RECORDS**CABLE  
"PHONOKINO,  
LONDON"**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**

TEN INCH

DOUBLE SIDED

NEEDLE CUT

**PLAY ON ALL GRAMOPHONES****Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands  
of the British Empire**

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

**Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**

FROM OUR LONDON HEADQUARTERS—(Continued from page 100)

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 adopted, 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 insure 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 could show that music has been discovered to be one of the great social assets of the war. Already the art, through the amusements tax, is contributing substantially to the State, and the portentous increase in the cost of 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 anent the tax to gramophone records!

**"Guardsmen" 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 fire some 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 to pre-fire working, and the company expect to reach maximum deliveries well ahead 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 overseas traders 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 matters generally were cut to the minimum. There arose few points of particular interest to the gramophone trade, though, of course, the convention attracted delegates from all sections of the music industry. J. A. Murdoch presided.

He said upon their deliberations now and 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 together 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.

Landon Ronald, speaking at the luncheon, said the status of British music had tremendously improved through the war with Germany. He wished to see in this country a Minister of Fine Arts appointed, and he desired also to see a halfpenny rate put on every ratepayer towards the music of the country. The conference directed the president to forward to the Government a request that the luxuries committee should place a tax of 50 or 60 per cent. on all German pianos and German music and on the fees of German musicians and professors.

**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 season's trade. The recent destruction of the factory 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 circumstances in the utilization of certain resources, excellent facilities for manufacture having been found available by arrangement, the near future may witness a splendid resumption of output. To all dealers it will be good news and especially so to those who have loyally preserved the Columbia trade by the energetic maintenance of stock sales.

**News of "His Master's Voice" Doings**

This company's interesting little house organ "The Voice," is, as usual, this month full of chatty items anent the 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.

**Soundboxes**

If you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear \$50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire "Knotaslepe, London".

**W. H. Reynolds (1915) Ltd.**

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Write for new illustrated Complete Catalogue

(May 8, 1898)." Twenty 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 depths of science have 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.

**Curtailement 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 matters of vital mutual concern.

This announcement in "The Voice" is judiciously 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 the 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 at his own expense. Being free of all cost and knowing the present circumstances of difficulty involved in the issue of any publicity literature at all 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 Gaiety Theatre production, "Going  
(Continued on page 102)

**GUARDSMAN RECORDS**

REGISTERED

10 inch and 12 inch Lateral Cut



TRADE MARK

We can ship you immediately, any quantity of Records:

BANDS ORCHESTRAS INSTRUMENTAL SOLOS VOCAL

WIDE SELECTION OF CLASSICAL AND POPULAR TITLES

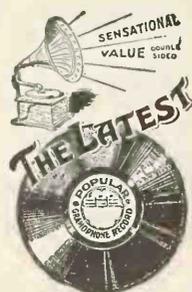
The Latest American and British works are promptly recorded by the best artists of the day.

Get a trial lot at once (your regular orders will follow) and secure yourself for the coming season's trade.

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# YE "POPULAR" RECORDS

Double-Sided  
Superb Needle Cut  
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LONDON'S LEADING VALUE!!!

"OUR POINTS"  
SET OUT BELOW

Have Attracted Keen Overseas Houses

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REMEMBER  You Can Have CLOSE QUOTATIONS  
For 5,000 Lots and up Your Selection or a Sample  
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- ➔ Our Shipping Services, this Side FREE

## FROM OUR LONDON HEADQUARTERS—(Continued from page 101)

Up," has been pretty fully recorded on "His Master's Voice" records exclusively by the original artists of the piece. The outcome is a series of as fine a set of records as one could wish to hear, full of melody, and witty into the bargain, the words and music are throughout captivating, being exceptionally suitable for the 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 promulgated 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 has to be filled in with words making a readable sentence. For each of the best six sentences submitted a prize of one 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 That Made You Mine," "Until We Meet Again," etc. Sydney Coltham's rendering of "Genevieve" and "Roses of Picardy," accompanied by the Royal Cremona String Orchestra and piano, is truly exquisite. Zona Vevey is back in the list with two attractive items of military flavor—"If I Answer the Last Roll Call" and "The Lads From Our Village," both of which, by the way, are compositions of merit, by her husband.

There are many other really excellent records

of the quick-selling class by eminent artists like Harold Wilde, Miss Freda Fairchild, Herbert Payne, Ernest Pike, Peter Dawson, Florrie Forde, Harry Fay and Charles Penrose.

### Columbia Graphophone's War Services

A unique testimony to a Columbia graphophone has been received from a captain in the R. F. A. at the front. He writes to the Columbia Co.: "The following record of services of one of your instruments purchased in 1916 at Manchester may be of interest to you; it has been in the Battery Mess all through the latter part of the Somme—actually in Mouquet Farm itself, chased in the spring of 1917—was in the Battle of Arras, on Easter Monday, 1917—at Bullecourt—through the Messines push and cheered us up throughout three months of the Ypres fighting last autumn. I cannot give particulars of the recent 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 end 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 success that at least in one case—Messrs. Harrods—new extensions are under way. According to "The Voice," this enterprising house have at present in hand the construction of no less than fifteen new audition rooms, sound-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.

### Parcel 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.

## TO DEVELOP FOREIGN TRADE

Manufacturers, With Sales of \$100,000,000 a Year, Begin Latin-American Campaign

Announcement was made late last month that forty-four manufacturers, whose domestic sales aggregate annually \$100,000,000, had formed a combination to develop foreign trade to be known as the Allied Industries Corp. The announcement said that Alfred I. du Pont, of Wilmington, Del., who recently purchased the Grand Central Palace, headed the new enterprise, and that the corporation would have its headquarters in the exposition building in New York.

Agents will be sent to Central and South America, Cuba, Porto Rico, Dominican Republic, Philippines, and the Straits Settlements to introduce the goods of the manufacturers represented in the combination, which was made possible by the Webb-Pomerene law signed recently by President Wilson.

In addition to pushing American goods abroad, the plan contemplates a reciprocal encouragement of foreign trade activities here, particularly for Central and South American products.

A permanent exposition, already established in this city, will exploit American manufactured articles intended for export and foreign products seeking import.

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 Larkatone 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.

**J. Stead & Co., Ltd.**

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine

**Main Springs**

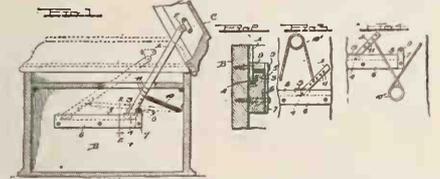
Best Prices—Best Quality  
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# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., August 8.—SUPPORT FOR HINGED COVERS.—Isaac B. Macomber, Portsmouth, R. I. Patent No. 1,265,930.

This invention relates to supports for hinged covers, and while particularly adapted for talking machine covers, is not so limited. The object of the invention is to provide means which operates to hold the cover open, and which is overcome by the weight of the cover when the latter is closed.

Figure 1 is a longitudinal sectional view of a talking machine cabinet with the present invention applied thereto. Fig. 2 is an enlarged section on line 2-2 of Fig. 1. Fig. 3 is a frag-

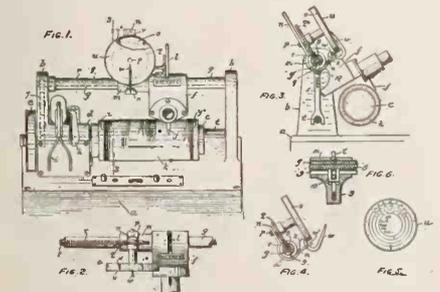


mentary side elevation showing a modified form of spring, and Fig. 4 is a similar view showing a further modified form of spring.

CORRECTION DEVICE FOR TALKING MACHINES.—Samuel Skelly, Philadelphia, Pa. Patent No. 1,266,065.

This invention relates to talking machines of the character used for dictation purposes and has for its special object the provision of 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 their construction 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 between the machine used for dictation and the machine used for transcribing. Ordinarily, as is well known, records are tran-



scribed from a different machine from that upon which they are dictated. The two machines, except in minor features, are essential duplicates. After a record is made on the first machine it is removed from the cylindrical holder thereof and slipped onto the cylindrical holder of the second machine, the indicator disc being also transferred from one machine to the other.

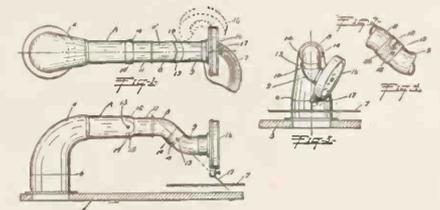
Due to the lack of exact correspondence in the dimensions of the two holders (which are tapered to facilitate the application of the record) or due to a failure on the part either of the dictator or transcriber to slip the record onto its holder to precisely the same extent, the indicator registers falsely, 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 utilized 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.

Figure 1 is a front view of a portion of a talking machine embodying the invention. Fig. 2 is a partial top view of same. Fig. 3 is a cross sectional view on line 3-3 of Fig. 1. Fig. 4 is a section like Fig. 3 showing parts in another position. Fig. 5 is a detail face view of the indicator. Fig. 6 is a sectional view showing means by which the sound box is moved.

TONE ARM FOR TALKING MACHINE.—Charles J. Bousfield, Bay City, Mich., assignor to the Delphion Co., same place. Patent No. 1,266,096.

One object of the invention is to provide a tone arm so constructed that it may be used to reproduce sounds from either of the two types of records differing in the character of the sound undulations of the record groove. This is accomplished by providing a sound box which is arranged to assume either of two operative positions, in one of which the stylus of the sound box will co-operate with a record of the vertically undulating type to reproduce the recorded sounds, and in the other of which it will co-operate with a record of the laterally undulating type.

Another object resides in the provision of a tone arm of the nature stated, embodying among other characteristics means whereby the stylus assumes one playing position at all times, taking the groove of either the vertical undulating or lateral undulating grooved type of record on a direct line through the center of the tone arm



and always at the same angle with relation to the sound box, say, for instance, an angle of approximately forty-five degrees.

A still further object is to provide a talking machine having a tone arm constructed so that it may be adjusted to reproduce sounds from either the vertical undulating grooved type of records or the lateral undulating grooved type of records without adjusting or shifting the stylus from a normal playing position on a line extending through the center or longitudinal axis of the tone arm, or, in other words, providing a tone arm constructed whereby upon the substitution of one of the two types of records for the other, the stylus will assume the same playing position with relation to the tone arm when playing either record.

It is still further designed to provide a talking machine with a tone arm which may be adjusted to present the stylus of the sound box in the same playing position with relation to the sound box and the tone arm upon substitution of either of the two types of records referred

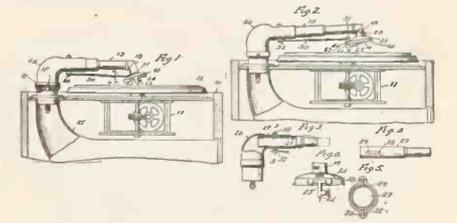
to for the other, without adjusting the stylus with relation to the sound box and without substituting one sound box for another and without adjusting an automatic stop device if the same be used on the machine.

Figure 1 is a top plan view of the invention, illustrating the reproducer in two different operative positions. Fig. 2 is a side elevation. Fig. 3 is a front elevation. Fig. 4 is a fragmentary detail view, partly in section, showing a swiveled connection between members of the tone arm.

TALKING MACHINE MECHANISM.—Archie E. Parnall, Chicago, Ill., assignor to Frank W. Williams, same place. Patent No. 1,266,307.

This invention relates to talking machine mechanism. One of its objects is to provide an improved construction whereby a machine can be easily and quickly changed for playing either a laterally undulating groove record or a hill and dale groove record, which will be simple in construction and effective.

Figure 1 is a vertical section of a talking machine showing the sound box in position for playing the laterally undulating groove record; Fig. 2 is a vertical axial section of a talking



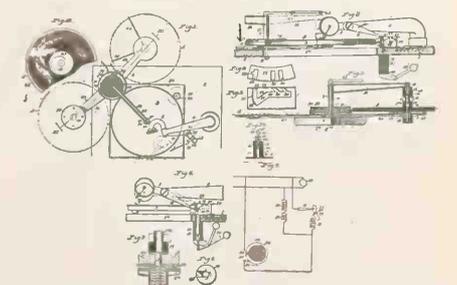
machine showing the sound box in position for playing a hill and dale groove record; Fig. 3 is a fragmentary side elevation of part of the tone arm, parts being in section to show the interior construction; Fig. 4 is a fragmentary view of part of one of the sections of the tone arm; Fig. 5 is a vertical section on the line 5-5 of Fig. 3; and Fig. 6 is a side elevation of the sound box.

AUTOMATIC RECORD SHIFTING MECHANISM FOR PHONOGRAPHS.—Edgar E. Brosius, Pittsburgh, Pa. Patent No. 1,266,767.

This invention has relation to mechanism for automatically shifting the records of a phonograph, and is designed to provide a simple mechanism of this character by means of which a phonograph may be caused to play a plurality of records in succession without the necessity for manual attention.

The invention also provides mechanism of this character which is readily adapted to existing machines. The invention is applicable to all phonographs of the disc record type.

Figure 1 is a plan view showing a phonograph equipped with the invention; Fig. 2 is a sectional elevation of the same; Fig. 3 is a section on the line III-III of Fig. 1 with the record-shifting arm swung to another position; Fig. 3a is a detail sectional view; Figs. 4 and 5 are, respectively, a top and a front elevation of the slot plate; Fig. 6 is a sectional elevation showing the solenoid and its connections for raising the needle; Fig. 7 is a detail sectional view



showing a portion of the record holder or magazine and the pick-up magnet; Fig. 8 is a bottom plan view of the lower pick-up magnet; Fig. 9 is a wiring diagram; Fig. 10 is a partial plan view of one of the records.

BALANCED HINGED TOP FOR CABINETS AND OTHER RECEPTACLES.—Thomas C. Linn, Jr., Salisbury, (Continued on page 104)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 103)

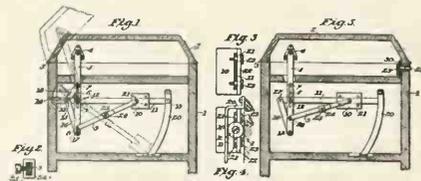
N. C., and John P. Butt, Jr., Gettysburg, Pa. Patent No. 1,266,834.

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 manually 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 with which we are familiar comprise 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 of 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, Figure 1 is a vertical transverse section of a cabinet, such as 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.

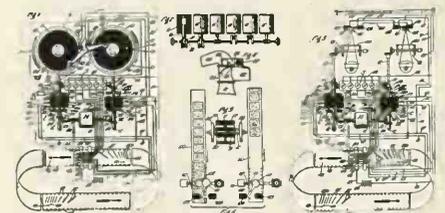
CONTINUOUS PHONOGRAPH, KINETOGRAPH, OR THE LIKE.—Orlando E. Kellum, Los Angeles, Cal. Patent No. 1,268,472.

This invention relates to the original making and reproduction of records, such as phonograph and kinetograph records, or any sound or visual or other like records; and the main object of this invention is the provision of means to make and reproduce a continuous record of indefinite length.

As applied to a phonograph, the invention embodies the following described typical elements: There are provided two distinct record driving devices adapted to drive separate records; and a constantly 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 and for 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 at a time when the preceding record is about finished. When the starting motor has brought the succeeding record up to normal speed, then the succeeding record is connected directly with the constantly running motor and 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 are originally made 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 before the succeeding record is started up and is thrown into driving relation with the constantly running motor; and the arrangements are such that, once the records have been taken under the control of the device, 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.

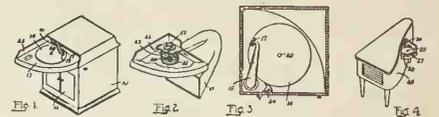
Figure 1 is a diagram showing this invention as applied to a phonograph; Fig. 2 shows a preferred form of record starting motor; Fig. 3 shows a preferred form of connection means between the motor and the record drivers; Fig. 4 is a section taken on line 4-4 of Fig. 1; Fig. 5 is a diagram similar to that of Fig. 1, showing the invention applied to the kinetograph; Fig. 6 is an elevation taken as indicated by line 6-6 of Fig. 5.

PHONOGRAPH.—Samuel J. Hoexter, Kalamazoo, Mich. Patent No. 1,269,536.

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 resides essentially in the 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 retaining the proper connection of the driving mechanism with the record support. To this end, the record support and reproducer arm are for example pivoted upon a vertical axis which is parallel with the turn table axis, but outside of the periphery of the turn table, the relation of the reproducer and the record therefore remaining unchanged throughout this movement from one position to the other. In this way the record receiving part is made accessible without having to raise the housing top or cover. The driving gear is connected from the turn table axis to the axis of the record support and reproducer arm through any suitable elements so that the relation of the power shaft to the driven part remains constant. The prin-

ciple of the invention may be carried out in a multiple form so that a plurality of reproducing outfits are associated within a single main housing, to permit the successive or simultaneous reproduction of a plurality of associated selections as for example in the case of operatic music exceeding the capacity of the single record, or in combining two or more reproductions simultaneously.

Figure 1 is a perspective view of a simple embodiment of the invention with the reproducing elements exposed for access. Fig. 2 is a similar view showing an example of the driving



gear and the amplifier arrangement. Fig. 3 is a horizontal section of the device shown in Fig. 1, taken just beneath the cover. Fig. 4 is a perspective view of a somewhat different design of housing embodying the invention.

RADIAL SOUND AMPLIFIERS.—Carl F. W. Forstberg, Brooklyn, N. Y. Patent No. 1,270,610.

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 pho-

nograph, 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.

Figure 1 is a perspective view of an apparatus embodying the present invention in a normal operative position. Fig. 2 is a rear view of amplifying tube 3. Fig. 3 is a side view of Fig. 1 in closed position, with portions of the sides removed to expose the interior.

Other patents issued but not illustrated and described are the following: Rotary Table for Sound Record Discs; Theo. Clifford Whiting, Philadelphia, Pa.; Patent No. 1,260,948. Talking Machine; Martin Nystrom, Chicago, Ill. (assigned to the Brunswick-Balke-Collender Co.); Patent No. 1,260,790. Phonograph Reproducer and Record Therefor; Charles D. Smith, San Jose, Cal. (assigned to Henry T. Welch); Patent No. 1,260,586. Stylus; Robert L. Gibson, Philadelphia, Pa.; Patent No. 1,260,365. Tone Modulator for Phonographs; Cheng Chih Kuo, Ithaca, N. Y.; Patent No. 1,260,001. Phonograph; Reinhold Thomas, Chicago, Ill.; Patent No. 1,259,681. Sound Box for Phonographs; John P. Westenhaver, Wheeling, W. Va.; Patent No. 1,259,815. Attachment for Talking Machines; Wm. A. Sharp, Des Moines, Ia.; Patent No. 1,259,916. Phonograph; Leslie McArthur, Kenilworth, Ill. (assigned to the Stewart Phonograph Corp.); Patent No. 1,259,645. Phonograph; George H. Underhill, Boston, Mass.; Patent No. 1,265,009.

FIG. 1  
FIG. 2  
FIG. 3  
FIG. 4

# REPAIRS

All Makes of Talking Machines  
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR  
AND SALES CORPORATION

**ANDREW H. DODIN, President**

176 Sixth Avenue New York

TELEPHONE, CHELSEA 8437

RECORD BULLETINS FOR SEPTEMBER, 1918

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18482 There's a Lump of Sugar Down in Dixie...
Story Book Ball...
18484 When We Meet in the Sweet Bye and Bye...

- DANCE RECORDS
18477 Oh, Lady! Lady—Medley One-step...
Sinbad—Medley Fox-trot...

- VOCAL AND INSTRUMENTAL RECORDS
45153 France, We Have Not Forgotten You...
I'll Pray for You...
35677 Gems from "The Rainbow Girl"...

- RED SEAL RECORDS
87294 Over There (French words by Louis Delamarre)...

- COLUMBIA GRAPHOPHONE CO.
49339 Home Sweet Home (Payne-Bishop)...
49220 Il Trovatore. Il Balen Del Suo Sorriso...

- A2580 Your Lips Are No Man's Land But Mine...
A2569 We're All Going Calling on the Kaiser...
A2570 You'll Always Find a Lot of Sunshine in My Old Kentucky Home...
A2573 I Can't Let 'Em Suffer (Creamer and Layton)...

- POPULAR HITS FROM THE MUSICAL SHOWS
A6055 Vocal Medley from "Going Up" Intro. (1) "Hip, Hooray," (2) "If You Look Into Her Eyes," (3) "Kiss Me," (4) "Going Up," (5) "Do It For Me," (6) "Tickle Toe," (7) "Down Up" (Hirsch)...

- MUSIC OF HAWAII
A2077 Kalaluni's Hawaiian Medley of 10 Bahs...
A2016 Wailana Waltz (Drowsy Waters)...

- CONCERT RECORDS
28288 It's a Mighty Good World After All (Geoffrey O'Hara)...
28289 Marseillaise (French National Anthem) (Claude Joseph Rouget de Lisle)...

EDISON AMBERL RECORDS

- REGULAR LIST
3547 (a) Ben Bolt (Nelson Kneass); (b) In the Gloaming (Annie F. Harrison)...
3539 Bohemian Girl Selection (Michael W. Balfe)...

- 3534 Come Along Ma Honey (Down Upon the Swanee) (Harold Weeks)...
3536 Dance of the Hours, Part 1—La Gioconda (Ponchielli)...
3537 Dance of the Hours, Part 2—La Gioconda (Ponchielli)...

EDISON RE-CREATIONS

- 80406 Just a Baby's Prayer at Twilight (M. K. Jerome)...
50472 Round Her Neck She Wears a Feller Ribbon (For Her Lover Who is Fur, Fur Away) (Geo. A. Norton)...

PATHE FRERES PHONOGRAPH CO.

- 20411 Oh! Frenchy (Con Conrad)...
20413 When I Send You a Picture of Berlin (Dreyer)...
20414 You're in Style When You're Wearing a Smile (E. Van Alstyne)...

NEW STANDARD BALLADS SING IN ENGLISH

- 20396 She Is Far from the Land (F. Lambert)...
20409 Cohen Phoned the Real Estate Office (Bluff and Hayman)...
20398 La Czarine (Mazurka Russe) (Louis Ganne)...

PATHE "DE LUXE" DANCE RECORDS

- 20416 Harry Fox Trot (Low Pollock)...
Johnny on the Spot. One-step (Roberts)...

NEW OPERATIC VOCAL RECORDINGS

- 63025 Il Secreto Di Susanna (The Secret of Suzanne), in Italian (Wolff Ferrar)...
La Forza Del Destino "Pace-Mio-Dio" in Italian (Verdi)...

(Continued on page 106)

RECORD BULLETINS FOR SEPTEMBER

(Continued from page 105)

- Union pipes, piano accomp. Tom Ennis 10
Irish Reels (Medley)—(1) McLeod's Reel. (2) Larry Reilly. Union pipes, piano accomp., Tom Ennis 10
29213 Parla Valse (Arditi). Whistling solo, Tom Ennis 10
Guida Giraldini 12
Listen to the Mocking Bird (Winner). Whistling solo. Barneo Gardiner 12
40132 Reverie (Schumann). Violoncello solo, piano accomp. Joseph Hollman 12
Fleur d'Automne (Popper). Violoncello solo, piano accomp. Joseph Hollman 12
NEW BAND RECORDS
20379 Allies Patrol (March). (Arr. by H. Grant). Canadian Dominion Band 10
Canadian Patrol (March) (Arthur L. Lewellyn). Canadian Dominion Band 10
20400 Stradella Overture (Flowtow). Imperial Infantry Band 10
Tancredi Overture (Rossini). Imperial Infantry Band 10
20406 "Camp Fire" March (G. A. Carl). American Regimental Band 10
Our Boys March (Hugo Frey). American Regimental Band 10

SPECIAL NOTICE TO THE TRADE

The following three records appear in the regular September, 1918, Supplement and were previously announced in a letter to the trade, dated June 13, 1918, and for which special supplements were issued.

- 29211 His Wonderful Irish Brogue (Weston-Lee and Norworth). James A. Byrnes, piano accomp. Baritone. Jack Norworth 12
Do You Want to Lose the War? (Weston-Lee). James A. Byrnes, piano accomp. Baritone. Jack Norworth 12
29210 Fancy You Fancing Me, from "Odds and Ends of 1917" (Weston). James Byrnes, piano accomp. Baritone. Jack Norworth 12
The Further It Is (Tipperary, from "Odds and Ends of 1917" (Williams/Judge). James Byrnes, piano accomp. Baritone. Jack Norworth 12
29209 Moments of the Dance, from "Head Over Heels." One-step (Jerome Kern). American Republic Band 12
I Want to Learn to Dance, Intro.: The Girl I Can't Forget, from "The Kiss Burglar." Medley fox-trot (R. Hubbell). American Republic Band 12

\*All records in this list marked with a star (\*) are for immediate release and sale.

EMERSON PHONOGRAPH CO.

(Sixty-five Cent Records)

PATRIOTIC AND POPULAR SONG HITS

- 956 On the Level, You're a Little Devil (But I'll Soon Make an Angel of You) (Schwartz-Young). Baritone solo, orch. accomp. Eddie Nelson 12
Where Have You Been All These Years? (Mitchell-Cox-Kraus). Baritone solo, orch. accomp. Eddie Nelson 12
9454 Victory (Wilson-Barde-Kraus). Patriotic solo, orch. accomp. D. (Bud) Bernie 12
He's Got Those Big Blue Eyes Like You, Daddy Mine (Wilson-Dubin). Tenor solo, orch. accomp. Robert Bruce 12
953 Your Lips Are No Man's Land But Mine (Empy-McCarron-Morgan). Tenor duet, orch. accomp. George Gordon and Robert Bruce 12
Paul Revere, Won't You Ride for Us Again? (Goodwin-Mohr). Vocal quartet, orch. accomp. George Gordon and Liberty Quartet 12
950 When I Send You a Picture of Berlin (Ryan-Dreyer). Patriotic solo, orch. accomp. D. (Bud) Bernie 12
Oh! Frenchy (Ehrlich-Conrad). Character song, orch. accomp. Ben Linn 12
949 Oui, Oui, Marie (Wee, Wee, Marie) (Bryan-McCarthy-Fisher). Comic character song, orch. accomp. Ben Linn 12
Swat the Spy (Brice-Feiber). Patriotic character song, orch. accomp. Eddie Nelson 12
959 Indianola (Warren-Henry-Onivas). Indian novelty song, orch. accomp. George Beaver 12
Down in the Jungle (Field-Morse). Tenor and haritone duet, orch. accomp. Arthur Collins and Byron Harlan
LATEST DANCE AND INSTRUMENTAL RECORDS
960 Smiles (Callahan-Roberts). Fox-trot. Emerson Military Band
Since I Met You (Hubbell-Grant). One-step. Emerson Military Band
951 Oriental One-Step (Vincent Rose). Emerson Military Band
I Want to Learn to Dance (Hubbell-Miller). Fox-trot. Emerson Military Band
952 Jazz de Luxe (Earl Fuller). Fox-trot. Earl Fuller's Famous Jazz Band
Jazbo Jazz (Earl Fuller). One-step. Earl Fuller's Famous Jazz Band
958 Hello, Central, Give Me No Man's Land (Schwartz-Schultz). One-step. Emerson Military Band
Valse des Blondes (Ganne-Laurendeau). Emerson Military Band
957 Kee to Kee Rag (Platzman-Eastman). Fox-trot, banjo and accordion duct. Van Eps and Boudini
Down South (Myddeton). Descriptive Southern dance, banjo and accordion duct. Van Eps and Boudini
955 The Serbian Belovarska One-Step (conducted by Zerbes). Royal Serbian Orchestra
The Serbian Slobode Waltz (Liberty Waltz) (conducted by Zerbes). Royal Serbian Orchestra

SCHUBERT RECORDS

Unless otherwise marked all vocal records are with orchestral accompaniment

PATRIOTIC AND POPULAR SELECTIONS

- 5157 Cheer Up, Liza, from "Cheer Up" (Hubbell). Baritone Solo
Melody Land, from "Cheer Up" (Hubbell). Baritone Solo
5149 Liberty Bell (Mohr). Male Quartet
Wait Till the Cows Come Home (Caryl). Male Quartet
O' Lantern. Male Duet
5145 Keep the Home Fires Burning (Novello). Male Quartet
I May Be Gone for a Long Long Time (Von Tilzer). Baritone Solo
5192 It's a Long Way to Berlin (Finow). Tenor Solo
My Sweetie (Berlin). Tenor Solo
5182 I'm Writing to You, Sammy (Harriman). Tenor Solo
Never Forget to Write Home (Hanley). Tenor Solo
5200 Joan of Arc (Wells). Male Duet
I Don't Know Where I'm Going, But I'm on My Way (G. Fairman). Tenor Solo
POPULAR SONG SELECTIONS
5123 Round Her Neck She Wears a Yeller Ribbon (Norton). Male Duet

- There's Someone More Lonesome Than You (Von Tilzer). Male Duet
5183 That's What Ireland Means to Me (Hanley). Tenor Solo
Valley Rose (Lloyd). Tenor Solo
5176 Little Bit o' Honey (Jacobs-Bond). Tenor Solo
The Minstrel Boy (Moore). Irish National Song, Tenor Solo
5186 Absence Makes the Heart Grow Fonder (Dillea). Tenor Solo
A Baby's Prayer at Twilight (Jerome). Tenor Solo
5112 Aloha Oe (Farewell to Thee) (Lilioukalan). Soprano and Hawaiian accomp.
Kamawe (Shake Your Feet). Hawaiian
SACRED SELECTIONS
5193 The Church in the Wildwood (DeW. S. Pitts). Unaccompanied. Male Quartet
My Faith Looks Up to Thee (Mason). Contralto, Organ accomp.
INSTRUMENTAL
5159 Patriotic Medley No. 1, intro.: The Red, White and Blue, The Girl I Led Behind Me, The Star Spangled Banner, Yankee Doodle. Concert Orchestra
Patriotic Medley No 2, intro.: Rally Round the Flag, Marching Through Georgia, Dixie, My Country 'Tis of Thee. Concert Orchestra
5170 Cavalleria Rusticana (Mascagni). Intermezzo. Symphony Orchestra
La Coquette (Onivas). Concert Orchestra
MARTIAL MUSIC
5128 Up the Street, March (Morse). Military Band
Liberty Loan March (Souza). Regimental Band
DANCE SELECTIONS THAT ARE POPULAR
5138 For the Freedom of the World (Zamecnik). One-step. Military Band
Smile and Show Your Dimple (Ruby). Intro.: Dixie Volunteers, Medley Fox-trot. Military Band
5140 Have You Seen the Ducks? (Goetz). Medley Fox-trot. Regimental Band
Paddle Adelle (Snyder). Fox-trot. Regimental Band
5137 I'm Coming Back to You, Poor Butterfly (Donnelly-Hubbell). Fox-trot, intro.: Gee What a Wonderful Mate. Regimental Band
We're Going Over (Lange). One-step, intro.: There'll Be a Hot Time in the U. S. A. Regimental Band
5129 Long Boy (Hirschell-Walker). One-step. Military Band
Oh, You Daddy (Vincent). Fox-trot. Regimental Band
5172 Indianola (Onivas). Fox-trot. Regimental Band
Jack O'Lantern (Caldwell-Burnside-Caryl). Fox-trot. Military Band
5119 Hawaiian Hula Medley. Fox-trot. Hawaiian
The Glow Worm (Lencke). Medley. Hawaiian
5171 The Dream Waltz, adapted from the Tales of Hoffman (arr. by Klickman). Dance Orchestra
Send Me Away With a Smile (Glogan). One or Two-step. Dance Orchestra
5169 Yah-De-Dah (Kaufman). Fox-trot. Dance Orchestra
"Cutey" (Motzan). One or Two-step. Dance Orchestra
5202 Some Jazz Blues (Lake). Fox-trot Jazz. Dance Orchestra

- Valse Boston, Waltz. Dance Orchestra
5199 Till the Clouds Roll By (Kern). One-step, Military Band
Oh Johnny, Oh! (Ross-Olman). One-step, Dance Orchestra

EMERSON PHONOGRAPH CO.

- Thirty-five-Cent Records
PATRIOTIC AND POPULAR SONG HITS
7389 When We Meet in the Sweet Bye and Bye—Tenor duet, orch. accomp.
George Gordon and Robert Bruce
Oh, Moon of the Summer Night—Vocal Quartet, orch. accomp. Liberty Quartet
7394 Your Lips Are No Man's Land But Mine—Tenor duet, orch. accomp. George Gordon and Robert Bruce
The Spirit of the U. S. A.—Patriotic solo, orch. accomp. Harry Evans
7393 Paul Revere, Won't You Ride For Us Again?—Vocal quartet, orch. accomp.
George Gordon and Liberty Quartet
My Little Service Flag Has Seven Stars—Patriotic solo, orch. accomp. Edith King
7385 When Alexander Takes His Ragtime Band to France—Patriotic character song, orch. accomp. Eddie Nelson
Keep Jazzin' It Ras—Character song, accomp. by piano, banjo and saxophone.
Arthur Collins
7386 When I Send You a Picture of Berlin—Patriotic solo, orch. accomp. D. (Bud) Bernie
Swat the Spy—Patriotic character song, orch. accomp. Eddie Nelson
7387 We'll Do Our Share While You're Over There—Patriotic solo, orch. accomp. Harry Ellis
Oh! Frenchy—Character song, orch. accomp. Ben Linn
7390 Victory—Patriotic solo, orch. accomp. D. (Bud) Bernie
Mothers of France—Baritone solo, orch. accomp. George Beaver
7388 He's Got Those Big Blue Eyes Like You, Daddy Mine—Tenor solo, orch. accomp. Robert Bruce
A Canoe Song—Tenor solo, orch. accomp. George Gordon
7396 Indianola—Indian novelty song, orch. accomp. George Beaver
Cheer Up, Tommy Atkins—Baritone solo, orch. accomp. Harry Evans
LATEST DANCE RECORDS
7392 Smiles (Callahan-Roberts). One-step. Emerson Military Band
7392 Down South (Myddeton). Descriptive Southern dance, banjo and accordion duct. Van Epps & Boudini
7395 Hello, Central, Give Me No Man's Land (Schwartz-Schulz). One-step. Emerson Military Band
Howdy—A Yankee "pep" step. Emerson Military Band
7391 Oriental One-step (Vincent Rose). Emerson Military Band
Valse Des Blondes (Ganne-Laurendeau). Emerson Military Band

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

The advertising department of the Columbia Graphophone Co., New York, has prepared a mammoth advertising campaign in behalf of the famous Pershing record, which is now in the

mand for this remarkable record, which was made under the supervision of the Nation's Forum.

According to present plans Columbia advertising in behalf of this record will include a five-column 280-line newspaper advertisement in more than two hundred newspapers throughout the United States. This advertising will aim to impress upon the public the fact that this Pershing record was recorded in the trenches of France, and that it gives every patriotic American an opportunity to include in their record library a message from the head of the American Expeditionary Forces abroad. This record by General Pershing has an enormous intrinsic value, and Columbia dealers predict that its sale will be limited only by the shipments from the Columbia factories.

In order that Columbia representatives may hitch up their local advertising with the national Columbia campaign, a series of two and three-column advertisements has been prepared. Matrices of these advertisements will be furnished to the dealers free of charge, and the accompanying illustration will give some idea of the effectiveness of this publicity.

The Nation's Forum, whose plans include a series of records by famous Americans, the first one of which is the record by General Pershing, will also lend their whole-hearted efforts to the proper introduction of the Pershing record. It is quite likely that public officials throughout the country will take due cognizance of the record, and the public will undoubtedly have their attention directed toward this record in many unusual ways.

For the benefit of Columbia dealers a special edition of the "Columbia Record," the official house organ of the Columbia Co., has just been issued, the contents of which are devoted entirely to the Pershing record. An artistic card in the company's Fifth avenue shop advises passersby along Fifth avenue that Columbia dealers everywhere have the Pershing record for sale, and many sales in the establishments of Columbia representatives will doubtless result.

PERSHING'S own voice speaks to you from the battlefields of France



The most remarkable Phonograph Record ever made—General Pershing's inspiring message on one side; Ambassador Gerard's address, "Loyalty" on the other

HISTORY on a phonograph record! At the height of the great offensive in Picardy, General Pershing sent his own voice across the water to America. At American Headquarters in France, this gem, from a man spiking with crisp, soldierly brevity, into the horn of a recording instrument a message to the mothers, wives, fathers, children of the men who are fighting there with him on the battlefields of France. As there is a home in all this great land that will not want to listen to the voice of our boys' commander!

A facsimile of General Pershing's famous signature appears on every one of these records. On the Other Side of this Record Ambassador Gerard speaks on "Loyalty"

In his own ringing voice, tells what true loyalty is. He calls for loyal citizens and his words are history. To hear them, long years after the war, will bring again to you the heart the surge and thrill of those wonderful days.

This historic record of the voices of Pershing and Gerard is the first of a series of records by the world's great leaders to be issued by the Nation's Forum as a weekly service. Each is a graphic, intimate bit of history in the living voice of the man who is making that history today.

These records are made for the Nation's Forum by the Columbia Graphophone Company, with all of the right clear tone and absolute fidelity to the original that distinguishes the musical records for which this Company is famous.

The Nation's Forum records can be played upon any make of talking machine.

General Pershing's Record may be obtained here

(DEALER'S NAME HERE)

Ad Featuring Pershing Record

hands of Columbia dealers for sale. This advertising campaign will reach millions of music-lovers throughout the country, and will enable Columbia dealers to develop a tremendous de-

# Some Leading Jobbers of Talking Machines in America

1856 **WURLITZER** 1916

**VICTOR**  
DISTRIBUTORS  
VICTORS EXCLUSIVELY

*We make a specialty of getting the order out on time—every time.*

**The Rudolph Wurlitzer Co.**  
CINCINNATI AND CHICAGO

*Two points of supply; order from the nearer*

**TEST IT.** 

OUR VICTOR

**Record Service**

has a reputation for efficiency.  
Suppose you try it.

**E. F. DROOP & SONS CO.**  
1300 G. STREET, WASHINGTON, D. C.  
231 N. HOWARD STREET, BALTIMORE, MD



**YAHR & LANGE DRUG CO.**  
MILWAUKEE, WIS.

Wholesale Distributors for

THE INSTRUMENT OF QUALITY

**Sonora**  
CLEAR AS A BELL 

in Wisconsin  
and Upper Michigan



Where Dealers May Secure

**COLUMBIA**

Product

**STARR Phonographs and GENNETT Records**

Complete Stock and REAL Service

**Crafts-Starr**

PHONOGRAPH CO.

Factory Distributors  
218-220 NORTH SECOND STREET, RICHMOND, VIRGINIA

Write for Dealers' Proposition

**Smith, Kline & French Co.**  
PHILADELPHIA

Wholesale Distributors for

THE INSTRUMENT OF QUALITY

**Sonora**  
CLEAR AS A BELL 

In PENNSYLVANIA, NEW JERSEY  
and DELAWARE

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

**Southern Victor Dealers**

Largest Stock VICTROLAS and RECORDS.  
Prompt Shipment and Low Freight Rates.

**WALTER D. MOSES & CO.**  
Oldest Music House in Virginia or North Carolina.  
RICHMOND, VA.

- Distributors**
- Atlanta, Ga., Columbia Graphophone Co., 63 N. Pryor St.
  - Baltimore, Md., Columbia Graphophone Co., 16 South Howard St.
  - Boston, Columbia Graphophone Co., 137 Federal St.
  - Buffalo, N. Y., Columbia Graphophone Co., 737 Main St.
  - Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
  - Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
  - Cleveland, O., Columbia Graphophone Co., 1378 Euclid Ave.
  - Dallas, Tex., Columbia Graphophone Co., 1011 Elm St.
  - Denver, Colo., Columbia Stores Co., 1608 Glenarm Place.
  - Detroit, Mich., Columbia Graphophone Co., 401 Woodward Ave.
  - Indianapolis, Ind., Columbia Graphophone Co., 44 N. Pennsylvania St.
  - Kansas City, Mo., Columbia Graphophone Co., 1027 McGee St.
  - Los Angeles, Cal., Columbia Graphophone Co., 745 S. Broadway.
  - Minneapolis, Minn., Columbia Graphophone Co., 412-414 Nicollet Ave.
  - New Haven, Conn., Columbia Graphophone Co., 208 Meadow St.
  - New Orleans, La., Columbia Graphophone Co., 517-523 Canal St.
  - New York City, Columbia Graphophone Co., 55 Warren St.
  - Omaha, Neb., Schmoller & Mueller Piano Co.
  - Philadelphia, Pa., Columbia Graphophone Co., 210 N. Broad St.
  - Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
  - Portland, Me., Columbia Graphophone Co., 43 Exchange St.
  - Portland, Ore., Columbia Graphophone Co., 429-431 Washington St.
  - Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
  - San Francisco, Cal., Columbia Graphophone Co., 130-150 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, Fla., Tampa Hardware Co.
- Headquarters for Canada:  
Columbia Graphophone Co., 64-66 Wellington St., West, Toronto, Ont.
- Executive Office  
**COLUMBIA GRAPHOPHONE CO.**  
Woolworth Building New York

**OLIVER DITSON COMPANY**

Largest VICTOR Talking Machine Distributors East of Chicago.

Creators of "The Fastest Victor Service." Let us tell you more about our service.

**BOSTON**

**C. L. Marshall & Co.**

Wholesale Distributors for Michigan

THE INSTRUMENT OF QUALITY

**Sonora**  
CLEAR AS A BELL 

The Ohio Sales Company, Inc.  
Wholesale Distributors for Ohio

810-11 EMPIRE BLDG., DETROIT, MICH.

**ROUNTREE-CHERRY**  
RICHMOND VIRGINIA

Wholesale Distributors for

THE INSTRUMENT OF QUALITY

**Sonora**  
CLEAR AS A BELL 

YOU above all must be satisfied!

IN NORTH AND SOUTH CAROLINA

**W. J. DYER & BRO.**  
NORTHWESTERN DISTRIBUTORS

OF THE

**VICTOR**

Machines, Records and Supplies

 Shipped Promptly to all Points in the Northwest

**Victor Exclusively**

**EASTERN TALKING MACHINE CO.**  
177 Tremont Street, Boston

**VICTOR DISTRIBUTORS**

**The Electric Supply & Equipment Co.**

Exclusive Wholesale Distributors for Southern New England

THE INSTRUMENT OF QUALITY

**Sonora**  
CLEAR AS A BELL 

Complete stocks carried in Boston and Hartford

Little Bldg., 103 Allyn St.  
BOSTON, MASS. HARTFORD, CONN.

**Sherman, Clay & Co.**

San Francisco, Los Angeles, Portland, Seattle, Spokane

PACIFIC COAST DISTRIBUTORS OF VICTOR PRODUCTS

**The PERRY B. WHITSIT CO.**

Distributors of

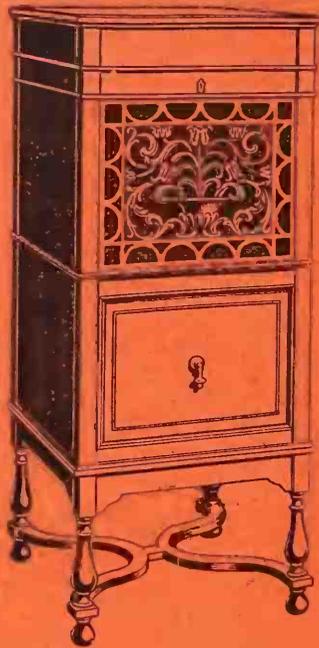
**Victrolas and Victor Records**

COLUMBUS, OHIO

**THIS REFERS TO YOU, MR. DEALER**

Every talking machine jobber in this country should be represented in this department, no matter what line he handles or where he is located. The cost is slight and the advantage is great. Be sure to have your card in this department of The Talking Machine World each month. It will pay you a big profit on the investment.

# THE NEW EDISON



## A Master Product of A Master Mind

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS,  
THE NEW EDISON DIAMOND AMBEROLA AND-BLUE AMBEROL RECORDS

**CALIFORNIA**  
Los Angeles—Edison Phonographs, Ltd.  
San Francisco—Edison Phonographs, Ltd.

**COLORADO**  
Denver—Denver Dry Goods Co.

**CONNECTICUT**  
New Haven—Pardee-Ellenberger Co., Inc.

**GEORGIA**  
Atlanta—Phonographs, Inc.

**ILLINOIS**  
Chicago—The Phonograph Co.  
James I. Lyons. (Amberola only.)

**INDIANA**  
Indianapolis—Kipp Phonograph Co.

**IOWA**  
Des Moines—Harger & Blish.  
Sioux City—Harger & Blish.

**LOUISIANA**  
New Orleans—Diamond Music Co., Inc.

**MASSACHUSETTS**  
Boston—Pardee-Ellenberger Co.

**MICHIGAN**  
Detroit—Phonograph Co., of Detroit.

**MINNESOTA**  
Minneapolis—Laurence H. Lucker.

**MISSOURI**  
Kansas City—The Phonograph Co. of Kansas City.  
St. Louis—Silverstone Music Co.

**MONTANA**  
Helena—Montana Phonograph Co.

**NEBRASKA**  
Omaha—Shultz Bros.

**NEW JERSEY**  
Paterson—James K. O'Dea (Amberola only.)

**NEW YORK**  
Albany—American Phonograph Co.

New York—The Phonograph Corp. of Manhattan.  
Syracuse—Frank E. Bolway & Son, Inc.  
W. D. Andrews Co. (Amberola only.)

Buffalo—W. D. & C. N. Andrews Co. (Amberola only.)

**OHIO**  
Cincinnati—The Phonograph Co.  
Cleveland—The Phonograph Co.

**OREGON**  
Portland—Edison Phonographs, Ltd.

**PENNSYLVANIA**  
Philadelphia—Girard Phonograph Co.  
Pittsburgh—Buehn Phonograph Co.  
Williamsport—W. A. Myers.

**RHODE ISLAND**  
Providence—J. A. Foster Co. (Amberola only.)

**TEXAS**  
Dallas—Texas-Oklahoma Phonograph Co.

**UTAH**  
Ogden—Proudfit Sporting Goods Co.

**VIRGINIA**  
Richmond—The C. E. Haynes Co., Inc.

**WISCONSIN**  
Milwaukee—The Phonograph Co. of Milwaukee.

**CANADA**  
Montreal—R. S. Williams & Sons Co., Ltd.

St. John—W. H. 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.