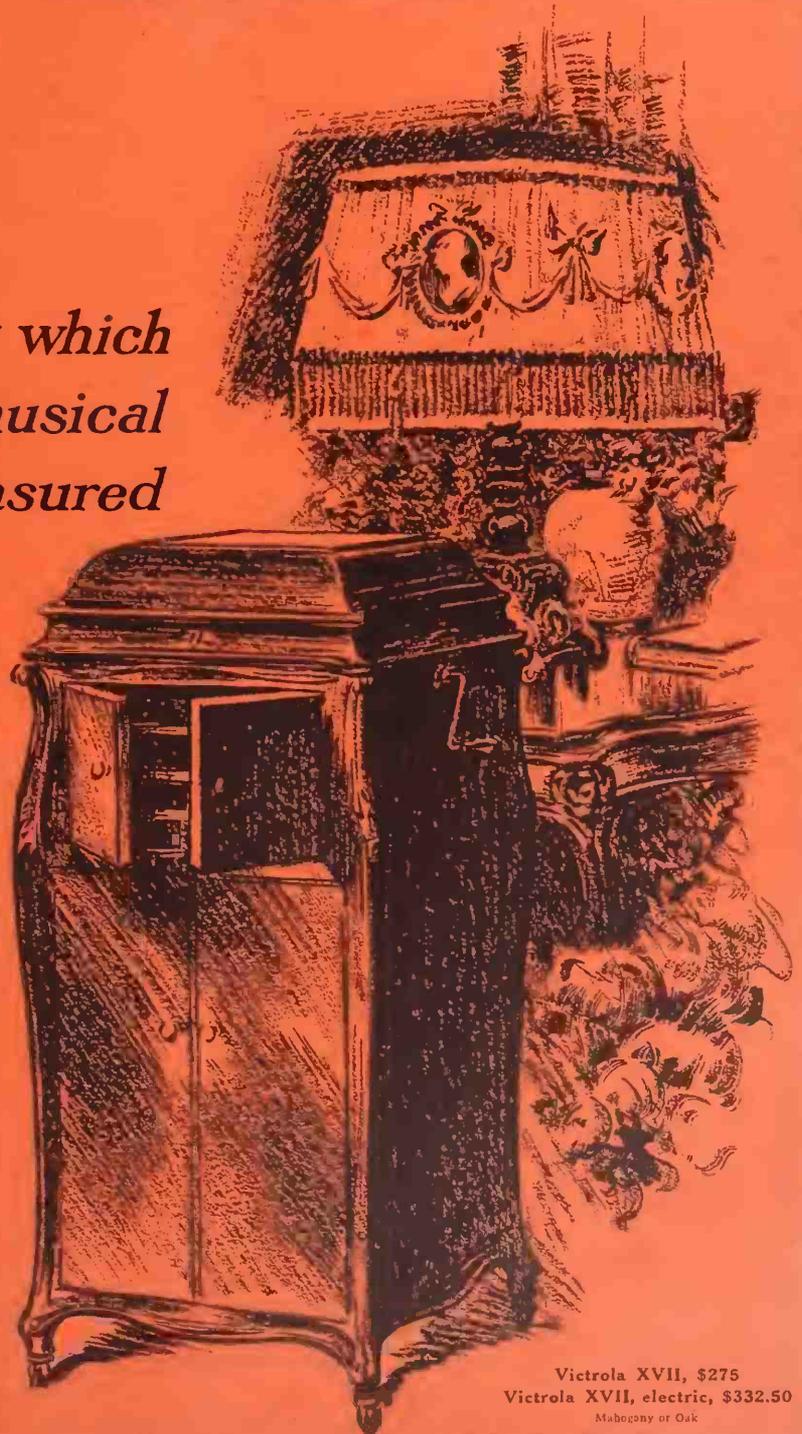


The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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

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



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

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



The Highest Class Talking Machine in the World

Maintains Its Supremacy Always

IN this era of costly materials, high-priced labor, and scarcity of skilled workers, there are temptations to substitute things not quite so good for materials and designs known to be *best*.

Sonora, however, maintains its quality through and through. You can rely on this. It is made up to meet lofty standards, *not* down to meet a low price.

For the best proof dissect a Sonora and compare its individual parts with those of other phonographs. The evidence in Sonora's favor is startling.

Handle the instrument that sells easily for *cash* because of the owner's *pride of possession*. Sonora is in popular favor, and firmly holds supremacy in the phonograph industry.

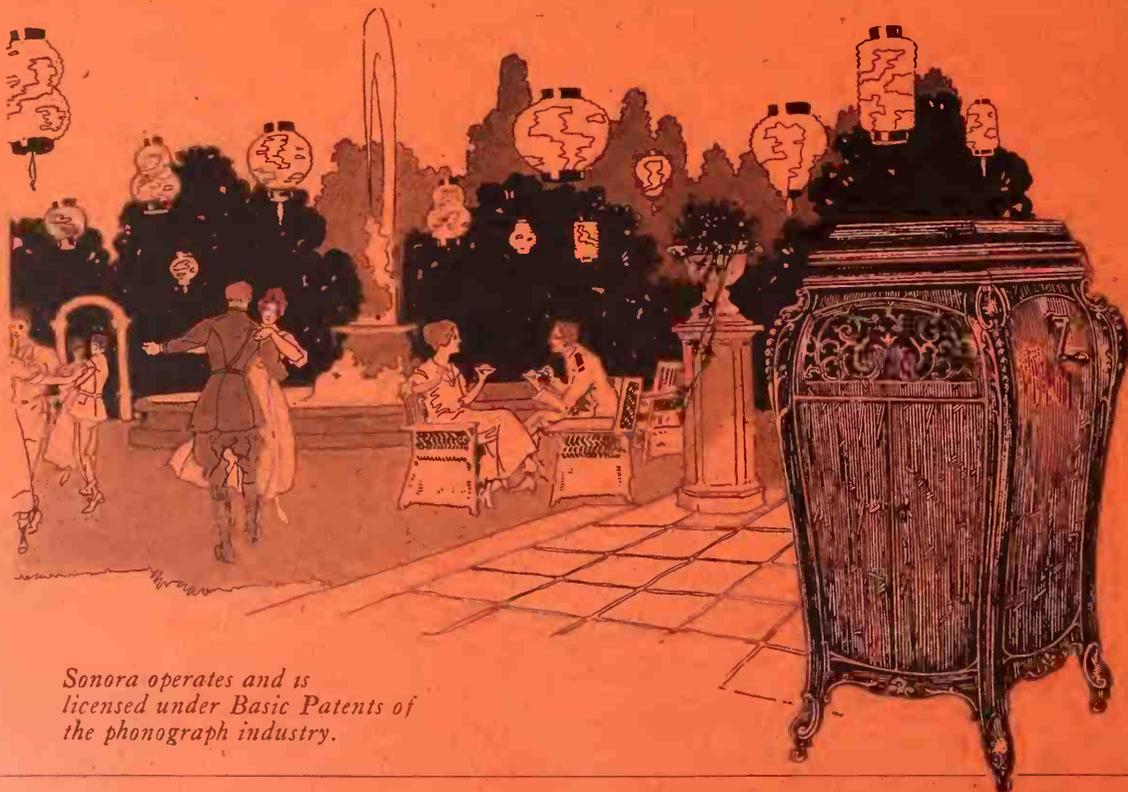
Write us today regarding the Sonora.

Period models now ready for delivery.

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. 9

New York, September 15, 1918

Price Twenty-five Cents

ENTHUSIASM A GREAT ASSET

The Real Secret of Salesmanship in the Talking Machine Field Is Locked Up in Energy Which Can Be Unlocked Only by Enthusiasm

Success in selling talking machines and records is up to the individual salesman. The man who fails will try to find excuses for his failure, but almost always the real reason for his failure is to be found in the fact that he did not put sufficient interest and energy into his work.

Before the ocean liner leaves her pier the agents know that the ship has plenty of energy stored in her bunkers—plenty of coal, the element that goes to make up propelling power. The ship has on board the potential energy to stem the tide of opposition.

The anchor, the searchlight, the wireless, the fog horn, are necessities—after the energy. Tact, politeness, personal appearance are necessities—after the energy.

Strength of will, measure of capacity, magnetic influence over men, the dynamic force of enthusiasm, are all the natural outcome of physical strength, good health—energy.

Men without energy are without enthusiasm. There are peddlers, there are undertakers, there are traveling men, and there are real salesmen. You can tell them by their enthusiasm.

The real secret of salesmanship is locked up in energy and unlocked by enthusiasm.

No adverse circumstances, no human power can hold back a man in selling, if he has force, courage. Give a man pluck, will power, a settled purpose, an overmastering energy, and barrels and barrels of enthusiasm, and he will sell talking machines, records, pins or pumpkins and make a success of it, too.

TALKING MACHINES ON THE PRAIRIE

Instance of How Instrument Has Brought Music Far Into the Interior of Canada

The manner in which the talking machine has penetrated far into the country districts and miles from the trade centers is indicated in the following item which appeared recently in the "Music in the Home Page" in a newspaper in Edmonton, Alta.:

A young woman called at the warerooms of a music dealer in Saskatoon to see some talking machine records. She mentioned that her home was two hundred miles from the railway, and that she had come to the city by motor car. Naturally enough the dealer began to show her some of the newer and more popular records. She was not particularly interested. "We have this one," was her invariable remark. After inquiry, the dealer learned that the family received every month the catalog of one of the leading companies, and purchased largely of the records by mail order.

When a family living on the prairie, two hundred miles from a railway, is in close touch with the trend of modern music, one may begin to realize the marvelous effect which this invention is bound to have on the general state of musical culture in Canada. It used to be that only the men and women living in the largest cities had the opportunity to hear the best music played by the best artists. Yet to-day "to earth's remotest bound" Mischa Elman, and Caruso, and McCormack, and Scotti, and the Chicago Symphony Orchestra are as well known as they are in New York or Toronto. The artists of to-morrow will find audiences all over the world, and will need to be of superb quality to hold their position against the new and wider criticism.

The Canadian Pacific Railroad has placed a Victrola and a large selection of records on each of its passenger steamships and has called attention to that fact in advertisements.

STADLMAIR NEW ASSOCIATION HEAD

President of C. Bruno & Son, Inc., Elected President of National Musical Merchandise Association Which Was Organized Recently

Henry Stadlmair, president of C. Bruno & Son, Inc., Victor wholesalers and musical merchandise importers and wholesalers, has been elected president of the National Musical Merchandise Association of the United States, an organization which was formed last month in New York. This association includes among its members all of the leading musical merchandise manufacturers and jobbers in this country, and it has been formed to promote the interests of this important branch of the musical instrument business and enable the different members of the industry to co-operate with one another along efficient and practical lines.

Mr. Stadlmair has for many years been an active figure in Victor talking machine circles, and his thorough knowledge of executive and



Henry Stadlmair

merchandising problems has won for him an enviable position in both the Victor and musical merchandise industries. His election as the first president of this new and important association, which has become a member of the Music Industries Chamber of Commerce, is a tribute to Mr. Stadlmair's indefatigable work to further the best interest of the industries with which he is associated.

HOW GODOWSKY WAS FEATURED

Decatur Dealers Gave Public an Idea of His Ability Through Columbia Records

Bachman Bros. & Martin Co., of Decatur, Ill., took splendid advantage of the recent appearance of Godowsky, the distinguished pianist, who was to play at University Auditorium of the School of Music, in that city, and sent out invitations to the public to hear the Columbia records of this artist's playing. A well-prepared newspaper campaign was conducted in this connection, as well as special window displays, with the result that not only were many Godowsky records sold, but the Bachman Bros. & Martin Co. secured an acquaintance with a number of people who, were it not for this concert, would not know the artist or the house as well as they know them now.

SUPPLIES NEEDED ENTERTAINMENT

Talking machines are becoming exceedingly popular throughout Indiana since the "dry" beer parlors have come into being. People want something more than dry beer; they want entertainment, hence talking machines fill the bill most pleasingly.

THE PHONE AS A SALES MEDIUM

Proof That the Phone Is a Profitable Sales Vehicle in Developing Talking Machine Trade if It Is Wisely and Intelligently Used

The World recently published an article on the value of the 'phone as a sales medium, and during the past month we have received no less than forty letters from dealers telling us that they have employed the 'phone in bringing their monthly lists of records to the attention of customers with splendid success. In one instance a dealer states that he got in touch by 'phone with several customers after he had received a new style of talking machine on the floor and made a sale without much difficulty. There is no question but that the 'phone is a valuable factor in sales development if intelligently and persistently utilized.

ORGANIZE \$100,000 COMPANY

Ohio Sales Co., Inc., Will Act as Sonora Distributors in the State of Ohio

DETROIT, MICH., September 4.—Charles L. Marshall & Co., 810 Empire Building, Michigan distributors for the Sonora phonograph, are closing a remarkably fine business, and Mr. Marshall stated recently that the demand for Sonora products in this territory is far outdistancing the supply. The company is endeavoring to co-operate with the Sonora representatives along practical and result-productive lines, and these efforts are meeting with gratifying success.

Mr. Marshall announced recently the incorporation of a \$100,000 company, to be known as the Ohio Sales Co., Inc., which will act as distributors for the Sonora line in the State of Ohio. According to present plans, this new company will carry warehouse stock in Canton and Dayton, O., and for the time being will have its executive offices at 810 Empire Building, in this city.

VALUABLE RECORD SALES HELP

Introduced by I. Davega, Jr., Inc., New York, Is Highly Spoken of By Dealers

I. Davega, Jr., Inc., 125 West 125th street, New York City, Victor distributors, are offering a sales help that is proving itself to be very valuable at this present time of record scarcity. It consists of a display rack for two records to be hung in the demonstration booth. The caption reads, "Play these records while you wait." The waiting customer in a demonstration booth upon this invitation is very often sold a record that he would not ordinarily buy from the reading of the title on a list. They report that many dealers are already using this new fixture to their great benefit. It has been found by them an important factor in moving records of which they have a large supply.

SOUTH AMERICAN DEMAND GROWS

WASHINGTON, D. C., September 4.—There is an enormous demand for talking machines and records at the present time in Argentina and Brazil, and large orders are being placed with American manufacturers which are not easy to fill owing to the shortage of ships. Many inquiries regarding these goods are reaching the local embassy, and, owing to the scarcity of talking machines, prices of these instruments in South America generally have appreciated more than 40 per cent. A recent report sent by the American consul says that a shipment of talking machines was forwarded from San Francisco, Cal., by Pacific Ocean Freight, landed at Valparaiso, Chile, and sent across the continent by trans-Andean railway to Rio de Janeiro and Buenos Ayres, arriving, over two months after shipment, at the latter points on July 20.

Why Quality Rather Than Price Should Govern the Salesman in Dealing with the Public

Of all the slogans which attract the interest and attention of clever salesmen, that one about "giving the public what it wants" is the most fascinating. It sounds so plausible, and is as plausible as it sounds. More than that, it really covers a deep truth of merchandising, a truth none the less true because little understood by the generality of superficial men, who neither think nor reason deeply.

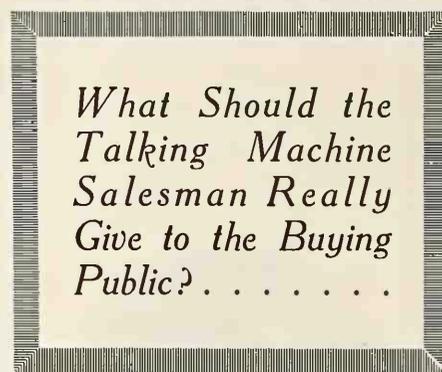
Like all truths there are two aspects to this one. Or, to put it better, there are true and false aspects. The true aspect is the harder one to see rightly, and the false the easier to adopt; but in the former alone can the truth be seen.

If you stop to think of it, every piece of bad merchandising, every appeal to the lower side of public nature, feeling or desire, is invariably excused on the plea that the merchant does not exist to educate, but to supply wants; and that when he has given the public what the public wants his duty is done. But the fallacy lies in supposing that the public, in respect of most things offered for sale, has any special ideas at all. Now, if you argue consistently for the lower side of your industry, and because you can only see the poor side of everything, you conclude that talking machines can only be sold on price, you will undoubtedly find plenty of folks to come after you and buy them because they are cheap. Whence you may conclude that the public wants only the cheap; and that your duty is solely to give the public what you think the public wants.

But the man who reasons and acts in this way is playing with the facts. We often say to another, "You should not judge everybody else by yourself;" and the weakening effect on one's judgment of such a practice is evident. But it is just what we are all extremely likely to do in reasoning about business; and the effects upon our judgment are frequently disastrous. We do not know what the public wants if we imagine that the things we desire on our own lowest plane are identical with the things every one else desires.

It is not only in the cited case of bargain price inducements that the misjudgment of what the people want is common. Similar misjudgment commonly occurs in reference to public ideas of quality. It is a common assumption on the part of a man who likes noise and vulgarity to sup-

pose that all the world is noisy and vulgar. He takes you to a cabaret and supposes that he is showing you the life of the people. So it is with all that makes life worth living. The man who cares nothing for what is fine never can understand why perhaps others think differently. And he invariably is guilty of proclaiming that he speaks for the "plain people;" a particularly common and particularly nauseous hypocrisy, not the less so because it is often unconscious.



No! It is wholly wrong to suppose that popularity and success necessarily mean appealing only to the vulgar instinct of cheapness and an equally vulgar ignorance of quality. The great successes in the talking machine business, as in every other, have been made by the makers and sellers of quality goods. Look at the history, if you like, of just our own business; and see what it shows. The big permanent successes are made by the men who put quality first as their watchword and who adhere steadfastly to that watchword.

Consider for a moment. What does the public really want? In the first place, the very fact that a person comes to buy a talking machine is evidence, of itself, that a very strong desire exists on the part of that person for something which is not utilitarian, and which appeals to his higher instincts. Nobody buys a talking machine in quite the spirit manifested when one buys a bed, or a frying pan. Therefore, the presumption is always justified that the prospective purchaser, in his or her inmost heart, really desires something fine and beautiful, even if the question of price is apparently alarming.

See then what a foundation one has to build on. Comparatively few persons buy a talking machine because it is cheap. A person may buy a talking machine of low quality, at a corresponding price, because he or she feels unable to put more money into it; but that is not the same thing. That person would have bought a better one if he or she could have done so. Now, seeing that the ability or inability, in case of extended payments, is usually a matter of courage and desire combined, the salesman who does not work on this basis is neither clever nor efficient.

He is not clever because he really does not see the real state of the customer's mind. He is not efficient because he sells what is not so good instead of what is actually and positively good, when he might have encouraged the customer into taking the courageous step and so have satisfied both parties to the deal more perfectly in the end.

We need no argument, surely, to convince us that the man or woman who comes to buy a talking machine is in a state of mind predisposed to that which is excellent. Timidity, ignorance or fear may possibly produce a feeling of antagonism towards high-class goods or high-class prices; but this is a diseased condition which the salesman exists to remove. To play up to those feelings is precisely the thing not to do.

The real and right way of giving the public what it wants, in our business anyhow, is to realize that the prospect comes to the store with two ideas, one definite and the other indefinite. The indefinite one refers to the amount of money to be spent; the definite one is that a talking machine is desirable—that it should be good and must be reliable. In a word, the salesman who talks quality is talking about what the public really wants; and is preparing to give the public just that. Ninety-nine times in a hundred the prospects want just the very best they can buy and are more than half ready to go further than they would ever admit beforehand.

That is the true aspect of the question of "giving the public what it wants." It really wants quality; and the wise salesman is he who perceives this truth beneath the whole cloud of stupidities and fears, and is ready to uncover it for the benefit of his customer and himself as well.

THE FOUNDATION IS RIGHT

Conditions have changed and are changing, but the principles back of the DITSON SERVICE remain steadfast.

The Victor dealer is entitled to the best service we can give him, and he gets it without qualification and regardless of conditions.

There's a Human Touch to Ditson Service That is Particularly Valuable Just Now

Oliver Ditson Co.
BOSTON

Victor Exclusively

Chas. H. Ditson & Co.
NEW YORK

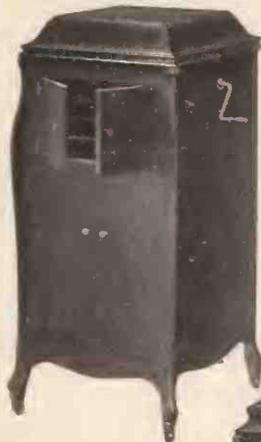
Victrola VI-A, \$32.50
Oak



Victrola IX-A, \$60
Mahogany or oak



Victrola XI-A, \$115
Mahogany or oak



Victor Supremacy

is firmly established on a basis of great things actually accomplished.

A supremacy that is growing greater every day—that insures ever-increasing prosperity to every Victor retailer.

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

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

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

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

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



Victor Wholesalers

- Albany, N. Y. Gately-Haire Co., Inc.
- Atlanta, Ga. Elyea-Austell Co.
Phillips & Crew Piano Co.
- Austin, Tex. The Talking Machine Co., of Texas.
- Baltimore, Md. Cohen & Hughes
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
- Bangor, Me. Andrews Music House Co.
- Birmingham, Ala. Talking Machine Co.
- Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine Co.
- Brooklyn, N. Y. 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. The Horton-Gallo-Creamer Co.
- New Orleans, La. Philip Werlein, Ltd.
- New York, N. Y. Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Charles H. Ditson & Co.
Lindsay Bros., Inc.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.

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

AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

The enormous demand for "National" Record Albums keeps apace 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.

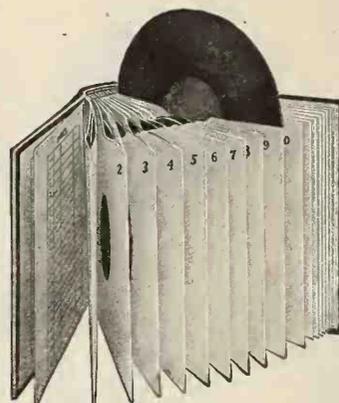


MAKING THEIR SELECTION

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.

VOCAL LETTERS TO OUR SOLDIERS

Boggs & Buhl, Pittsburgh, Having Success With Department in Which Are Made Record-Messages Sent to Soldiers Overseas

PITTSBURGH, PA., September 5.—Boggs & Buhl, the large Northside department store, who are agents for the Victrola and Columbia Grafonola, were the first to introduce into Pittsburgh the plan for sending a vocal letter to soldiers overseas. This new department has been assigned to the talking machine section of the store, which is under the management of H. Wood. In making formal announcement of the new plan the firm made this statement:

"A private sound-proof room adjoining the Victrola department is at your disposal, similar to the rooms in which records are played. An attendant explains the simple method of operating the Dictaphone. The attendant withdraws, the door is shut, and as though the ears of your soldier were near you talk to him.

"In your presence the finished cylinder is sealed in an addressed container and the "talkie" is mailed. He gets this cylinder with his mail—so much warmer, so much more human than a written letter. He puts the cylinder on a Dictaphone (there will be one in his camp at Y. M. C. A. headquarters) and for four minutes he

sits beside you and hears the voice he loves. He can go back day after day and hear the voice over and over.

"And he sends you a 'talkie' in return, which you may bring to this department and hear, or which you may hear in any office or home where there is a Dictaphone. The cylinders are yours. You may keep them forever. In later life they will be the voices of your youth calling back across the years. We are glad and proud to be the first to offer the service of the Vocal Letter in Pittsburgh. Arrangements have been made for vocal letter service in all American camps."

J. D. MOORE WITH WERLEIN HOUSE

J. D. Moore, who has had long connection with the talking machine industry and who for a number of years was manager of the talking machine department of the Lion Dry Goods Co., of Toledo, O., was recently appointed manager of the talking machine department, both wholesale and retail, of Philip Werlein, Ltd., of New Orleans, La., the prominent Victor wholesalers.

Louis Bellaire has sold his talking machine business in Le Mars, Ia., to the Kehrberg-Schneider Co., but Mrs. Anna Bellaire will still continue to handle pianos at the old store.

MACARONI AND DATES AS LUXURIES

Musical Instrument Manufacturers Should Not Object to Having Their Products Classed With Food in National City Bank's List

If the foreign trade record showing imports of principal luxuries into this country during the years of 1918, 1917 and 1914 is to be accepted as a guide, manufacturers of musical instruments might have little cause for complaint about having their products classed as luxuries. Of course, the bank's list contains such articles as art works, beads, feathers, jewelry, automobiles, as well as musical instruments, and further includes macaroni, dates, figs, cheese and other foods. Personally, we should not care to explain to an Italian that macaroni was in the luxury class, or make a similar explanation to an Arab regarding dates. Perhaps bankers, being compelled to loan money at short interest, are forced to regard dates and macaroni as luxuries. It is indeed unfortunate.

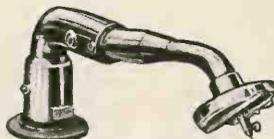
MISS DOROTHY DOUGLASS MARRIED

Miss Dorothy Douglass, daughter of Leon F. Douglass, a director of the Victor Talking Machine Co. and also inventor of color motion picture appliances, was married late last month in San Rafael, Cal., to Eugene Trabucco, a son of Superior Judge J. J. Trabucco, of Mariposa County, who has qualified as a pilot in the Naval Aviation Camp in Ohio. The ceremony took place in the chapel of Dominican Convent at San Rafael, where the bride attended school. The wedding was a naval one, and the friends of the groom in the aviation service, wearing uniforms, were in attendance, and the entire affair made a very beautiful pageant. Following a brief honeymoon Mr. and Mrs. Trabucco left for New York, where the aviator rejoined his squadron.

The Talking Machine Co., of Rockford, has purchased the Victor department of the Dunlap store at Belvidere, Ill.

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.



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

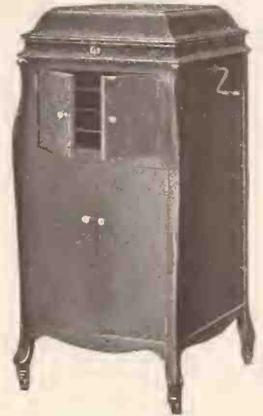


Victrola XI-A, \$115
Mahogany or oak

Victor Supremacy is self-evident

It is the supremacy of achievement — of great things actually accomplished.

And it brings success to Victor retailers everywhere!



Victrola XIV, \$175
Mahogany or oak



Victrola XVI, \$225
Victrola XVI, electric, \$322.50
Mahogany or oak



Victrola XVII, \$275
Victrola XVII, electric, \$382.50
Mahogany or oak

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

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"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Mgr. The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 373 Fourth Ave., New York.

SUBSCRIPTION (including postage): United States, Mexico, \$2.00 per Year; Canada, \$2.25; all other countries, \$3.75. Single copies, 25 cents.

ADVERTISEMENTS: \$4.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$125.00.

REMITTANCES should be made payable to Edward Lyman Bill, Inc., by check or Post Office Money Order.

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

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

NEW YORK, SEPTEMBER 15, 1918

THE death of August J. Timpe, treasurer of Edward Lyman Bill, Inc., publisher of The Talking Machine World, which is chronicled elsewhere in this issue, has brought keen sorrow to those who have been associated with him in the most intimate and closest relations for more than a decade, and who learned daily to appreciate his sterling character and well-balanced manhood.

Mr. Timpe was an earnest, unassuming and capable executive, who had made a close study of the music trade industry, and through his co-operation with the staff of The Talking Machine World assisted in winning for this publication a measure of the success which it has attained. His passing after a few days' illness was shocking in its suddenness, and a host of people who had intercourse with the business department of The Talking Machine World have written eulogistically of his very fine character, and of the pleasant relations they have always had with him. His death is a great loss to his family, to his friends and to The Talking Machine World.

THE value of organization in the talking machine trade has been very definitely demonstrated during the past month through the successful work accomplished by the War Industries Committee of the talking machine industry, which, in the person of H. L. Willson, vice-president and general manager of the Columbia Graphophone Co., presented facts so informatively and comprehensively before a sub-committee of the Ways and Means Committee, that the talking machine has now been placed in the "necessity" and not in the "luxury" class in wartime. The committee was so impressed with the information furnished that the official listing of this instrument as a "luxury" was changed, and the talking machine has been entered on the taxable list in the new Revenue Measure at 10 per cent., to be paid by the manufacturer, the same as pianos and other musical instruments, rather than in the 20 per cent. "luxury" class.

This means much, of course, for the industry, but it emphasizes more particularly what was pointed out in these columns last month, that it is high time for the industry to get together on a common footing—in a strong central organization—so that the many problems which confront it in these wartime days can be faced successfully.

The authorities in Washington do not care to deal with

individual manufacturers in any industry. They want to get in contact with an authoritative representative of the industry, and through him learn its exact needs and requirements, so that there is a minimum embarrassment to business and that it may continue as little unchanged as possible, conditional upon war requirements.

Of equal importance to the bearing of new legislation on our industry is the supply of steel and other essentials needed in the manufacture of talking machines. This subject has now been taken up by the War Industries Committee of the industry, and we feel confident that when the committee presents the full data to Washington, which will be based upon the information returned on the questionnaires sent out last month by the War Industries Committee, the needs of the industry will receive fair consideration, just as have the needs of allied industries.

We do not believe that the Government is desirous of harassing or destroying business. The successful conduct of the war is the first consideration, but, despite the tremendous and necessary demand for steel for important war purposes, we feel sure the Government will keep in mind the needs of the various industries, and work with them along co-operative, rather than destructive, lines, to the end that business of all kinds is perpetuated, for no country can keep going unless industry is maintained.

Mr. Willson is to be congratulated on the success achieved on his recent Washington visit, and his enlightenment of the members of the Ways and Means Committee proves afresh that it will be wise for the talking machine industry to have continually at the Capital a representative who knows the conditions in this industry, and who will be able to present its claims and needs to the consideration of those in authority.

Business men are facing serious conditions to-day, and it is a time when there should be a common understanding of ways and means. They can accomplish more for themselves and for the industry by forgetting petty jealousies and getting together, one and all, for the good of the trade. In every industry it is time for closer co-ordination between all factors to the end that the rights and interests of all are conserved. The time to act in this matter is now.

ALTHOUGH at the present time the second-hand business of talking machine dealers is of a negligible quantity, there is nevertheless a large number of machines taken in exchange for new and more elaborate models, or repossessed that they may be disposed of to more satisfactory customers and on better terms. It would, therefore, be well for members of the trade to keep in mind the ruling of the Federal Trade Commission that in advertising of used or second-hand machines it must be made plain that they have been used and are not new. In other words, the careless habit of offering standard machines at far less than list prices without stating that they had seen some wear and tear is not permissible. The Music Industries Better Business Bureau of Milwaukee is paying particular attention right now to all those who are violating the Federal Trade Commission's injunction, and there are enough problems to be faced at present without the talking machine dealer adding one more to the list. It must be said frankly that the legitimate talking machine dealers have not been offenders to any extent in this particular, but a word of caution nevertheless is not amiss.

THE subject of manufacturers fixing the price at which their products should be sold has been opened up afresh by a decision handed down recently in the New Jersey courts by Vice-Chancellor Lane, who held that the fixing of a standard price, if the article contained a notice of the conditions under which it might be sold by the retailer, was not a violation of the Sherman or Clayton acts. In this ruling he conditionally took issue with a decision of ex-Justice Hughes on price fixing and pointed out that "if the learned Justice meant that all restraints were void at common law, I think he was mistaken, but be that as it may, it is now well settled that restraints which are reasonable in the absence of the suit are valid. It is also well recognized that a person has a property interest in his trade name and good will, and will, even in the absence of a suit, be protected against injury to that trade name and good will. This right has in this State been, as above indicated, recognized by

statute." This suit was brought by R. H. Ingersoll & Bro., of watch fame, to restrain Hahne & Co., the well-known department store owners of Newark, N. J., from selling Ingersoll watches at less than the standard price without removing the trade name and manufacturers' guarantee.

THE big surprise of the month in trade circles is the announcement of the resignation of Louis F. Geissler as general manager of the Victor Talking Machine Co., an announcement that will be received with considerable regret by those who have been acquainted with Mr. Geissler's work on behalf of the industry. Although Mr. Geissler will relinquish his duties as general manager on January 1, 1919, it is gratifying to learn that he will still remain a member of the Board of Directors, and that the Victor Co. will, through that connection, be able to take advantage of his experience and wise judgment in matters relating to the policy of the company, and to the trade in general. During the thirteen years that Mr. Geissler has been connected with the Victor Co. he has seen the development of that institution to a point where it ranks among the great industries of the country.

Mr. Geissler was among the first to realize the tremendous possibilities of the talking machine as a leading factor in the musical world. While many others were regarding the instrument as a toy, or novelty, he had a realization of what it could accomplish in educating the public in matters musical and in bringing to them the voices of the great artists of the day. In other words, he saw in the talking machine a medium for giving to the masses music that ordinarily was reserved for the few. The result of this belief and the policy that developed therefrom is found in the fact that there is hardly an artist of wide reputation whose voice and playing is not found upon one or another of the various makes of records.

It is due to Mr. Geissler's general managership, and due in no small measure to his personal efforts, that the present Victor organization has developed. His mind was keen to grasp and his judgment was seldom faulty. With his knowledge of general trade conditions, therefore, one can accept with earnestness his prophecy made at the time of his resignation, to the effect that "after peace conditions are restored we shall all enjoy a more rapid development and expansion of business than ever before in the history of our industry."

THE further we go in our war program and the greater the demands made upon business in the prosecution of the war, the more it becomes evident that what is needed is a far better understanding between Governmental and business interests than exists at present, or has existed up to this time. This can only be brought about by an intelligent understanding of conditions.

The fact that a committee of the Chamber of Commerce of

the United States suggested a heavy tax on "Victrolas and various other mechanical musical instruments" as cited recently, shows which way the wind blows. It is not that Victrolas were mentioned, or the fact that they were selected as representative of the products of the entire industry—for it is a tribute to the Victor Co. advertising—but the phraseology does not reflect a definite knowledge on the part of those making the recommendation that should have been theirs before they took such a definite step. It is this habit of generalizing—this lack of definite knowledge—that has been in a way responsible for many of the inequalities in the existing War Revenue Law.

It has been claimed that the lawmakers in Washington are suspicious of business men, as a result of the efforts of the latter to receive special consideration in various war matters. It is not improbable that certain business interests have gone to Washington with the definite object of gaining special consideration for themselves and their industries, by any means possible. They have made exaggerated claims, presented doctored statements, and have created a very undesirable impression upon even conservative legislators, while giving to the radicals the opportunity to discredit all business interests.

Fortunately the great majority of business men are honest in their intentions, and have gone to Washington prepared to be fair and honest with the Government in the presentation of facts designed to bring about a proper consideration for their interests. It is now the duty of this majority to weed out the fakers and work to develop in Washington a confidence in what business men say and in the claims they make. With this confidence should come a willingness on the part of legislators to consult business men regarding the taxing or curtailment of their industry and base their findings upon the accurate and detailed information thus obtained. Even the most conscientious and fair-minded Congressman cannot be expected to be thoroughly familiar with every line of business in the country, and must depend for his information on outside sources.

The War Industries Board is working along the proper lines by demanding of industries that they appoint competent representatives to consult with the Board in Washington and likewise supply accurate statistics covering all factors of their trade, such as capital invested, and the labor and materials used and required. The result is that the War Industries Board can base its decisions upon an accurate knowledge of conditions in the various industries.

When the framers of the tax bill and other legislation learn to follow the same course; and show the same consideration for the opinions of men who have actual knowledge of the industrial situation, based upon experience, then it will be that much easier to carry on the burden of war. The burden has to be borne, we all know, but it can be so distributed as to cause a minimum of distress to industry or any one line of industry.

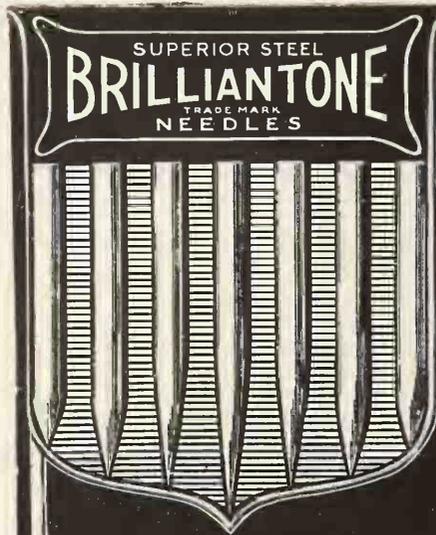


“RATIONS of Music” help to Win the War—both in the home trenches and the fighting trenches.

Go up in the woods for a week by yourself and you won't be gone a day before you'll realize that MUSIC IS ESSENTIAL. Alone in the woods is paradise compared to the muddy trenches.

That's why we should do all we can to get Records for the boys; why we should sell better music to the folks at home, and why among life's necessities must be included the Victrola.

Silas E. Pearsall Co.
Wholesale Distributors of Victrolas and Records
10 EAST 39th STREET NEW YORK



For
**IMMEDIATE
 DELIVERY**

A Limited Supply of
**BRILLIANTONE
 STEEL NEEDLES**

*Orders Will Be Filled
 Promptly As Received*

When this supply is exhausted, it will be impossible to tell when we will be in a position to again make Immediate Deliveries.

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
 INCORPORATED

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

B. R. FORSTER, President

NEW YORK CITY



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

The value of the well-displayed talking machine window is becoming more fully recognized than ever before in the history of the trade. It has taken some time to awaken a great many dealers to the fact that the window is a factor of tremendous moment—a business developer, and a character indicator that makes a potential impress on the customer, prospective or actual.

It will be noticed that the successful stores in every line of business are those that give attention to the displays in their windows, concentrating original thought and effort in that direction.

While the leading talking machine companies supply material and ideas for window displays, yet the dealer with a limited display space need not rely alone upon help in this direction, for a simple background, well handled, aids in producing artistic and effective showings of records and talking machines if some ingenuity and taste are displayed in handling the material.

Recognized as the one great essential in window display advertising is the use of good judgment. The display man when in search of ideas for his displays must realize first, last and always what is best adapted for the special need of his particular store.

Oftentimes a setting is decided upon that is quite out of keeping with the line of merchandise carried by that store, or it may be quite beyond the ability of the display man to reproduce, so let us repeat that great care should be exercised in selecting ideas.

The simple background, well handled, is far better than a more elaborate one which is spoiled from lack of proper materials or poor workmanship. But, as O. Wallace Davis points out, do not think that simplicity in window displays will limit your artistic taste or handicap your designing of backgrounds. Quite the contrary will be your experience when you start to design an attractive display.

It takes a master to paint a canvas. It takes

ground than not enough. Too little color in a display is bad, but too much will prove to be infinitely worse.

Never lose sight of the fact that you are showing the public merchandise and not pretty backgrounds, and for the average store you will not go far astray from their policy of doing business.

Of course, there are exceptions to this, but usually they are of such a class that they em-



Attractive Window Prepared by Cohen & Hughes, Washington, D. C., in Which Victor Specialties Are Featured

an Alma Gluck to sing a plain plantation song and start the whole world singing "Carry Me Back to Old Virginiy."

A simple scene, a simple song—yet in the hands of an artist they make the world sit up and take notice.

So with the window, simple effects well handled, rightly used settings, and careful attention to the fitness of things, will give results not to be attained by trying after things beyond our proper sphere.

More displays are spoiled by too much back-

ground than not enough. Too little color in a display is bad, but too much will prove to be infinitely worse.

Never lose the opportunity in showing goods to emphasize any special features that may be associated with the article. A few articles with some special feature well worked out are worth more than a window full of the same article without the demonstration.

Try to put the punch in a display that is always to be found in a well-illustrated advertisement. Such things interest the public far more than a worded argument on cardboard.

ADVANCE IN EDISON PRICES

New Prices, Effective September 1, Are Formally Announced to the Jobbing Trade

Thomas A. Edison, Inc., in a bulletin to its jobbers dated August 15, makes formal announcement of the increase in Edison prices which the dealers last June at the annual Edison dealers' convention were told would be put into effect on or before September 1. The new list prices are subject to the same discounts as heretofore. The following table of comparisons shows the previous list prices and the new prices:

Edison Amberola Phonographs		
	Old Prices	New Prices
Amberola 30	\$35.00	\$ 41.00
Amberola 50	58.00	68.00
Amberola 75	82.50	100.00
Disc Phonographs		
	Old Prices	New Prices
A-100	\$106.00	\$120.00
C-150	160.00	175.00
C-200	200.00	220.00
C-250	265.00	285.00
W-250	265.00	285.00
B-275	290.00	300.00

For the time being, at least, there will be no change in the list prices of Blue Amberol records or disc re-creations. However, the discounts are being changed to conform with the discounts on the disc instruments.

The bulletin to jobbers concludes with the significant statement that should additional taxes be imposed, further changes in Edison prices will be necessary. It is believed prob-

able by the trade that any additional tax that may be levied will not be incorporated in the list prices, but will be handled as a separate item to be charged separately.

The Edison Co. did not advance its prices without exhaustive investigation of its present cost of manufacture. The first survey of costs was not satisfactory and a resurvey was made. The officials of the company have taken an uncompromising stand against any unnecessary increase in prices, and it is the opinion of William Maxwell, vice-president of the company, that the new prices will yield a smaller percentage of profit than the prices in effect last year.

"We hear on all sides," Mr. Maxwell remarked, "that the buying public is reconciled to paying high prices and that a few dollars more or less will make no difference. That may be true, but we don't intend to ask a penny more for our goods than we have to ask and whatever we lose in profits that we might have gained by boosting our prices audibly I think will be compensated by the confidence of our trade."

IOWA DEALERS POSTPONE MEETING

DES MOINES, IA., August 28.—The annual convention of the Iowa Victor Dealers' Association scheduled to be held in this city this week has been postponed until later in the year, owing to existing conditions. The executive committee will announce new dates when a decision is arrived at.

REMODEL QUARTERS IN VANCOUVER

VANCOUVER, B. C., September 1.—The Kent Piano Co., Ltd., have recently redecorated their Edison Salon and show windows. The scheme is pale gray tapestry and panels. The ten days' postal strike affected wholesale business, this firm being Edison jobbers, but the firm report retail trade quite up to expectations.

A new talking machine department has been installed in the H. Hertz store, Terre Haute, Ind., where the Victor line is handled exclusively.

Talking Machine Hardware

We manufacture hardware for all styles of cabinets

- | | | |
|--------------|-------------------|-------------|
| Lid Supports | Door Catches | Sockets |
| Needle Cups | Sliding Casters | Tone Rods |
| Needle Rests | Continuous Hinges | Knobs, etc. |

BEST QUALITY

LOWEST PRICES

WEBER-KNAPP COMPANY

Jamestown, N. Y.

Edison Message No. 26

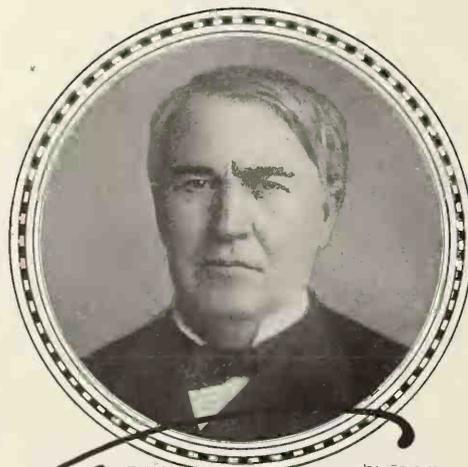
WHEN Thomas A. Edison said "The Marseillaise is worth a million men to France" he paid the highest possible tribute to the value and importance of music in wartime.

This picturesque phrase that now is ringing over the country carries a message to every Edison dealer. Music is necessary to the morale of our armies, but it is equally vital to the mental welfare of those at home.

The Edison dealer who helps his community obtain the music it desires and needs is doing the country a service as well as himself.

THOMAS A. EDISON, Inc.

Orange, N. J.



THIS TRADE MARK ON EVERY EDISON PHONOGRAPH
Thomas A Edison

A word to the wise dealers—make a trade-in proposition on Vacation Model Grafonolas.

**Columbia Graphophone Co.
NEW YORK**



41ST ANNIVERSARY OF THE EDIPHONE

Occasion Marked by a Sales Convention With Delegates From All Parts of the Country—Gold Ediphone Presented to Thos. A. Edison

An interesting event recently at the plant of Thomas A. Edison, Inc., Orange, N. J., was the

"I believe that my work is growing more important every day, and that it is my duty to do everything in my power to develop myself physically, mentally and spiritually so that I may become a Master Salesman and thus take my place among the Master Servants of my times.

"I believe that this organization, in convention

assembled, in bringing together men who are giving their best efforts to the bettering of American business, has helped me to see more clearly than ever before my duty to myself, my employers, my company, and to the nation of which I am a citizen, and I want to dedicate myself to the task of using all that I have learned and all that I shall learn in the work of placing the Ediphone system wherever it will best serve my fellow men.

"I believe that in Thomas A. Edison, the head of the business institution I represent, whose long life has been a life of service, the value of which no man of his own times can correctly estimate, I have before me an example that will sustain and strengthen me as I face obstacles, hardships and discouragements, and that the thought of what he has done for me will send me forward with courage in my heart and steel in my purpose to give, as he has always given, the best that is in me to make the world a better place in which to live and work.

"With this determination, I am returning to my home city and with this purpose dominating my life I shall work faithfully and efficiently during all the days of the coming year. This is the ideal toward which I am working."

VICTOR TRAVELER TRANSFERRED

B. M. Walthall, formerly Victor representative in the Pacific Coast district, has been transferred to the East and is now traveling for the company in western Massachusetts.



Gathering at Orange, N. J., That Celebrated the 41st Anniversary of the Invention of the Ediphone

celebration of the forty-first anniversary of the invention of the Ediphone, which was made the occasion of a convention of the sales forces of that division of the company. Delegates came from practically every State from Maine to California, and in addition to discussing various sales problems, they presented Thomas A. Edison with a gold Ediphone as a mark of their appreciation of his work in developing the instrument to its present point of perfection.

The convention opened on Monday, and in addition to the business sessions the delegates were entertained at luncheon at the Essex County Country Club, were conducted on a tour of the factory, were guests of the company at a performance of the "Ziegfeld Follies," and finally were given an elaborate banquet at Murray's on the final evening of the convention.

About 100 Ediphone representatives attended the convention, and during the business sessions found many matters worthy of earnest discussion, particularly regarding selling plans for the future. In the course of the convention those assembled adopted unanimously the "Edison Salesman's Creed," as follows:

"If the Government does not need me Over There, I believe that in selling the Ediphone I am rendering a service to my country because I am helping the nation to do more and better work at the cost of less time, money and energy; that everything that saves time, money and energy helps to win the war, and that to win the war is the one supreme task to which I must dedicate my life.



In September The Farmer Reaps His Harvest—the reward for months of honest toil. Dealers who handle the



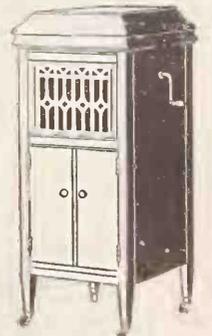
SCHUBERT PHONOGRAPH

Reap a Harvest all the year; Fall and Winter months are particularly good, but you must have a Schubert Machine on your floor with which to make good. It's time now to get your order in. Let a Schubert make your harvest worth reaping. It will if you become a dealer to-day.

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., E. U. A.
 Smith-Woodward Piano Co., 1018 Capitol Ave., Houston, Tex., Local Distributor



A New Interest

If you could bring about a situation that would actually improve the tone of your talking machine, and at the same time eliminate that annoying scratch, causing you to settle back in your easy chair, with something like "Oh, how fine" or "Oh, what a relief," wouldn't you hasten to do it? The "B and H" Fibre Needle will produce just such results. We sell them. Try them.

(Name of firm)

Come In and Ask Us

To reproduce your favorite record, one which you have at home, with the B and H Fibre Needle. You will note a distinct difference—the scratch will be prominently noticeable, *because of its absence*, and an improved clear tone because of its *presence*. We will be glad to point out the economy in their use, demonstrating the use of the same needle for several records, and how they may be repointed and used again.

(Name of firm)

The "Aye" of the Needle

There's the needle of the compass, the needle of the pines, the needles of commerce, and then there's that other needle through the eye of which, it is said, it would be a difficult matter for a camel to pass. A vote on the question of talking machine needles—as to the clearest and most satisfactory tone, freedom from unpleasant noise, non-injury of records and economy of use—would undoubtedly result in a large majority of "ayes" in favor of the "B and H" Fibre Needle. Come in and hear it.

(Name of firm)

Has Made Good

The "B and H" Fibre Needle has made good in every way. Artistically, because noiseless and because of the consequent clear and natural tone.

Economically, because of the positive non-injury to the record, and because each needle may be used several times, and then, by using a simple inexpensive little device, may be repointed several times, and each time with an improved tone. You'll be pleased with it. Drop in and hear it.

(Name of firm)



Mr. Dealer

*Here-Is A Suggestion
To You From Us*

Supplemented by Eight Suggestions which we recommend you to submit to the owners of Talking Machines in your bailiwick, through the medium of your home newspapers.

All This

in a well-directed campaign for increased sales of records;

For, Be It Known

that the pleasure of listening to records reproduced with the

"B and H" Fibre Needle

without exasperating, rasping noises, and in beautifully clear, natural tones, will in many instances result in the determination to increase the home repertoire of selections.

The panels on the right and left contain eight reading notices for insertion in your home paper, one in each issue, whether daily or weekly, the cost of which will be merely nominal. Persisted in, such a campaign of publicity should increase your record profits and benefit your customers as well. Try it!

**"B and H" Fibre
Mfg. Co.**

**33-35 W. Kinzie Street
CHICAGO**



Needles! Needles! Needles!

It is needless to say that every good housewife knows all about sewing machine needles, but we wonder if she knows all about "B and H" Fibre talking machine needles. They reproduce records with a beautifully clear tone, eliminating entirely the irritating scratching sound, can be used for several records, then repointed and used again to the very best advantage, and that without injury to the record. Try them for satisfaction.

(Name of firm)

The Connecting Link

The modest talking machine needle, while the smallest individual part or accessory used in the instrument, is, nevertheless, a most essential part. In fact, without it there could be no melody, no harmony. It is, therefore, the all-important connecting link between the inanimate record and the living, pulsing, audible realization of the hieroglyphics indented thereon. That the realization may be the most pleasing and gratifying, the "B and H" Fibre Needle should be used as the connecting link. Give it a trial.

(Name of firm)

There'll Come a Time

Whether you are the happy possessor of a good talking machine, or living in anticipation of ownership, there'll come a time when you will try the "B and H" Fibre Needle. You will then get the best and most satisfactory results from the reproduction of your records.

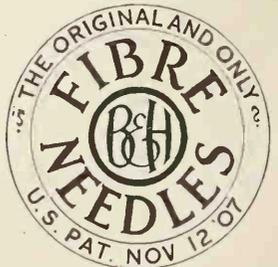
It would be a good plan to adopt them at once, thus avoiding wear on the records. They will be found economical, as the possession of a simple device permits of repointing several times, to the best advantage. Drop in and hear it.

(Name of firm)

When a Needle's Needed

When you next need needles try the "B and H" Fibre Needle for your talking machine. You will find it just the needle you have been needing for a long time. You need it for tone, for a natural reproduction without that scratching noise, for non-injury to the record, and because they may be used over and over again, then repointed and used a number of times with the best results. Drop in for a demonstration.

(Name of firm)



AUGUST J. TIMPE PASSES AWAY FOLLOWING OPERATION

Treasurer and Business Manager of Edward Lyman Bill, Inc., Dies in St. Luke's Hospital After Operation for Appendicitis—Had a Brilliant Record in Business and Political Circles

With sincere regret we announce the death of August J. Timpe, treasurer and business manager of Edward Lyman Bill, Inc., publisher of The Music Trade Review and The Talking Machine World, who died in St. Luke's Hospital, New York, at 2.30 Wednesday morning, August 14, following an operation for appendicitis.

Mr. Timpe, who was only thirty-five years old, was apparently in the best of health, and planned on the Friday before to take a week-end trip to the seashore. He complained of some stomach trouble, which was ascribed to

effort and the display of keen executive ability, advanced rapidly, until upon the death of Mr. Bill he was placed in charge of the business end of the organization, which he handled capably and well.

Those associated with Mr. Timpe held him in the highest esteem for his many sterling qualities, and feel that in his death they have suffered the loss of a strong personal friend. He was a quiet, unassuming, clean living man for whom the future apparently held much both in a business and political way.

Mr. Timpe was born in New York City, his parents and family moving to West New York, N. J., when he was quite young. In that town he displayed a keen interest in civic and political affairs, and was elected to various positions of trust in its local government. At the time of his death he was councilman, to which office he was elected last November, his great personal popularity being demonstrated by the fact that he was elected on the Republican ticket in an overwhelmingly Democratic ward. He had been spoken of as the next likely Republican candidate for mayor. He was identified with the Boy Scout movement and was a member of the Scout Council.

Mr. Timpe was a member of the Junior Order of American Mechanics and other clubs and fraternal organizations, and the tributes paid his character by the New Jersey papers, and his friends in political and social spheres, afford eloquent testimony to his popularity and the esteem in which he was held.

Mr. Timpe is survived by his parents, a brother, George Timpe, now at Camp Dix, and three sisters, to all of whom The World staff tenders its sincerest sympathy.

The funeral was held from the late residence of the deceased, 164 Fifteenth street, West New York, N. J., on Saturday afternoon, August 17, and was most impressive. Owing to Mr. Timpe's prominence in West New York a great crowd attended the services at the house, which were conducted by the Rev. George Steiner, of West Hoboken, who delivered an eloquent tribute to the character and standing of the deceased. The staffs of The Music Trade Review and The Talking Machine World attended the services in a body, as did the Mayor, Councilmen and other city officials of West New York, detachments from the Police and Fire Departments, delegations from the Junior Order of American Mechanics, the Republican Club and other organizations.

The esteem in which Mr. Timpe was held was indicated by the mass of floral offerings which filled to overflowing the room in which the body lay in state. At the conclusion of the services the casket, draped in an American flag, was carried to the hearse by six pallbearers through a double line of uniformed police, firemen and city officials, who accompanied the body to the limits of the city, while thousands in the streets bared their heads in a last silent tribute. The City Hall was draped in mourning and flags throughout the city were at half mast.

The interment was in beautiful Fairview Cemetery, North Bergen, overlooking the broad expanse of the valley of the Hackensack.

SALES HELP FOR DEALERS

ANSONIA, CONN., September 3.—The Duo-Tone Co. of this city have had prepared an additional sales help for their dealers in the form of an exceptionally attractive counter display stand. This "silent salesman" contains twelve Duo-Tones and twenty-four packages of De Luxe needles. It is attractively cut out and set up on an easel and of an appearance well calculated to attract the casual passer-by.

Take care of the Thrift Stamps and the Liberty Bonds will take care of themselves!

UNCLE SAM KICKS KAISER TO MUSIC

Canned Chastisement Amusing to Sidewalk Crowds.

Uncle Sam, in front of a large and enthusiastic audience, spent most of yesterday kicking Kaiser Bill where such kicks belong. The kicking kept time with martial airs played on a phonograph.

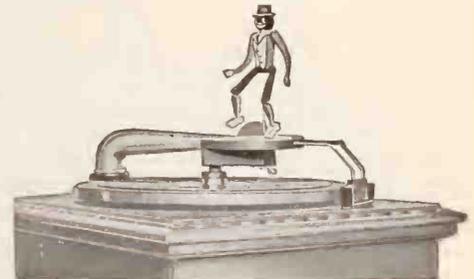
The little "Kaiser kicking toy" is for attaching to phonographs so that when songs which have as their theme the "canning" of the Kaiser are played the hearers can visualize the "canning."

The above appeared editorially in the New York Sun.



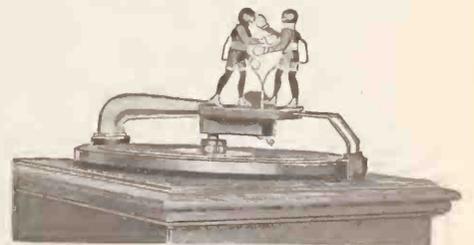
UNCLE SAM AND KAISER BILL

Uncle Sam Boots Kaiser Bill in Vigorous Yankee Fashion and Boxes his ears to the music. Kaiser Bill is running away as fast as he can go dragging his "U-Boat Pretzel" with him. Uncle Sam attractively painted in four colors. A great novelty and attraction at this time. *Item 100E Retail \$1.50*



RAGTIME RASTUS
PATENTED MARCH 16, 1915.

One of the Funniest Dancing Toys ever made. Rastus is the Original Ragtime Coon—doing one hundred different steps to music. Attractively painted in four colors, dances well with any lively record and amuses children and grown people. *Item 100A Retail \$1.25*



THE BOXERS
PATENTED MARCH 16, 1915.

These little fellows box merrily and heartily as the music plays, uppercuts and overhead swings, fancy footwork, all are very realistic and funny. *Item 100B Retail \$1.50*

COMBINATION RASTUS AND BOXERS

Dancing Rastus and Boxing Darkies, the two sets of figures combined with one mechanism all in one box—two toys in one. *Item 100AB Retail \$1.75 (very popular)*

Wholesale and Export discount, in dozen lots of one kind or assorted, 33 1/2 per cent. In three dozen lots of one kind or assorted, 40 per cent.

NOTE.—Owing to unusual conditions, shortage of labor, fuel, possible embargoes, etc., we urge the trade to place orders for early shipment.

NATIONAL COMPANY

Mechanical Specialty Manufacturers
281 Congress St., Boston, Mass., U.S.A.



August J. Timpe

the effects of the hot weather, and was finally compelled to return home. Physicians tried to give him relief, but he grew steadily worse, and on Saturday he was rushed to the hospital and was operated on immediately. Despite all efforts, however, peritonitis set in, and the patient succumbed.

Mr. Timpe's loss is severely felt by this organization, both in a business and personal sense. Entering the service of the late Edward Lyman Bill over ten years ago as bookkeeper and cashier, Mr. Timpe, through conscientious

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.

Columbia

The New Cabinet Designs

Consider the sales possibilities of the new model Grafonolas as examples of beautiful furniture.

Exquisite in craftsmanship, constructed according to the highest standards of the cabinet maker's art, these new Grafonolas are so chaste, so simple, so conservative in design that they harmonize perfectly with the decorative effects of all the best known periods.

Think what this means to the architect, the interior decorator, the American home owner of taste and refinement.

Study these new designs, learn their wonderful appeal as furniture, as well as for the reproduction of music, and you will have added to your selling talk a point of inestimable value in the sale of your Grafonolas.

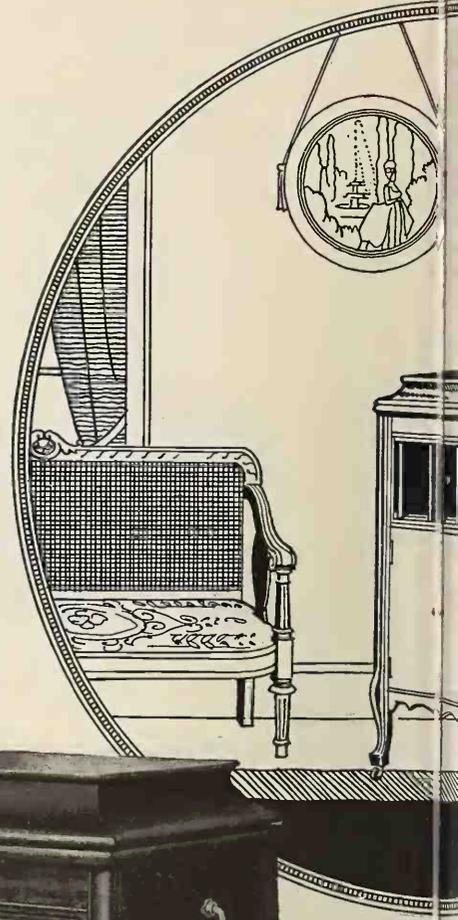
Columbia Graphophone Co., New York



Columbia
Grafonola
Type E-2
\$90
Retail



Columbia
Grafonola
Type G-2
\$115
Retail



Grafonola

The Non-Set Stop

Every new model Grafonola is equipped with the Columbia Non-Set Automatic Stop!

Nothing ever introduced to the phonograph trade means so much to the dealer as this marvelous piece of mechanism.

It is the *only* non-set stopping device on the market. It is simple, sturdy, fool-proof—infallible in action.

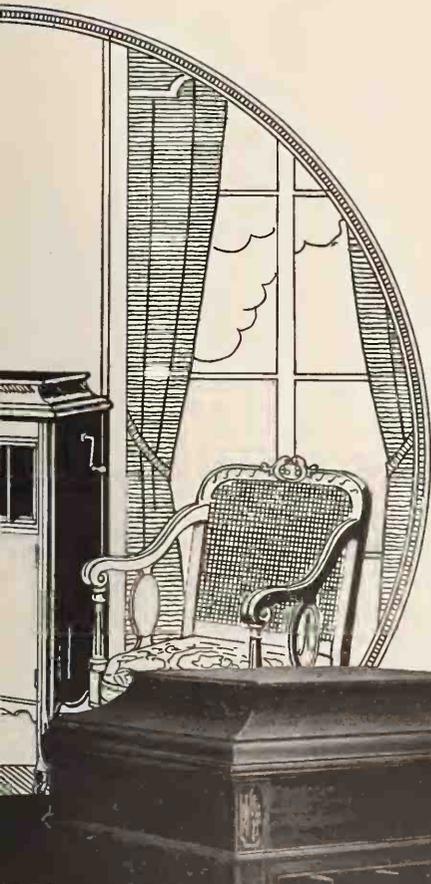
It is protected by hundreds of patent claims—you are beyond competition when you feature it.

People like it. They are instantly interested in it. And that means easier sales—bigger profits for *you*.

A timely sales-hint—have your customers trade in their vacation models for Standard New Model Grafonolas with Non-Set Stop.

**Columbia Graphophone Co.
New York**

Sell Foreign Language Records
Full information from
International Record Department
102 West 38th Street New York



Columbia
Grafonola
Type K-2
\$175
Retail



Columbia
Grafonola
Type L-2
\$225
Retail

NEW EDISON AIDS SCENARIO WRITER

Monte M. Katterjohn Pays High Tribute to the Inspiration Producing Qualities of the New Edison Phonograph—Suggests Plots

Monte M. Katterjohn, staff author at the great Lasky motion picture studios in Los Angeles,

that the phonograph has now taken its place as the source of inspiration for many of the successful motion pictures of the day.

"The question of 'where the stories come from,'" said Mr. Katterjohn, "is answered to a great degree, in my case at least, in the various selections which I have played on my Edison phonograph. I have obtained the ideas for sev-

supplies only a basis for development, the germ of the story is there, and there remains only the necessity of clothing the plot with incidents and elaborating upon the idea.

"On the other hand, a melody may inspire a mental picture, and result in a story that will have not the remotest resemblance to the theme of the song itself. It is simply that the melody suggests a train of thought, and the idea persists in spite of its conflict with the thought of the song writer.

"There is unlimited inspiration in music, and the New Edison supplies it in the handiest form in which it is available to the writer."



Monte M. Katterjohn Listening to the Edison

author of some of the biggest "movie productions" of the past year, recently paid high tribute to the New Edison as an aid to writing motion picture plots. Incidentally he shows the universal power of music and reveals the fact

eral of my most successful productions through simply listening to the re-creations that I have purchased for the instrument in my home.

"Very often the words of a song will suggest the basic idea for a story, and while the idea

FRANK J. BAYLEY'S GENEROUS ACT

Detroit Piano Man Gives Use of Grounds for Patriotic Carnival of Friendship Lodge

DETROIT, MICH., August 27.—Frank J. Bayley, dealer in pianos and "talkers," displayed a commendable patriotic and Masonic spirit of generosity by turning over the spacious grounds of his residence at 99 Chicago boulevard for an elaborate patriotic lawn carnival to be conducted on August 28 and 29 under the auspices of Friendship Lodge No. 417, F. & A. M. The purpose of the carnival is to raise a war fund for the lodge to take care of the needs of the 200 members in the service of the country. In addition to giving over his lawn, Mr. Bayley is also acting as business manager for the carnival. A program of more than ordinary interest has been prepared.

A certificate of incorporation has been issued to the Palace Talking Machine Shops, Inc., of Manhattan, for the purpose of manufacturing and dealing in talking machines. The capitalization of the concern is \$25,000, the incorporators being S. Birns, A. Bendersky and M. Glossom.

No quarter for the foe, but many quarters for Thrift Stamps. Buy some to-day.

GIVES A PURE NATURAL TONE TO YOUR RECORDS

THE FLETCHER REPRODUCER

Others CLAIM it

EXACT SIZE

WE PROVE IT

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.

Persistent and Consistent Advertising the Greatest Protector of Business in Wartime

Advertising has well been termed the "policeman of American business," not that it hunts criminals and makes arrests directly, but it acts as a protector of the business interests of the present and future through keeping those interests in the public eye.

For manufacturers in any line to stop advertising during the period of the war just because their business is not as profitable as in peace days, or because they cannot meet demands, is equivalent to discharging a police force in the time of riots.

This is the psychological time to study advertising as never before—to study it not for immediate results, but for the effect that it will have in the maintenance and development of business after the war.

Elimination of advertising at this time indicates that the manufacturer does not expect to stay in business until the dawn of peace, and yet his whole thought should be focused on keeping things going until that welcome hour.

Advertising does two things primarily—it creates a demand for a certain product, and, more important still, it establishes a name value for that product among the public at large—a name value that is worth thousands, or millions, of dollars, as the case may be, because it cost that much to create it.

Automobile, talking machine and other manufacturers who have built up their prestige on the strength of a name and the quality back of that name are now unable, and will not be able, probably for the period of the war, to supply the current demands for their products, yet they advertise persistently and consistently and the advertising is not designed so much to secure trade as it is to keep the trade mark or name constantly fresh in the public mind, so that when the output again can keep pace with the demand the product will have lost none of its reputation or familiarity.

The Government has taken over the entire output of a number of manufacturers, yet most of those manufacturers are continuing to advertise just as much as before without being able to offer a dollar's worth of their product to the public.

Why do they advertise? Simply for this reason: the war is not going to last forever, and the Government is not going to require their entire output after the war. When peace is declared these manufacturers will again have to come to the civilian market and they do not want to go through the slow process of building up popularity and reputation all over again. In other words, it is much cheaper to continue advertising at a normal rate than it is to stop altogether for the period of the war, and then

carry on enormous publicity campaigns after peace comes to re-establish prestige, or to try and wrest that prestige from some competitor who has kept right on telling the public about his product.

The manufacturer who stops advertising will not only have to spend time, money and effort to get his market started again after the war, but will also have to face the competition of those who, possibly insignificant in his eyes now,

Continuous Advertising The Policeman That Protects Business Interests. What Tom Griffith Says

nevertheless had courage to plan, work and advertise for the future.

The necessity for advertising consistently and continuously during the period of the war is particularly well set forth by Tom Griffith, sales manager of the Udell Works, Indianapolis, Ind., the well-known cabinet manufacturers, who, in an interview with *The World* summed up the situation as follows:

"In a recent dispatch from the American Expeditionary Force in France, an American officer is quoted as saying to a German commander, who, because of his numerically superior force, had asked the American officer if he wanted to surrender, 'Hell, no, we are just getting ready to attack.'

"A pretty good moral here for some of us weak-kneed manufacturers. Eh, what?

"Because they are busy and because of the labor conditions and because of inadequate raw materials, some manufacturers are letting the fire die down under their advertising boiler, which is the biggest asset they possess.

"Of course, things are upset, and, of course, it's hard to do business and unquestionably it's going to get worse before it gets better, but that is just the reason why you should everlastingly keep dishing up to your trade that real hot stuff, 'Hell, no, we are just getting ready to attack,' and show them that even the biggest war of all times is not going to cause you to

lose your identity that it has taken years to build.

"I know this country has only one job and that is to win the war, but I also know that it isn't going to be won if the manufacturing interests of this country crawl into holes and pull the holes in after them.

"That is just what it means to lose the good will that you possess with your trade, and the wise manufacturer to-day is building for the post-war, reconstruction period.

"Really there is one sane, sensible, down to earth policy and that is to keep on keeping your name before the possible buyers of your product even if you haven't a dollar's worth of merchandise to ship them. The big men with vision, the successful ones, are doing it, and it is a pretty good bet to follow the lead of the real successes.

"Cut out advertising now? Such a procedure is just plain criminal and there ought to be a city ordinance that would take care of such culprits."

BETTER BUSINESS BUREAU REPORTS

No Complaints Regarding Talking Machine Advertising Handled in July—Attention Called to Federal Trade Commission Ruling on Advertising of Used Instruments

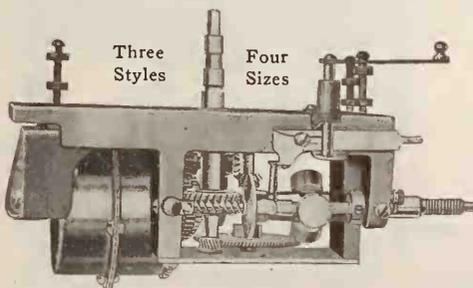
MILWAUKEE, Wis., August 26.—The Music Industries Better Business Bureau, with headquarters in this city under the direction of C. L. Dennis, has issued a most interesting report regarding its activities during the month of July, when twenty-nine cases were investigated, all of them referring to the advertising of pianos. For the first time in some months the bureau was not called upon to take action upon the advertising of talking machines.

In perusing the report it is interesting to note that more than half the cases taken up during July involved violations of the recent ruling of the Federal Trade Commission forbidding the advertising of used, second-hand, repaired or rebuilt musical instruments, in which it was not distinctly and definitely stated and set forth that such instruments had been used and were second-hand, repaired or rebuilt. Such advertising is also in violation of the advertising laws in many States.

Although the sale of used instruments does not figure very largely in the talking machine trade at the present time, it might be well for talking machine dealers to bear in mind the Federal Trade Commission ruling in the event that they do have used instruments to offer to the public.

Dayton Motors

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

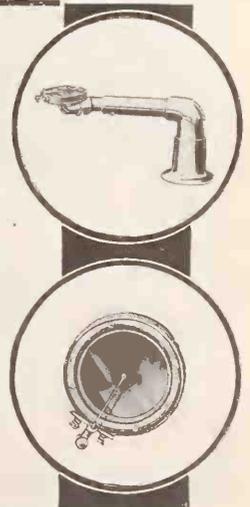


They have won wonderful and enduring popularity and embody the silent running, reliable and durable features that delight the customer and satisfy the builder. The Dayton Motor is considered by manufacturers and users as being

The Best Built Motor in the World

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

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



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

Mr. Dealer:

Exclusive Territory is waiting for live merchants for our Tel-O-Tone instruments. We are making prompt deliveries. You can get the goods.

(We will not take on more Customers than we can absolutely supply promptly)



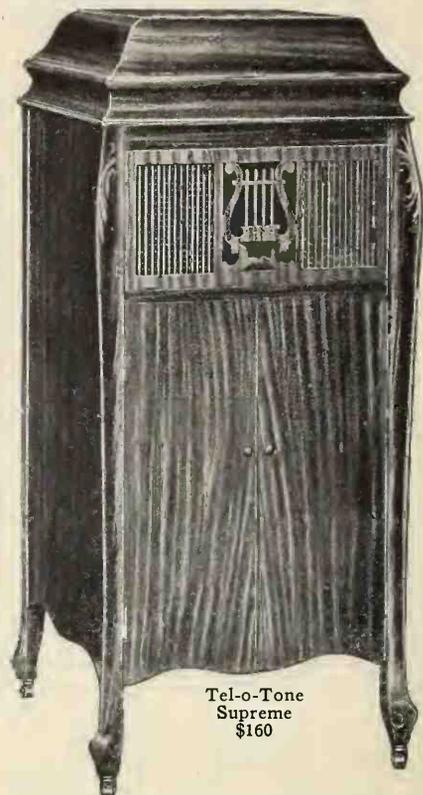
Tel-o-Tone De Luxe \$200

Entirely New to Phonographs

are the exclusive features of "Tone-Separator," "Reducto" and "Tone-Resonator" found only in the Tel-o-Tone—which is claimed to be the only facsimile reproducer of music. Full particulars and

Our 18 Page Catalog Fully Illustrated

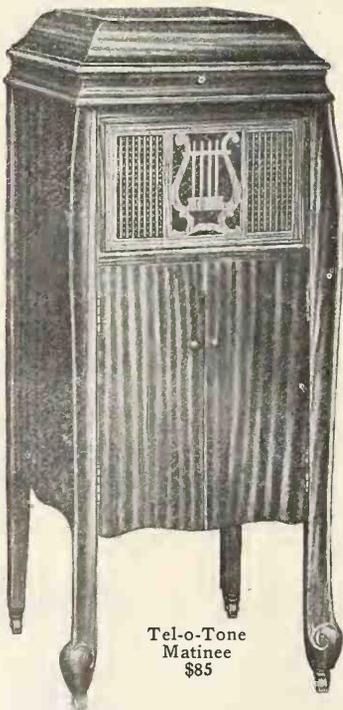
are at your service—including booklet of "Inside Information About Phonographs and Facts About the Phonograph Not Generally Known." We will supply these free in quantities—prepaid—to all Tel-o-Tone agents for dealers' imprint.



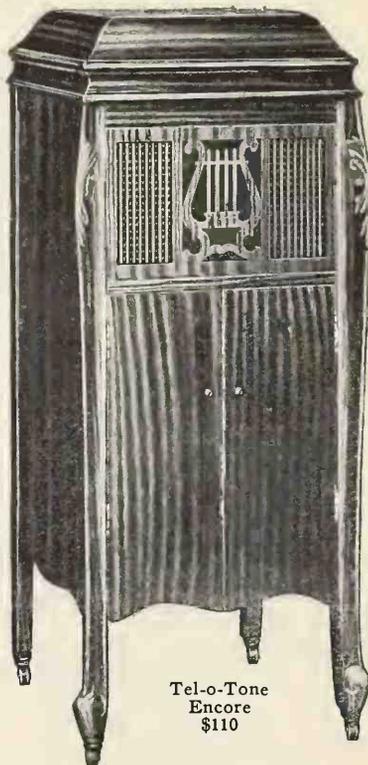
Tel-o-Tone Supreme \$160

Terms—Pleasing
Discount—Attractive Service—Satisfactory
Advertising—Co-operative

The only instrument in the world playing perfectly and equally well every make of disc records with the ordinary steel needle and absolutely no change of equipment. Investigate.

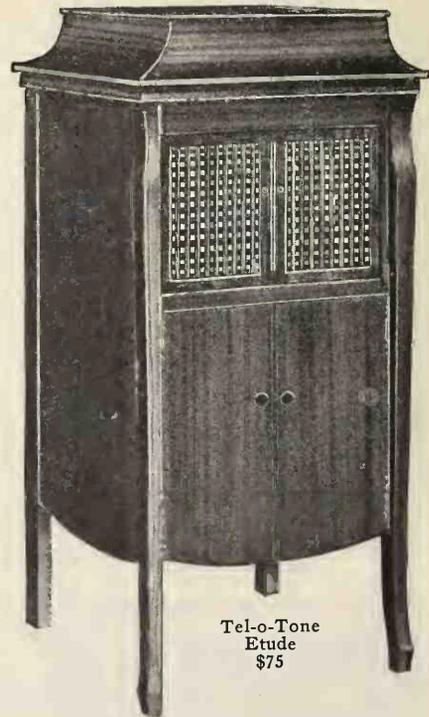


Tel-o-Tone Matinee \$85



Tel-o-Tone Encore \$110

We have no competition in tone. To fully appreciate the wonderful tone effects from the Tel-o-Tone tone chamber it must be heard. Order out samples. If they do not prove beyond your expectation, instruments may be returned at our expense.



Tel-o-Tone Etude \$75

May we mail Full particulars to you?

We are manufacturers of the Tel-O-Tone and we guarantee every instrument—'Nuff Sed.

The Western News Company, 21-29 E. Austin Ave., Chicago, Ill.

RETAIL DISPLAY ROOM: 730 Republic Building, State and Adams Streets, Chicago, U. S. A.

Will you Write Us To-Day?

WHY SECOND-HAND MUSIC FOR A NEW, FIRST-CLASS WAR?

"Boys in France Don't Want Records of Music That Was Old When the 'Star Spangled Banner' was Written," Says Smith, the Talking Machine Man, and He Makes His Arguments Pay

Smith was in a pensive mood. He sat with his dogs on the counter thinking seriously while he wrecked a chiclet beyond repair with his jaws and hummed softly, "Why Do They Call Them Babies When They Mean Grown Up Ladies." His thoughts were divided between his Wednesday night date with his patootie, and whether the old man had come home with a grouch and the probable effect of the new Man Power Law, in making him work or fight. Smith was a peaceable guy and hated work, so he had cause to ponder.

Business was punk with Smith, because the new records and the popular styles of machines were as scarce as dollar bills in the poorbox. He had tried newspaper advertising on a piker basis, but the result was a flivver. He speled his head off to the customer, but couldn't get action. So far as he could see the crepe was getting nearer and nearer and the business undertaker was rubbing his hands.

Finally in blows a big blonde with a nifty little book in her hand. "Can't come across," says Smith, beating her to it. "The rest of the gang got to me first." "How d'you get that way?" quotes the frail, "I ain't asking you for nothin', all I want is a favor." "But I don't want to get married," says Smith. "Haven't asked you about your personal desires," was the comeback from the Jane. "The big idea is this. We are collecting musical instruments for the boys in the service. We want anything from a jews-harp to a grand piano, and I am trying to find places where the public can leave their presents. You seem to have plenty of room here, but not much to do with it. Why not make your store a receiving station?" "But it will take time and trouble to handle the stuff," says Smith. "Well, it takes the guys in the trenches time and trouble to wallop the Huns," was the answer, "but they ain't complainin'!"

"All right," says Smith, "to save argument, put the sign up."

He gave the poster the up and down and gets a hunch he can go it one better. He puts his own sign in the other side of the window reading:

Send some records to your soldier friends.
Send them new records.
Don't give them the junk grandma bought.
Uncle Sam supplies them with the best grub he can buy, so why not feed them with the best music?
If I haven't what you want here I can get it for you.

The sign was there all right and got many a laugh, but it also got the gang to thinking and also buying. An old lady blew in with the remark: "I got two boys in France and I want some records for them." Smith asked how old they were and where they hung out before they went in the army. He doped it out that they were cabaret hounds and simply fed the old lady up on jazz. When those boys hear the music of the records in the dugout they will feel like kissing Smith.

A benevolent-looking party came trotting in one day with a bundle under his arm, which proved to be a bunch of the first records that had ever been put on the market and which bore music that was old when "The Star Spangled Banner" was written. "What are you going to do with that junk?" says Smith. "Send it to the soldiers," says the visitor. "You ain't a German, are you?" says Smith. "Certainly not," yells the benevolent party. "Well, what do you want to break a couple of good soldiers' hearts for?" says Smith. "You ain't sending over any tobacco that you smoked or chewed, are you, just because you're through with it?" "Certainly not," was the indignant answer.

"Then why send a bunch of moss-covered tunes to some of the finest boys that ever hit the pike? This is no second-hand war, but a brand-new, first-class proposition. Maybe you figure out you won't have to buy so many War Savings Stamps if the Government uses second-hand guns." The old boy rears up and swears he is insulted. Smith goes right on telling him where he is wrong, until the old gent backs up and gets out. Next day he blows in again, hangs his head, and buys a dozen records of Smith's selection.

A sweet young thing comes in struggling under the weight of a ukulele. "What are you going to do with that thing?" asks Smith. "Send it to a camp," says the skirt. "Well," says Smith, "buy a couple of records and send them along so that the boys can have some music while learning to play the uke. What's a couple of bucks at a time like this?" The chicken falls for the argument and pours out some of her pin money.

At the end of the first week Smith was doing real business. "I got the right dope on the work or fight stuff," he says. "I got to work to make 'em see the idea of the right way, and then I got to fight 'em to make 'em come across. Camps are not dumping grounds for a lot of records that owners want to throw out of the house. If they don't want them home, what good are they to a guy who is seeing things and is three jumps ahead of the fellow in the mornin' chair? From the bunch of 'Poor Butterfly' records that have been offered to the soldiers there must have been a lot of moths around somewhere, and who would be mean enough to sic a moth on a boy in khaki?" "Come clean" is Smith's motto. "Give them the music they like to hear, and so make the giving a sacrifice instead of an excuse for cleaning house."

Dictionaries define initiative as the ability to start or originate. It is one of the four ingredients in the prize recipe for success—the other three being imagination, industry and in-thusiasm!

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.

PITTSBURGH TRADE WARNS PROSPECTS OF PRICE RAISES

Urge Early Buying of Machines and Records as a Money-Saving Proposition—Indications of Brisk Trade for Fall—Buehn Attends Executive Committee Meeting—Other News

PITTSBURGH, PA., September 5.—A. R. Meyer, manager of the Victrola department of the Joseph Horne Co., has sent out the following notice to the patrons of the department. It read as follows:

"About this time last year indications led us to predict an advance in Victrola prices. This prediction was conveyed to our customers by a special letter, similar to this one. A few weeks later the prediction was verified, and customers who availed themselves of the advance information were enabled to make a substantial saving on the prices of their Victrolas.

"Another increase in prices appears imminent. With the decrease in social activities since the beginning of the war, the Victrola has developed into a chief factor in home entertainment. It plays the martial airs, sings the cheering war songs, and brings the comfort and solace of music into homes made lonely by absent ones.

"If you are considering a Victrola for the indoor days ahead, it is advisable to place your order at once, to enjoy the benefit of present prices. Victrolas are priced here from \$22.50 upward. In the purchase of the larger machines, convenient terms of payment may be arranged with the department of accounts."

Mr. Meyer has under his supervision a well arranged Victrola department on the mezzanine floor of the Joseph Horne Building. The demonstration rooms are well lighted and especially well adapted for the purpose of securing the best results in demonstrating Victrolas and Victor records. Mr. Meyer has a corps of capable and efficient young women as his assistants. The past month was noted as exceptionally good and the trade was far in excess of that transacted for the same period a year ago.

A visit to the offices and showrooms of Gray & Martin, distributors of the Sonora Phonograph, found both members of the firm very enthusiastic over the outlook that the coming fall seemingly indicates a brisk trade. It was stated that there had been a number of inquiries by prospective customers the past two weeks concerning the Sonora phonograph and it was stated that sufficient sales had already been booked that would make the month of August a banner period for the summer. Gray & Martin have well-appointed demonstration rooms located in the Jenkins Arcade Building. The firm also specializes in the Emerson records,

the sales of which, it was stated, were very large and showed marked signs of increasing as their popularity became larger.

Edward A. Ferguson, formerly assistant manager of the Cleveland branch of the Columbia Graphophone Co., has arrived overseas safely with his contingent, the Second Provisional Co. of Engineers. Mr. Ferguson is a native of Pittsburgh and was trained at Camp Humphreys, Va., before being assigned to France. He was called into service May 26 last.

Manager S. H. Nichols, of the Pittsburgh wholesale branch of the Columbia Co., stated to the Talking Machine World representative that the month of August was a most notable period for business not only in Grafonolas, but in Columbia records as well. He said that the local dealers had excellent window displays and these with the aid of judicious newspaper advertising and other mediums of publicity proved to be drawing cards for business. He anticipates that fall trade as far as the Columbia Co. is concerned will be the greatest in the history of the Pittsburgh branch. A feature of the month was the special sale of the Pershing and Gerard records, which were well received by record buyers.

Dauler & Close, who are making a special campaign for the sale of the Cheney phonograph, report sales during the past month as rather brisk. The firm, which is one of the oldest furniture houses in western Pennsylvania, have a well-arranged demonstration room on the sixth floor of their building, where various styles of the Cheney phonograph are displayed. The \$150 and \$225 priced styles, it was stated, were the best sellers.

A. A. Buehn, of the Buehn Phonograph Co., Edison distributors, attended the meeting of the executive committee of the Edison jobbers which was held at Chicago, August 27, at the La Salle Hotel. The week previous Mr. Buehn was at the Edison plant at Orange, N. J., in conference with the sales department. He then went to Atlantic City and Ocean City for a brief outing, returning to New York on a business errand before coming back to Pittsburgh. Mr. Buehn predicts an excellent fall season for the Edison phonographs and is of the opinion that the Edison Co. will make every effort to supply the trade as far as is consistent with their war-time policy.

Under the direction of the Buehn Phonograph Co., a series of tone tests have been arranged at which Miss Amy Ellerman will be the soloist and Prof. Coxie the director. The dates and places arranged follow: September 9, Johnstown, Pa.; September 10, Roaring Springs, Pa.; September 11, Latrobe, Pa.; September 12, Irwin, Pa.; September 13, Uniontown, Pa.; September 16, Morgantown, W. Va.; September 17, Fairmont, W. Va.; September 18, Grafton, W. Va.; September 19, Buckhannon, W. Va.; September 20, Clarksburg, W. Va.

One of the specials offered by Manager H. J. Brennan, of the Pathé Shop, was a fine Pathéphone, covered model, and equipped to play all records, with a \$13.75 record cabinet and six double-faced Pathé records for \$48.25. The sale proved highly successful and the popularity of the Pathé machine is increasing in this section.

The W. F. Frederick Piano Co. had some excellent publicity recently out of the action of the local dealers in "interning" German records, including records of German music and records by German artists, by arranging an elaborate window display showing the German records piled in a prison with a United States soldier on guard outside the bars. The display attracted much attention.

SHORTENS BUSINESS DAY

Wanamaker Store to Be Open Only From 10 a. m. to 4.30 p. m. During War

In line with the general movement to conserve energy, man power and particularly fuel during these trying times, the great store of John Wanamaker, New York, announced recently through published proclamations in the daily papers that for the period of the war the store would be open only six and a half hours each day, that is, from 10 o'clock a. m. to 4.30 p. m. These hours will naturally apply to the talking machine and piano departments, which are a big feature of this house.

Another department store, Hearn's, has also announced that business hours would be limited from 10 a. m. to 6 p. m., and it is reported that other prominent department stores and commercial establishments in the city, and for that matter in other sections of the country, will follow the same example and shorten their business day. It is felt that all buying can be done in the period fixed, and that if shoppers will arrive and leave before and after the rush hours on the transit lines, congestion there will be relieved materially. The movement is new, and as yet no exclusive music house has announced the change of hours.

STRONG VICTOR ADVERTISEMENT

Effective Two-Page Spread Appeared in the Saturday Evening Post of August 17

An unusually strong and attractive double-page advertisement of the Victor Talking Machine Co. appeared in the Saturday Evening Post of August 17, the main feature being a picture in colors spread entirely across two pages, and more than half the depth of the page, showing Lieutenant John Philip Sousa at the head of his United States Naval Reserve Band, calling forth the strains of "The Stars and Stripes Forever." The caption of the ad read: "The greatest bands of all the world parade before you—on the Victrola." The advertisement was particularly timely and effective.

EDISON GOES SOUTH ON AUTO TRIP

ORANGE, N. J., August 29.—Thomas A. Edison, John Burroughs, the naturalist; Henry Ford, Harvey Firestone, Edward N. Hurley, Director of the Shipping Board, and Prof. De Loches, of Chicago, have started on a camping trip through the South. The trip is being made by automobile, and sufficient supplies have been taken to last for several weeks. The journey south will be made by easy stages, traveling through the day and making camp at dusk,

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

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

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

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

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

ORDER SAMPLE COVER ON APPROVAL

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

Write for booklet

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Waterroom

Aeolian-Vocalion Records Aeolian-Vocalion Records

One of the Most Important Announcements Ever Made in the Phonograph Field

■ ■ ■

N the two pages following is reproduced the announcement by The Aeolian Company of its latest achievement—the *NEW VOCALION RECORD*. The third page carries one of the impressive newspaper advertisements which is part of the campaign of publicity for the new Record.

The importance of this announcement may hardly be overestimated. To the music-loving public it means the opportunity to hear and in fuller measure enjoy the true performances of artist and musician.

To the music trade it means one more vital sales-feature added to the many already possessed by the most distinguished, interesting and saleable phonograph upon the market today—the Aeolian-Vocalion.

The new Vocalion Record is a super-record. Its musical quality far surpasses that of any records hitherto produced.

This record is exclusively available to the owners of the Vocalion. Moreover, due to this phonograph's Universal Tone-Arm—the simplest and most satisfactory device of its kind—*all other records are also available to the Vocalion owner*. This is a sales-appeal which no prospective purchaser will fail to grasp.

Added to the Vocalion's manifest superiority of tone, its exclusive playing device—the Graduola—its unapproached beauty and variety of case designs, and its ability to play *all records* (including this new and greater one), put the Vocalion in a class above and apart from all competitors.

Aeolian-Vocalion Records Aeolian-Vocalion Records



The New VOCALION RECORD

*A Revolutionary Phonograph Record
Produced by The Aeolian Company under an
Entirely New and Advanced System*

IN this important announcement is chronicled the second great step taken by The Aeolian Company in its development of the higher musical values of the phonograph.

First: the Aeolian-Vocalion—that wonderful phonograph which three years ago startled the musical world and leapt almost overnight into the premier position among all such instruments.

Second: The Vocalion

Record — giving the Aeolian-Vocalion, for the first time, a Record fully worthy of its extraordinary powers of reproduction.

*Product of the World's
Leading Music House*

FOR nearly half a century, the Aeolian Company has maintained its position as the foremost creative influence in the music industry. As a source of invention, progress and improvement, no other house has even re-



motely approached this Company's notable record of achievement. Today, The Aeolian Company stands without a rival in its comprehensive understanding of music and its broad and scientific knowledge of the various instruments for producing it.

The New Musical Values of the Vocalion Record

THE phonograph record itself is a marvelous invention. To hold in an inert and inarticulate disc the melodious notes of a human voice—the vibrant tones of a violin—almost baffles comprehension.

If these notes and tones have hitherto fallen a little short of nature—if some character, some richness, some of the more delicate qualities have been lost in their recording—it is no wonder. The only wonder is the marvelous nature of the results accomplished.

The new Vocalion Record comes a sympathetic step nearer to reality.

Where with the old system only the broader, stronger elements in any tone could be recorded, the new system records the tone in its entirety. The finer overtones—those subtle partials that give to every instrument and voice its final touch of individuality and beauty are, for the first time, caught and imprisoned by a far more delicate and scientific method.

Those who hear the new Vocalion Record are conscious of new impressions. To sight the phonograph remains—to hearing it is gone. The tendency to stridency—the lack of richness and of body—the vagueness of individuality—all the effects hitherto typical of even the best phonograph performances are replaced by natural varieties of sound.

AN INVITATION—At Aeolian Hall, on West 42nd Street and at The Aeolian Company's various Branches in the Metropolitan district, the new Vocalion Record is now on exhibition. The numerous owners of the Aeolian-Vocalion, the owners of phonographs of other make and all persons to whom progress in music is of interest, are cordially invited to the public informal demonstration of these Records, which for the present will be continuous throughout the city.

THE AEOLIAN COMPANY *AEOLIAN HALL*

NEW YORK LONDON PARIS MELBOURNE
SYDNEY MADRID



Florence Easton
of the
Metropolitan Opera Company

THIS distinguished soprano has made an individual place for herself in European operatic circles, and has been hailed as the most valuable acquisition the Metropolitan Opera Company has had in years.

Florence Easton's characterizations during the past season in "Cavalleria Rusticana," "L'Oracolo," "Lodoletta," and in the title role of Liszt's "St. Elizabeth," have established her as a gifted artist of rare attainments.

AEOLIAN-VOCALION

Prices are \$50 to \$350.
Graduola Models from \$115. Prevailing Period Styles at moderate prices. Catalogues sent upon request.



STYLE "G"
PRICE \$115

A Vocalion Record

of rare charm

"THREE GREEN BONNETS"

Sung by
FLORENCE EASTON

ONLY a wistful little musical tale—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 carefree days of childhood together—blue-eyed Daisy, little Dulcie of the clear grey orbs, and brown-eyed Dorothy May.

With what exquisite tenderness of tonal 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 brown-eyed maiden.

Think of the satisfaction of being able to follow *every word* of d'Hardelot's charming ballad in this marvelous Vocalion Record.

Through the impressive tone-realism of The Aeolian Company's new and improved system of recording, not only is the individual quality of Florence Easton's beautiful voice given *amazing reproduction*, but each clear-cut detail of her remarkable enunciation—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 limitless possibilities of this exclusive method of tone reproduction.

THE AEOLIAN-VOCALION

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

THE AEOLIAN COMPANY

NEW YORK LONDON PARIS MELBOURNE
SYDNEY MADRID

Ask to hear Florence Easton's delightful records of "Three Green Bonnets" at the demonstrations of Vocalion Records held daily at all Aeolian Stores.

Vocalion Record No. 30002, 10-inch, price \$1.25

Keeping a Proper Account of Record Stock a Great Business Essential :: :: :: By Arthur H. Cushman

Director of Sales, Emerson Co.

One of the most important details, and one that has a direct and very serious influence on the profits of a talking machine record department, is the system used for keeping an account of the stock on hand, and the intelligence and promptness with which reorders for fill-in records are placed.

Many dealers who have had limited experience in the merchandising of talking machine records are inclined to neglect these most necessary details. It cannot be impressed too strongly on the mind of the manager of your record department that it should be his policy to work for minimum stocks on hand, maintained at a point, however, that will give maximum service to the consumer. That is to say, it is most important that a phonograph department carry as small a stock as possible, and yet never be out of live selling numbers. We believe we are fair in saying that many record departments which would otherwise have been a marked success and would have yielded substantial profits have proved unsatisfactory because of the lack of a carefully devised system, or failure to maintain the system effectively, when installed.

It is not our intention, at this time, to specify any particular system for keeping account of stock. It is a problem that every live store-keeper has faced in other lines of merchandise, and all competent merchants are familiar with systems which will easily take care of this feature, and produce satisfactory results, provided, as we have stated before, the system is put into careful operation and maintained at its highest point of efficiency.

The object of this article is to emphasize at this time the importance, especially at this season of the year, of not allowing the accounting of records to become lax, nor neglecting to reorder numbers which are needed so as to keep the stock at its proper point. Nothing harms a department more than an overstock, unless it be a lack of stock of numbers which the customers want.

There is not an element in the merchandising of records that so effectively turns customers to your competitor's store as to come into your department for numbers which you are unable to supply. If they find that your nearby competitor can give them these records and the service they want they immediately transfer their trade to that store. Therefore, it is the important duty of every dealer, or manager of phonograph departments, to assure himself that his stock-keeping system is:

1. A correct one.
2. Is well maintained.
3. That an intelligent placing of orders will result from the keeping of this system.

Failure in any one of these three points will have a very serious effect both on your volume of business and the size of the profits of the department.

Popular and patriotic song and dance hits comprise by far the greatest part of the volume of business done on records. Unless you have these hits when the public wants them your business suffers in a marked degree; and if you have these hits in your stock after the public has stopped buying them your profits will suffer to a very great extent. So the conclusion is definitely set forth that in order to get a volume of business you must have the records in stock, and in order to make a profit it is necessary that you do not have an overstock when the sale for these numbers has ceased.

Therefore your stock-keeping and reorder system must be so arranged that it automatically takes care of stock and reorders as the volume of business on a number slows down.

We hope if any Emerson dealers have not been giving proper care and thought to this

phase of the business, they will immediately insist that the managers of their departments install a system of the nature of the one herewith indicated so that the department may, at

UPHOLDS FIXING OF PRICE

Jersey Court Says Manufacturer of Standard Article Has Right if Article Contains Notice

Fixing by the manufacturer of standard price for an article is legal. Vice-Chancellor Lane held in a decision in Newark recently in the suit of Robert H. Ingersoll & Bro. to restrain Hahne & Co., department store owners of Newark, from selling Ingersoll watches at less than the standard price without removing the trade name and manufacturer's guarantee. He held that the fixing of a standard price, if the article contained a notice of the conditions under which it might be sold by the retailer, was not a violation of the Sherman or Clayton Acts. He said the United States Supreme Court, in his opinion, had not passed on the "precise situation presented here." He conditionally took issue with a decision of ex-Justice Hughes on price-fixing.

"If the learned Justice meant that all restraints were void at common law, I think he was mistaken," the Vice-Chancellor stated. "But, be that as it may, it is now well settled that restraints which are reasonable, in the absence of the statute, are valid. It is also well recognized that a person has a property interest in his trade name and good-will, and will, even in the absence of the statute, be protected against injury to that trade name and good-will. This right has in this State been, as above indicated, recognized by statute."

The people who influence you are people who believe in you.—Drummond.

all times, serve your customers promptly with the records they want, and the dying out of the popularity of a record will find your stock at a minimum limit.

HEAVY FIRE LOSS IN CANTON, O.

Department Store of Klein & Heffelman Co. Wiped Out in \$1,500,000 Fire August 26—Company's Own Loss Fixed at \$250,000

CANTON, O., August 26.—Fire, which started shortly before 6 o'clock last night in the big store of the Klein & Heffelman Co., destroyed the business block bounded by Tuscarawas, East Second, Walnut and Piedmont streets, causing a loss estimated at \$1,500,000. The fire burned for nearly four hours before it was gotten under control. The Klein & Heffelman Co.'s loss is estimated at \$250,000, for their building with its contents was a complete loss. The company maintained for a number of years a large and successful piano and talking machine department, which, of course, was wiped out by the fire. It is expected that the company will secure temporary quarters until the former home can be rebuilt.

IDEAL MUSIC CO. CHANGES HANDS

POUGHKEEPSIE, N. Y., August 2.—The Ideal Music Co., located on Market street, was purchased this week by Luckey, Platt & Co., of this city. The entire stock of the concern will be moved to the Luckey, Platt & Co. store, a portion of which is being remodeled to receive the pianos and Victrolas formerly belonging to the Ideal Co.

Everett B. Koontz will shortly open a talking machine store on Jefferson avenue, Wheeling, W. Va.

A Word as to Trade Conditions

The ever increasing demand upon manufacturing facilities, and the supply of metal, due to the war, has caused an acute shortage both in production and stock.

In spite of this, the indications are that the demands of the trade will be abnormal during this fall and winter. In order that you may meet the requirements of your trade we would advise that you place your orders at once for early delivery.

Anticipating these conditions, we are prepared to make immediate shipments on all of our specialties.

The "BLISS" Reproducer, with its treated silk diaphragm, is the Reproducer De Luxe—have you heard it?

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, Edison and Pathe Sapphire Points, Lakeside Rotometers, Johnson Electric Motors, B & H Fibre Needles, and B & H Fibre Needle Repointers.

Write for Our Parcel Post Salesman to Call

WILSON-LAIRD PHONOGRAPH CO., Inc.
Factors and Distributors of the BLISS REPRODUCER
29 West 34th Street
NEW YORK CITY



The Scotford Tonearm And Superior Universal Reproducer

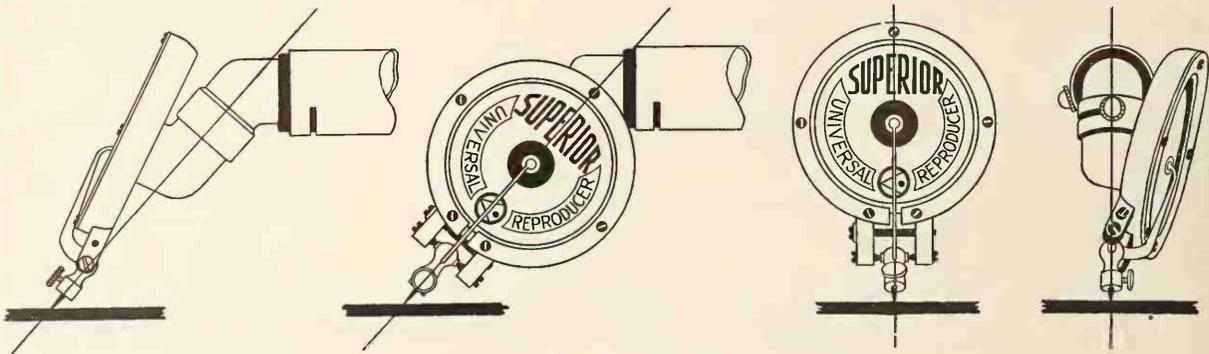
Perfect in acoustics—affording supreme quality and volume of tone

Handsomest and most distinctive in design and finish

The Reproducer that pivots on its axis, taking the correct angle for all makes of Records—and retains the same center in both positions—which feature, as shown below, is covered by United States Letters Patent, Number 1,251,828



Sample Prepaid
Nickel \$5.25 Gold \$6.50
If not rated—remit with order
Money refunded on return of Sample in good condition within 30 days



And this is but one of the Patented features which make it the Superior Universal

Mills & Cooper
Manufacturers of Mills Gramophones
2725 Calumet Avenue
Chicago

Barnhart Brothers & Spindler,
Chicago.

Sirs: We should like to have you share with us the enthusiasm that comes from hearing the Superior Reproducer at its best. We have completed our experimental work and have placed the Mills Gramophone on the market. As you know, we are using the Superior Reproducer and we consider it head and shoulders above anything made.

We have been experimenting for more than a year and have tried almost every combination under the sun. We like the Superior better than any other we tested and with it have been able to get probably the best reproduction ever attained.

It is only proper here to mention the intelligently rendered service which goes to users of your product. Your Mr. Louis K. Scotford has helped us immeasurably by his interest and suggestions. We have developed an amplifier which brings out the more subtle tones and gets the expression of the original with a character and musical ring we have never heard in another machine.

The Mills Gramophone is made in small quantity only for the higher class trade. It has made a profound impression among the music lovers who have heard it, and especially among those who do not care for the usual colorless phonographic results. It is absolutely toneless—that is it has no flavor of its own to mar the beauty of the original tones in the records. Our idea is that a phonograph has about as much business with tone as a cup has with flavor. With this idea in mind we have worked until we now have an instrument which will play every make of record better than the machines of the record manufacturers. The improvement is so marked in some cases as to be almost uncanny.

Respectfully, Mills & Cooper.
By G. K. Mills.

March 30, 1918

To Jobbers and Dealers in Edison, Pathe and Other Hill-and-Dale Records

You can greatly increase the demand for your Records by selling these Reproducers and Attachments applying them to various standard machines. Write for quantity prices Liberal Arrangement for Jobbers

The Superior Universal Reproducer

	Sample Prepaid	Retail Price
With Attachment for Victor	Nickel \$4.10 Gold 5.00	\$6.50 8.00
With Attachment for New Victor	Nickel 3.50 Gold 4.25	5.50 6.75
With Attachment for Columbia	Nickel 3.70 Gold 4.55	5.85 7.25
With Attachment for Edison	Nickel 4.10 Gold 5.00	6.50 8.00
With Attachment for Pathe	Nickel 3.70 Gold 4.40	5.85 7.00

*This refers to the latest type having the enlarged Tonearm

The Scotford Model I Reproducer

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

	Sample Prepaid	Retail Price
As is—it fits the Victor	Nickel \$3.50 Gold 4.10	\$5.50 6.50
With Attachment for Columbia	Nickel 3.75 Gold 4.45	5.85 7.00
With Attachment for Pathe	Nickel 4.05 Gold 4.75	6.35 7.50

Can be used on the Edison with the Kent Attachment



Barnhart Brothers & Spindler Monroe and Throop Streets
Chicago
Makers of Superior Specialties for Phonographs

**What the Self-starter is to the Automobile—
the Columbia Non-Set Automatic Stop is to
the Phonograph. And it's exclusively
Columbia!**

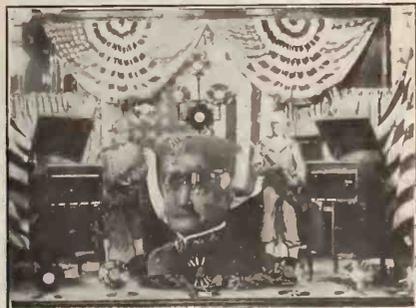


**Columbia Graphophone Co.
NEW YORK**

FEATURING GEN. PERSHING RECORDS

B. Lowenstein & Bros., Memphis, Get Excellent Results From Special Window Display

MEMPHIS, TENN., September 3.—B. Lowenstein & Bros., Inc., who maintain a large Columbia Grafonola department in their store here under the management of Jack Hofheinz, have been featuring the General Pershing records recently issued by the Columbia Co. with unusual success. The bulk of the sales of records is attributed to the elaborate window display recently arranged by the company, and which is illus-



trated herewith. The display was arranged by the store's chief window decorator, T. J. Twentymen, with the assistance of Manager Hofheinz. A large figure of General Pershing was drawn and painted by Mr. Twentymen, as were the figures of the soldiers and sailors. The display not only featured the Pershing records, but also called attention to other hits through the medium of special posters.

Mr. Hofheinz, manager of the department, has met with considerable success here. He took charge about a year ago, coming from the Maison Blanche store in New Orleans. He is enthusiastic over fall prospects, and his chief worry is regarding a possible shortage of stock.

EDISON'S VIEWS ON RE-CREATION

Almost every member of the great Edison organization is familiar with the widely quoted statements made by Mr. Edison some months ago, which appeared in "The Etude," giving his views on the essentialness of music.

During the Edison dealers' convention in New York last June it was suggested that the company have an elocutionist make a Re-Creation of Mr. Edison's remarks. Sidney K. Powell has made such Re-Creation, and it is now available for Edison dealers at \$1 each.

There's time for everything—except the re-tailing of your uninteresting troubles.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

REPRESENTS B. & H. FIBRE NEEDLE

Wilson-Laird Phonograph Co. Appointed Eastern Jobber for the B. & H. Fibre Needle and Cutter—Also to Take On the Lakeside Rotometer and Johnson Electric Motor

H. T. Thornell, general manager of the Wilson-Laird Phonograph Co., New York, manufacturer of the "Bliss" reproducer, announced this week that the company has been appointed Eastern jobber for the B. & H. fibre needle cutter and the B. & H. fibre needle. These products have achieved remarkable success in all parts of the country, and Mr. Thornell is planning to institute an aggressive campaign that will give the dealers in the East an adequate idea of the unlimited sales possibilities for the cutter and the fibre needle.

Mr. Thornell has also completed arrangements whereby his company will act as jobber for the "Lakeside Rotometer," manufactured by the Lakeside Supply Co., Chicago, and the Johnson electric motor, manufactured by the Johnson

Electric Motor Co. of Chicago. Both of these products have won considerable praise from members of the trade, and the Wilson-Laird Phonograph Co. expects to feature them to excellent advantage in this territory this fall and winter.

Referring to his recent Western trip, Mr. Thornell stated that all the manufacturers and dealers whom he visited are enthusiastic regarding business possibilities, but are a little uncertain as to the likelihood of securing sufficient merchandise this coming fall to take care of the demands of their trade. Mr. Thornell believes that it will not be a matter of securing orders this fall, but a problem of securing sufficient merchandise.

Mr. Thornell states that the demand for the Bliss reproducer is far and beyond all expectations, and that the dealers are thoroughly satisfied with the service rendered by this reproducer. Many new accounts were opened on this trip, and there is every reason to believe that the Bliss reproducer will steadily increase in popularity this year.

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**



THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., September 4.—Now that the vacation season is practically over dealers are looking for a resumption of that halting activity that always obtains during the summer, always with the fact before them that there is a temporary barrier to good business which is not so much the fault of the dealers as of the manufacturers who are unable to supply the goods, and this in turn is not the fault of the manufacturers but because of a situation that all alike must face. Despite the general situation the sale in Boston, especially of records, has been good and everybody owning a machine seems bent on having all the war songs, and there are cases where it is not possible to fill the orders. Throughout Greater Boston outfits, rather expensive ones, too, have been installed in many homes in the past few weeks and these sales in most cases are directly traceable to a certain war prosperity. These sales do not come hard and they will be sought for with renewed vigor this fall.

T. W. Hindley New Vocalion Manager

Thomas W. Hindley, who was mentioned in this department last month as having joined the



Thomas W. Hindley

Vocalion forces in this city, is now occupying the post of manager, having succeeded R. S. Hibshman, who has been Boston manager for several years and who has now severed relations with the Aeolian-Vocalion Co. Mr. Hindley, of whom a picture is herewith given, comes from Providence and has some advanced

ideas as to the conduct of business in general which he purposes putting into operation in the interests of developing the Vocalion business. He is a man destined to make friends fast, and it is believed there is a new era ahead for the local business of the company in his hands.

Oscar W. Ray Enters New Field

There will be general regret at the departure of Oscar W. Ray, for some time manager of the Emerson Co. in this territory. Because of his ability in the field of efficiency management he has been invited by the foreign press bureau for manufacturing concerns to occupy a responsible post and he begins his new duties immediately. It is possible that he may be called upon to go with the Russian mission when it starts upon its propaganda campaign. Mr. Ray has made many friends in Boston and he has proved a valued man for the Emerson and into his campaign for business he has infused many original ideas, which dealers have eagerly subscribed to. H. L. Coombs, mentioned last month, succeeds Mr. Ray in the local management of the Emerson.

Souvenirs From Over There

Walter Gillis, manager of the Vocalion business in the Henry F. Miller Co.'s Boylston street warerooms, has been vacationizing at Cape Cod. A recent letter from his son, Walter Gillis, Jr., contained some souvenirs of a captured German, a set of epaulets, which, with some other adornments taken by another American, constituted about all that was left of the German, so Gillis wrote.

Oliver Ditson Co. Affairs

Business at the Victor department of the Oliver Ditson Co. moves along as well as a scarcity of goods will permit. Manager Winkelman with his limited staff is finding plenty to do, and outside of going back and forth to Acton he is not taking any extended vacation. Otto A. Piesendel, Mr. Winkelman's assistant, spent his vacation at Onset with his family and had fine weather all of the time.

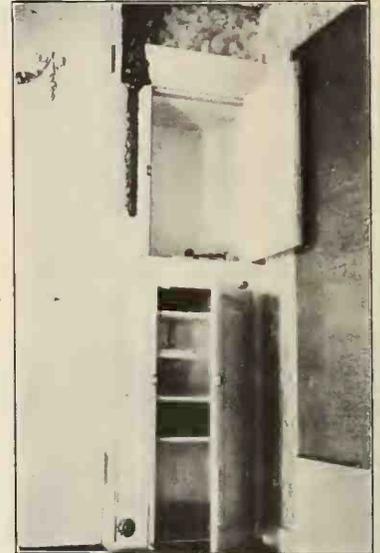
Waiting for New Brunswick Models

As the new Brunswick models are daily looked for Manager F. H. Walter, of the Brunswick-Balke-Collender Co., has been unable to take his anticipated vacation, but later in the season he may find a little time for a rest from business duties. The new line of machines include those which are equipped with the new oval wood horn, which dealers say are going to be good

sellers. By way of making ready for these models Manager Walter has had the phonograph department considerably renovated so that it now is in every way better than ever before arranged to meet the demands of trade. Gus O'Connor, the Brunswick repair man, has left the house, having gone into service in the Merchant Marine, and in his place E. N. Moore, of Providence, has been engaged.

Something New in Apartment Furnishings

They say there is nothing new under the sun. This is possibly true, but your correspondent has found something new to him. It is the idea of building a phonographic outfit into an



Phonographic Outfit in Apartment

apartment, making it a special feature of comfortable apartment house life. Herewith is a cut taken by the Boston representative of Musical America of a corner in a Brookline apartment wherein a Columbia outfit has been installed. One inserts the record in the upper closet while the sound emanates from the upper part of the under closet. While this is the first one installed it is planned by the owner of the block to put them in all his apartments.

Robert Steinert Enjoying Golf

Robert Steinert, head of the Arch street Victor headquarters of the M. Steinert & Sons Co.,

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.

Send for Descriptive Circular



Curry
 DEMONSTRATION BOOTHS
 AND RECORD CASES
 IN STOCK OR TO ORDER

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

is spending much of his spare time these fine summer days on the golf links, and he is getting almost as proficient at the game as his distinguished father, Alexander Steinert. The Tedesco Club at Swampscott are the favorite links for Robert, who has a chance there to meet some able opponents. Wholesale Manager Kenneth Reed, of this house, has been up at Framingham training with the State Guard at Camp Augustus P. Gardiner. P. B. White, one of the floor salesmen, has returned from a two weeks' vacation spent at Wescott, Me. Business at this Victor headquarters is showing up well, but the dearth of machines is being keenly felt.

Wm. Fitzgerald Renews Energy Supply

William Fitzgerald, wholesale manager for the Eastern Talking Machine Co., has returned from his vacation spent at Camp 'Tis-Ours down on the coast of Maine and is finding enough to keep him on the jump, dividing his time between the Tremont street establishment and the company's storehouse. Elton C. Taft, son of Manager Taft, who went into service some time ago and has been at Hingham, is now at the radio school in Cambridge.

N. D. Griffin a Visitor

N. D. Griffin, of the American Phonograph Co., of Albany, N. Y., was able for a part of August to make the acquaintance of some of the local talking machine men, as he and his family were guests at the Pemberton Hotel, Hull. As Mr. Griffin was not in the best physical condition while here he was unable to accept much hospitality.

New Agencies for the Cheney

Ever since it was announced that the Cheney product was to push for recognition in this territory there has been a steady demand for literature from Herbert L. Royer besides many personal calls from dealers who were anxious to look into the merits of this fine machine. The result has been that Mr. Royer's Cheney headquarters at 77 Summer street have been well filled all of the time and his mail, too, has grown considerably. Within the past few weeks Mr. Royer has been successful in signing up a number of well-known concerns which will handle the Cheney line. Among them are the Timothy

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

Smith Co. in Roxbury, the C. E. Osgood Co. at the South End; the F. H. Thomas Co. in the Back Bay; C. C. Moir Co. in Cambridge; the Cushman Music Shop, Inc., of Hartford, Conn.; Knupfer & Dimmock, of Lawrence; John Z. Kelly, of Lynn; H. L. Cobb, of Stoughton; Caldwell Furniture Co., of Malden; Stoneham and Wakefield and Thomas Wardell, of Lowell.

Gets New Stock of Sonoras

Manager Richard Nelson, of the Sonora, has just got in a new stock of machines which are being eagerly sought by dealers in this product throughout Mr. Nelson's territory. It has proved a wise move to install the music rolls mentioned in last month's issue of The World, for dealers now have a good stock at a convenient headquarters so that the goods may be had at very short notice. A large consignment of these rolls has just been installed at the Sonora's new headquarters in Columbus avenue.

Developing Pathé Business

R. O. Ainslie, wholesale manager of the Pathé, has returned from his extended three weeks'

trip in the Middle West, during which he visited leading places in the States of Wisconsin, Illinois and Indiana. On his return he made stops at Sandusky, Cleveland and Syracuse, and everywhere he found the demand for Pathé outfits good. W. W. Radcliffe, who some time ago was with the Hallet & Davis Co., has renewed his association with this house and will give his exclusive time to the development of the Pathé business. He will be head of a specially created promotion department and will have a staff of women under him, these to go from town to town on a canvassing program. By the new system developed it is hoped to build the Pathé business, especially throughout New England, to large proportions. Three new Pathé dealers whom Manager Ainslie has lately signed up are E. B. Fox, of Waltham; A. A. Vose, of Framingham, and the Lenox Jewelry Co., of Boston and Brockton.

Chickering Manager Resigns

The Edison and Victor department of Chick-

(Continued on page 28)

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

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

THE TRADE IN BOSTON AND NEW ENGLAND (Continued from page 27)

ering & Sons has lost its head man, as Manager Mason P. Currier has severed relations with the Chickering house. All the boys are now home from their vacations, and they are looking for a good fall business.

Fred E. Mann as a Pianist

When the Boston Rotary Club met at the Boston City Club a short time ago to give welcome to two distinguished British Rotarians who were on their way home from the Kansas City convention, Fred E. Mann, manager of the Columbia Co., was the pianist for the war songs sung at the beginning and through the luncheon; and there were many who discovered for the first time how good a pianist this modest Mann is.

C. J. Sylvester Enjoys Rest

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., has been spending his fortnight's vacation in New Hampshire. His brother, Roy C. Sylvester, who for some time was with the Grafonola Co. of New England, is now manager for the C. C. Harvey Co.'s Lynn talking machine department.

George W. Hopkins a Visitor

George W. Hopkins, general sales manager of the Columbia Co., paid a flying visit to Boston a few weeks ago, and was here just long enough to say "hello" to the Columbia boys. N. P. Smith, of the general sales department, also was a local visitor, and R. W. Knox, of the advertising department, stopped over to renew acquaintances with the Columbia staff en route to his New York home from New Hampshire, where he had been spending his vacation.

Silliman Comments on Highways

Evidently Manager Fred Silliman, of Edison fame, has some opinion of Boston's highways, witness the following which was in a recent issue of the Boston Post: "Boston people do not begin to appreciate the magnificent highways for motor travel that exist in eastern Massachusetts," says Fred H. Silliman, of Chest-

nut Hill. "By taking a circular course or a series of figure eights it is possible to travel for from eighty to one hundred miles around Boston through delightful suburban country without even making the same trip a second time. In most big cities there are one or two good drives and that is all there is to it, but in Boston it is simply an endless chain of the most charming trips I have ever seen anywhere."

Mr. Silliman says he probably will not be able to get any vacation this summer, and besides he is so enjoying his new home that it is delightfully restful to remain right in Chestnut Hill.

J. F. Carr to Visit State Fairs

Manager J. F. Carr, of the dealers' service department of the Columbia, is away on a vacation, and with its conclusion it is his plan to go into Vermont and attend a number of the State fairs where the Columbia is to be featured, and develop a line of publicity on this line. Russ H. Luscomb, of the Columbia, has been rusticiating on a farm in New Hampshire.

A Vacation Auto Trip

Francis T. White, Edison and Victor manager at the C. C. Harvey Co., spent a pleasant vacation at New Found Lake, N. H., and as a part of his respite from business he took an auto trip among the White Mountains. Manager White has just added Miss Huerling to his staff of salespeople.

John Alsen in Hospital in France

Latest reports from John Alsen, of George Lincoln Parker's Victor and Edison departments, mentioned last month as having been injured at the front, are that he was gassed and has been in a hospital at Tours. Alsen is with the 101st Engineers, which has a large Boston contingent at the front.

H. R. Skelton Covers Large Field

A Boston visitor, whom the Edison dealers were glad to see, has been H. R. Skelton, of the Edison Co., who now has the large traveling

TALKING MACHINE DEALERS

—READ THIS—

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

NYOIL
IS BEST

FOR ANY TALKING MACHINE



Being made in our Watch Oil Dep't, the same care given in refining as in our "Watch Oil," as all gums and impurities are extracted, leaving it Colorless, Odorless and Stainless.

BEWARE OF SCENTED OILS

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

Ladies use NYOIL for Sewing Machines, for it is stainless.

Sportsmen find NYOIL best for Guns, for it keeps them from rusting.

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

For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U. S. A.

territory of New England, New York State and a part of New Jersey. He has just concluded a vacation which he spent with his family at his home at Nantasket. Mr. Skelton is not so frequent a Boston visitor as he used to be. He reports Edison business in his field as extremely good, and there has been a large sale of goods in anticipation of the increase of prices scheduled for September 1.

Harry C. Browne Enjoys Own Records

Harry C. Browne, of the "Oh, Lady! Lady!" Co., now playing at the Wilbur Theatre in this city, has been a frequent caller at the Columbia wholesale headquarters and he has enjoyed listening to some of his inimitable negro dialect records.

E. W. Keefe Makes a Change

The local trade learns that Everett W. Keefe, who was formerly with W. D. Wilmot, the dealer at Fall River, has gone over to New York, where he is associated with the Edison Shop in Fifth avenue. Mr. Keefe made the change a couple of weeks ago.

EDISON LINE FOR MEIKELJOHN

PROVIDENCE, R. I., September 4.—Meikeljohn Bros., of this city, who control two other successful shops at Pawtucket and Woonsocket, have just taken on the Edison line for their Providence and Pawtucket stores. These departments will be supervised by W. Wilbur Longfellow, who is well known in the trade and who for the past three years or more has been at the Pardee-Ellenberger Co.'s New Haven establishment, and before that was located in Boston, Mass.

HEADS ATHERTON CO. DEPARTMENT

BROCKTON, MASS., September 5.—The Atherton Furniture Co. has made a change in its personnel. Ralph Eaton, who formerly was the successful manager of the company's piano department, has turned his attention to the phonograph line and in the management of this department he is assisted by Mrs. Eaton, who has proved an adept at this line of business. A large stock of Edison goods has been installed, and William McDermott, who is familiar with the phonograph business, having been with Davis Brothers, of Plymouth, will be associated with Mr. and Mrs. Eaton. He has been provided with an automobile truck and will take care of the territory on the South Shore.

The Victory Phonograph Co., Inc., are preparing to open up a very handsome phonograph store in Atlanta, Ga., and have secured quarters in the Peachtree Arcade, a splendidly equipped building in that city.

Phonograph Dealers



Perfection Universal Tone Arm and Reproducer No. 6 set in position for playing "lateral" cut records.



Perfection Universal Tone Arm and Reproducer No. 6 set in position for playing "hill and dale" cut records.

One Tone Arm Plays All Records

THE PERFECTION UNIVERSAL TONE ARM No. 6 with new PUR-I-TONE reproducer attached will play any and all Makes of disc records, on EDISON DISC MACHINES. All records are reproduced without blast or extraneous sounds. The most valuable phonograph accessory manufactured in the world today. This arm and reproducer make the EDISON DISC the most perfect of all universal musical instruments. ORDER at once from your jobber, as no doubt he has a large quantity in stock. If he has not, write and we will supply you direct. We also have our new No. 5 arm ready for delivery. This arm plays only hill and dale records on Edison machines, and can be sold to owners of Edison machines who have our No. 4 tone arms, which play lateral cut records only. We also supply diamonds and sapphires in any quantity.

New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World
16-18 BEACH STREET BOSTON, MASS.

New reproducers for playing ALL MAKES of hill and dale records on VICTOR, COLUMBIA and SONORA machines will be ready soon. Watch this space for announcement.

THE VALUE OF CO-OPERATION

How Morrison & Putnam, of Amsterdam, N. Y., Are Able to Continue Business Despite Serious Damage to Stock of Victrolas From Water

Not long ago Morrison & Putnam, of Amsterdam, N. Y., well-known Victor dealers, suffered quite a loss because of the breaking of a water pipe in their basement. As a direct result of this accident, practically their entire Victor machine stock was ruined.

As an example of co-operation and service to a high degree, it is interesting to note that by the following day Morrison & Putnam were in



View of Store After Water Damage

a position to continue their Victor business. This was occasioned by the joint work of the New York Talking Machine Co., Victor wholesalers, and several Victor dealers in metropolitan territory.

A few hours after the flood started, Morrison & Putnam called up the New York Talking Machine Co. by telephone, and explained the situation, expressing the hope that the company could let them have a few machines during the next few days. The New York Talking Machine Co., however, immediately started the "ball rolling" all along the line, and by nightfall of the same day had a full line of Victrolas en route to Amsterdam, N. Y. This was accomplished through the generosity and good-fellowship of the local Victor dealers, who, even though their

own stocks are abnormally short, gladly gave a machine or two to help a brother Victor dealer out of a serious predicament and their broad-minded attitude deserves high praise.

DEVELOPING EXPORT TRADE

Otto Heineman Phonograph Supply Co. Inaugurate Active Trade Campaign

In response to the encouraging attitude of the Government regarding the exporting of merchandise that is not made of raw materials which are classed as essential to the winning of the war, the Otto Heineman Phonograph Supply Co. has inaugurated an active campaign in behalf of its export trade. This campaign has proved remarkably successful, and R. C. Ackerman, manager of this department, has been working day and night in order to render efficient service to the Heineman export clientele.

In addition to using effective means of sales stimulation, the Otto Heineman Co. has conducted an educational campaign presenting the possibilities of export trade. In this connection it has sent out many letters featuring extracts from the New York Times and other well-known newspapers referring to the advisability of booming export trade during wartimes, particularly where the articles are not manufactured from materials considered essential for war purposes.

All of the Heineman products have been included in this export campaign, and Dean needles in particular have shared in this fast increasing trade. Prior to the war Germany exported billions of phonograph needles, but judging from the orders already received by the Otto Heineman Co. for Dean needles, practically all of this business has been diverted into American trade channels, and will remain here even when the war is over.

Be sure you know the difference between a fetlock and a forelock when you take time by the latter.

IN UNCLE SAM'S SERVICE

Leon Tobias, Now In the Navy, Recently Greeted His Many Friends In the Metropolitan District—In Training in Newport, R. I.

We take pleasure in presenting herewith a photograph of Leon Tobias, formerly traveling



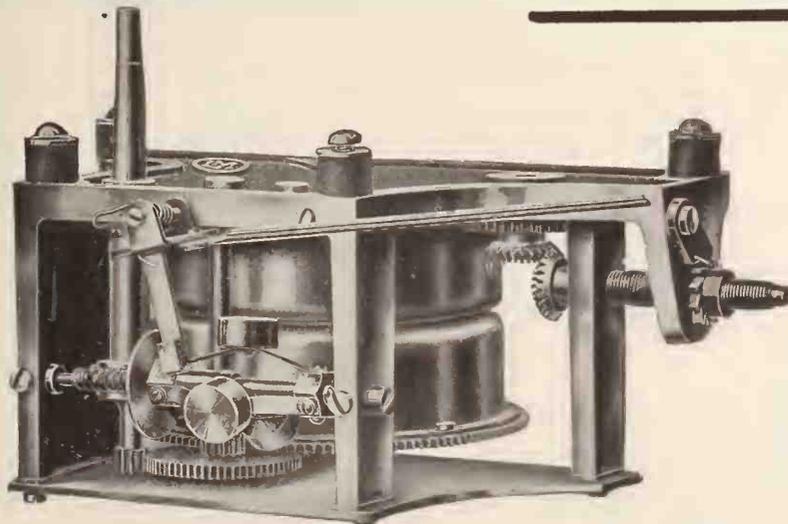
Leon Tobias

representative for Arthur L. Van Veen & Co., New York, manufacturers of Van Veen "Bed-Set" booths. Mr. Tobias is now a member of Uncle Sam's "Jackies" in training at Newport, R. I., and judging from the enthusiastic spirit of the letters he has sent his friends in the trade, he is applying himself to his new work as diligently as he developed business for the Van Veen booths.

Mr. Tobias was a recent visitor to New York, calling upon some of the dealers and visiting the headquarters of A. L. Van Veen & Co. He expressed the belief that the boys in the U. S. Navy will be important factors in settling the disturbances abroad, and although he refused to state the actual date for his return, Mr. Tobias made several appointments with well-known dealers for the spring months in 1919.

No more graphite will be allowed to come into this country for the rest of the year, the War Trade Board rules. It has been found that stocks of graphite in this country, plus home production, will be sufficient to meet all demands until 1919.

The Leonard Markels 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 nickered frame.
- Powerful, durable, compact, accessible.
- Built especially for the highest-grade machines.
- Guaranteed in every minutest detail.

The Leonard Markels Jewel Bearing Butterfly Motor

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

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

Write today for a copy of our New Butterfly folder

LEONARD MARKELS - 165 William St., New York



Tie up the beautiful new model Grafonolas with the Fall Furniture buying season. Feature them as perfect examples of well designed furniture!

**Columbia Graphophone Co.
NEW YORK**

OTTO HEINEMAN DENIES RUMORS

Otto Heineman Co. Has No Intention of Manufacturing Complete Machines—Will Continue Policy of Making Phonograph Parts Only

In an interview this week with a representative of The World, Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, said: "I wish to deny absolutely the rumor that has been circulated in different trade centers, to the effect that this company will manufacture complete machines. We have never contemplated such a move, and have no idea of placing a complete machine on the market.



"This rumor is especially annoying at the present time, in view of the fact that we are endeavoring to co-operate with our clientele in the face of abnormal and discouraging conditions. We have left nothing undone to furnish our patrons with a necessary supply of motors, tone arms and sound boxes, and we certainly do not intend to compete with the manufacturers who have been so loyal to us during the past few years. We have restricted

our output in order to conform with the wishes of the Government, and I can state emphatically that the Otto Heineman Phonograph Supply Co. has absolutely no intention of placing a complete machine on the market."

TRADE MUST HUSBAND RESOURCES

Dealers Should Get Good Terms on Their Sales, Declares Lambert Friedl

In a chat this week with The World, Lambert Friedl, manager of the New York branch of the Columbia Graphophone Co., stated as follows: "I have a message for the Columbia dealers in this territory, which is becoming more timely day by day. I would urge them that in view of present manufacturing and transportation conditions, they husband their resources in every possible way, and not sell goods on ridiculous terms. There is no doubt but that there will be plenty of profitable business this fall for every Columbia dealer, and as the shortage of goods is certain to become worse month after month it behooves the dealers to sell their goods at a profit and not try to handle business on terms that are unprofitable.

"Our own business the past month has been excellent and has been limited only by the available supply of merchandise. The demand for Columbia products is far in advance of the supply, but we are doing our utmost to give our dealers the goods that they require."

INTERNATIONAL RECORD SECTION

Opened by Emerson Phonograph Co. of New York—Will Be Under the Management of Louis D. Rosenfield, Well Known in Trade

The Emerson Phonograph Co., New York, has advised Emerson dealers of the formation of a new department to be known as the international record department. This department is under



Louis D. Rosenfield

the management of Louis D. Rosenfield, formerly sales manager of the foreign-language record division of the Columbia Graphophone Co. Mr. Rosenfield, who is well known to the general talking machine trade, will be in complete charge of the manufacturing of Emerson nine-inch foreign records.

The first list of records produced by this department, which is now ready for distribution, presents selections which will doubtless meet with a ready sale in the Polish and Italian population of the country. Other languages, such as Russian, Ruthenian, Hebrew, Jewish, etc., will be announced very shortly; one nationality at a time.

Under the auspices of the new Emerson international record department there was recently introduced an interesting nine-inch Emerson record made by the Royal Serbian Tambouritza Orchestra. This orchestra, which appeared recently at the Waldorf-Astoria Hotel roof, New York, received a royal welcome from music-lovers and the tambouritza was the subject of many expressions of praise. This new Emerson record was recorded by the orchestra under the direction of Zerbes, a well-known conductor and violinist, who is very enthusiastic in his praises of the Emerson record made by his orchestra.

HAVE AEOLIAN-VOCALION LINE

Lansbrough & Bro., the well-known department store in Washington, D. C., is now handling the Aeolian-Vocalion, Geo. C. Maust, formerly in charge of the Grafonola department of Hecht & Co., being in charge, and reporting an excellent trade.



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 Controla**
With the Pathe Controla 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.



Muratore—Exclusive Pathe Artist



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



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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

CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO



OKEH RECORDS

Music on both sides.
Sapphire or steel needle.
Popular and standard selections.

Full particulars regarding the distribution of this record will be given to any dealer or jobber upon application.

10 inches
in
Diameter



Hill-and-Dale
Cut

The first good Hill-and-Dale cut record, without a machine tied to it.

Notice how clear and distinct, how well rounded and true, the sound reproduction; yes, and the absence of scratching noises.

OKEHRECORDS our latest product, backed with our reputation, and unparalleled manufacturing facilities.

You will find your favorite artists, their voices ringing truer, and their instruments seeming more real. Write today for samples and prices.

Faithfully yours,

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc.

President

JOBBER'S

OKEHRECORDS are of special interest to you.
A remarkable proposition. Get in touch with us today.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc.
25 West 45th Street,
New York.

Gentlemen:- I am interested in your record. Please put me on your mailing list.

Name.....
Street.....
City..... State.....

UNUSUAL VOCALION PUBLICITY

Plan of Featuring the Individual Artist and a Single Record Proves a Decided Success

Continuing its distinctive campaign featuring individual artists recording for the Vocalion



May Peterson

record library, the Aeolian Co. has been using in the local newspapers an artistic advertisement presenting a Vocalion record sung by Miss May

BUY WAR SAVINGS STAMPS REGULARLY

The Last Rose of Summer
sung by
MAY PETERSON
Prima Donna Soprano
of the Metropolitan Opera

One of the New
VOCALION RECORDS

Advertising the Peterson Record Peterson. As mentioned in last month's World, this advertising campaign is unusual in many

"The Music Without the Blur!"

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

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

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

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

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.
CHICAGO

respects in the use of advertising concentrated on a single record and the individual artist. The results of this campaign to date indicate that this departure from the stereotyped form of advertising is a signal success.

Miss May Peterson, who will record exclusively for the Vocalion record library, is a young American soprano who has risen rapidly to fame in the operatic and concert field during her short but brilliant career. Miss Peterson made her debut in "Lakme" as prima donna soprano of the Par's Opera Comique. At the beginning of the war she returned to America for an extended concert tour and is, at the present time, singing important roles at the Metropolitan Opera House.

Miss Peterson's Vocalion record of "The Last Rose of Summer" has been praised by musical critics and experts as one of the finest renditions of this famous selection that has ever been presented to the music-loving public. The record has met with a ready sale throughout the country, and this advertising campaign is contributing materially to its success.

SERIES OF PROSPECT LETTERS

New York Talking Machine Co. Congratulated on Production of Trade-Stimulating Letters for Use of Their Retail Victor Dealers

The New York Talking Machine Co., Victor wholesaler, has received many letters from its dealers congratulating the company upon the production of its recent series of prospect letters. This series comprises six original and decidedly artistic letters that can be used to splendid advantage by the company's Victor dealers.

The letters are enclosed in a strikingly distinctive folder that features on its front cover the words "Plant a Stamp, and Raise a Customer." The illustration on the cover carries out this idea, and the use of a genuine stamp enhances the originality of the thought.

These six letters are entitled as follows: "Why music to-day more than ever?" "Half the people you know own a Victrola," "Not only for your pleasure, but for the children's good—you need a Victrola," "When you appreciate the Victrola most," "Why your choice should be the Victrola," "In your own home—without cost or without obligation."

The text of these letters carries out the appeal of the heading, and a distinctive illustration on each letter emphasizes the salient feature of each sales talk. At the bottom of each letter there is room for the dealer's imprint, and a remarkably striking border effect makes this letter 100 per cent. efficient from an art standpoint. The letters are offered to the dealers at nominal prices; 100 sets (six letters to each set) costing only \$6.75; 300 sets, \$15, and 500 sets \$22.50. This group of letters is the result of extended effort and expense to provide Victor dealers with effective selling arguments at this time of the year, and there is no doubt that the judicious use of this series of letters will enable the dealer to stimulate the demand for Victor products in his territory.

TWO NEW BRUNO WINDOW CARDS

C. Bruno & Son, Inc., New York, Victor wholesalers, have received a number of commendatory letters from Victor dealers in this territory, referring to the artistic conception of two new window cards recently issued by this house. These cards feature the popular hit from "Yip, Yip, Yaphank" entitled "Oh, How I Hate to Get Up in the Morning," and the successful ballad, "Dear Old Pal of Mine." The former is sung by Arthur Fields and the latter by John McCormack. The cards presenting these records are unusually attractive and can be used to excellent advantage by Victor dealers.

M. C. Conlin & Son, Victor dealers of Chicago, Ill., have occupied a handsome new store at 2322 West Madison street, that city, to be known as "Conlin's Talking Machine Shop."



No. 1410 Rim Table for Victrola IX or IXA Mahogany Holds 5 Victor Albums

Take the Buyer's Viewpoint

As a buyer you realize what a name means in inspiring confidence—in closing the sale.

Handle your Cabinet Customers from the Buyer's Viewpoint.

The UDELL Record and Music Roll Cabinets enjoy a nation-wide reputation for Supreme Quality and Dependability—backed by years of proof.

UDELL reputation will mean dollars of extra profit to you when you offer cabinets bearing that name to your trade.

And the designs are the work of artists—the sort that are bound to please.

Cabinets are going to figure prominently in this Fall's business.

Think it over Now.

A Catalog for the asking.

Watch for this Trade Mark.



TRADE MARK

1205 W. 28th St., INDIANAPOLIS, IND.

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

Clearstone

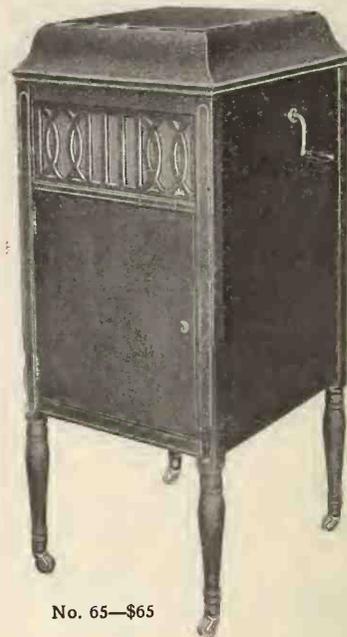
SPEAKS FOR ITSELF



No. 100—\$100



No. 75—\$75



No. 65—\$65

The *Clearstone* 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, \$1.45, same motor with 10-in. turntable, \$1.65. 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, \$4.35. No. 9, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays three 10-in. records, \$5.85. 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.

TONE ARMS AND REPRODUCERS—No. 1, \$1.10; No. 2, plays all records, \$1.35; No. 4, \$2.95; No. 6, \$2.75; No. 7, \$2.75; No. 8, \$2.75; No. 9, \$2.65. (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, $\frac{7}{8}$ -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, 58c. 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 price 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.

NEEDLE CUPS—\$17.50 per M. \$16.00 per M in 5,000 lots. Covers, \$7.50 per M.

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

Continuous Piano Hinges, 23c. 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 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.



No. 85—\$85

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

"A perfect voice!" exclaimed the veteran Head of the Reproducing Rooms, hearing Barbara Maurel—newest Columbia Star.

**Columbia Graphophone Co.
NEW YORK**



KANSAS CITY REPORTS BEST MONTH IN TRADE HISTORY

One House Reports Business 50 Per Cent. Ahead of August of Last Year—Dealers Optimistic, But Complain of Shortage of Machines and Records—Fall and Winter Outlook Gratifying

KANSAS CITY, Mo., September 4.—The month of August closes what has been an unusually good summer season in the talking machine business, according to local dealers. "This is the best August in the talking machine business we have ever experienced in the history of the store," said D. B. Parsill, credit manager for the Wunderlich Piano Co., "and is fifty per cent. ahead of August, 1917. It is not a question of selling machines but of getting enough to supply the demand. We are anticipating an even more acute shortage as the fall and winter seasons come on."

D. M. Guthrie, retail manager of the Columbia Grafonola Shop, has just returned from a fortnight's motor trip through western Kansas and Colorado.

Business has been exceptionally good according to Mr. Guthrie, the only difficulty being the lack of merchandise. This shortage, however, has added materially to the cash business. The Pershing records continue to be exceptionally popular.

M. M. Blackman, manager of Edison wholesale, has left on a short business trip to Chicago. The firm reports that August has been one of the best months in a wholesale way that has been experienced since it went into business.

C. L. Smith, southeastern Kansas and eastern Oklahoma traveler for the Edison Co., out of the Kansas City office, has sailed for France. Harold Masters, formerly in the service department, is a member of the Signal Corps overseas.

The Architects and Engineers' Supply Co. is preparing for its fall season and has secured a number of shipments of talking machines and records, according to Manager Clenny, of that department. E. B. Segerstrom, who has been associated with the piano business for a number of years in various capacities, is now with the talking machine department of the Architects and Engineers' Supply Co.

A. A. Trostler, manager of the Victrola department of the Schmelzer Arms Co., leaves shortly on a trip to the factory at Camden, N. J., where he will attend a meeting of the executive board of the National Association of Talking Machine Jobbers, of which he is treasurer. From Camden Mr. Trostler will go to New York, Philadelphia and Washington, returning to Kansas City in about two weeks' time.

Mr. Trostler states that business has been excellent, the only drawback being a scarcity of Victrolas. The shortage is expected to be more noticeable as the season advances.

Miss Brillings, who is in the wholesale Victrola department of Sanger Bros., Dallas, Tex., was in Kansas City for a short visit recently.

The Victrola department of the J. W. Jenkins' Sons Music Co. is undergoing some in-

terior changes, made with the idea of increasing the efficiency of the service rendered. A new counter for accessories has been installed on the main floor and to take care of the record business in cases where the customer does not wish the record played. B. J. Pierce, manager, and his son, Willard, have recently returned from a short vacation and fishing trip spent near Pleasant Hill, Mo.

Mrs. Paul Oviatt, manager of the phonograph department of the Brunswick-Balke-Collender Co., wholesale, will leave shortly for a several weeks' visit with her husband at Camp Funston, Kans.

A. J. Kendricks, general manager of the phonograph department of the Brunswick-Balke-Collender Co., Chicago, Ill., was in Kansas City recently on a tour of all the branches and dealers. Mr. Kendricks will leave shortly on a trip through Kansas.

W. P. Fishback, Brunswick dealer at Oak Grove, Mo., gave a concert with the machine at church services recently. This is a suggestion which should be valuable to many talking machine dealers in the smaller towns, for it is a delightful way of filling in the musical services at church Sunday evenings and bring about excellent results.

Glenn Ellison, Scotch baritone, is here giving

tone tests among the Edison dealers throughout the territory.

As proof of the assertion that August has been a record month in the wholesale Edison business, the following are a number of music dealers who have recently become representatives of the Edison Co.: C. L. Dosch, Maysville, Mo.; Bader's Pharmacy, Canadian, Tex.; C. W. Williams, Pattonsburg, Mo.; the Corbin Drug Co., which has bought out I. E. Henry of Summerfield, Kans.; the Phillips Piano Co., Eldorado, Kans.; L. S. Grimur, Jewel City, Kans.; and the Music Emporium, Booneville, Mo., U. G. Smith, manager.

John Schaeffer, furniture dealer and Edison representative at Caldwell, Kans., is opening an Edison Shop at Anthony, Kans.

Fred Gennett, secretary of the Starr Piano Co., Richmond, Ind., was in Kansas City for a short visit to the local house. Word has just reached the Starr Piano Co. that C. V. Bissell, former manager, has arrived safely overseas.

Miss Surendorf, manager of the Starr Piano Co., reports that business has been holding up well in the talking machine business and showing heavy sales in the record department. "Everything is patriotic," said Miss Surendorf, "and people will hardly listen to anything else. Our shipments have been coming through promptly and we find it a big item just now."

P. R. Chapman, of the Phonograph Shop, Tulsa, Okla., spent his vacation this month in Chicago and Kansas City. Mr. Chapman was formerly with the Edison Shop here.

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.

STILL COMPLAIN OF STOCK SHORTAGE IN SAN FRANCISCO

Absence of Sufficient Stock to Meet Demands a Serious Setback to Business Growth—Dealers Hopeful That Requirements Will Be Met Later—Interesting Budget of News

SAN FRANCISCO, September 3.—According to reports from different talking machine distributors and dealers here, the situation in regard to stock shows no signs of improvement, and the outlook for the holiday season is far from bright, although there is still some hope that heavy shipments may be made to the Pacific Coast in the next few months, thus relieving the present shortage of machines to a considerable extent. The inability of the older manufacturers to meet the requirements of the trade is being taken full advantage of in this territory by some of the newer companies in placing their lines. By filling in with various makes the retailers in position to do so are making out somewhat better than the departments where one of the leading lines is handled exclusively.

Andrew G. McCarthy Reviews Situation

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., who gives his personal attention to their Victor talking machine business, says they have no stock to sell wholesale, and don't know when they will be able to get more. Much the same condition prevails as far as their retail business is concerned. In fact, Mr. McCarthy says the stock situation is the worst it has ever been since they engaged in the talking machine business. Meanwhile Federal jury duty demands a good portion of Mr. McCarthy's time. He gets an hour or so, or half a day, off occasionally, but for several weeks he has been obliged to sit in court a good part of each week.

Columbia Demand On Increase

At the local warerooms of the Columbia Graphophone Co., Manager F. A. Denison says the amount of business done is controlled by the amount of stock received each week, the demand being greater than ever before for Columbia products in this territory, and the supply shorter. A number of dealers in this vicinity have stocked the company's foreign records re-

cently and from Mr. Denison's observations are doing very well with them. Wm. Pickering has been added to the Columbia sales force, covering northern California.

James J. Black Joins the Navy

James J. Black, treasurer of the Wiley B. Allen Co. and president of the San Francisco and Oakland Talking Machine Dealers' Association, has joined the colors. He donned the navy uniform and took up his new tasks on August 20. Being stationed in the Bay district, he still spends an hour at the store each evening. During the absence of Mr. Black, F. P. Corcoran, his able assistant for a number of years, has charge of the talking machine end of the Allen business.

Association Members Enjoy Outing

A very enjoyable outing was held early in August under the auspices of the San Francisco and Oakland Talking Machine Dealers' Association and the direct supervision of Wm. Norton, of Sherman, Clay & Co. The party, consisting of a hundred or more identified with the trade in the Bay section, their families and friends, assembled at Howard street wharf at 8:30 in the morning to board a large launch which had been chartered for the day. After cruising around the bay for three or four hours, with music and other forms of entertainment on board, a stop was made at Paradise Cove for lunch, including clam chowder, coffee, etc., made on the picnic grounds. When ravenous appetites were appeased, dancing ensued, and the afternoon was well along before the start was made on the homeward journey.

Talking Machine Man From India

Valabhdas Runchordas, head of the Talking Machine & Record Co. of Bombay, Calcutta, and Madras, India, and also of the general importing and distributing concern of Bombay, known as Valabhdas Runchordas & Co., has

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilseley's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Write for special proposition to jobbers.

MANUFACTURED BY
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York
Established 1853

been spending some little time in San Francisco, after which he will proceed to New York and other Eastern cities for a stay of several months. The principal object of his trip to this country is to make connections with American manufacturers and distributors of various lines for handling their goods in India, replacing products received from Germany before the war.

Walter S. Gray Engages More Travelers

Walter S. Gray, jobber of talking machine needles and other trade accessories, recently put on two travelers in order to cover the Western territory more thoroughly. They are Mr. Sittenfeld, who will look after the southern part of California with headquarters in Los Angeles, and Mr. Altschuler, who will travel out of Seattle, Wash. Mr. Gray reports business well up to expectations, the demand for needles being unusually brisk. Shipments of Brilliantone needles are coming through very satisfactorily, he says.

C. T. Compton Back in the Fold

C. T. Compton, who left the Phonograph Shop a few weeks ago to engage in another line of business, has returned to his "first love," and claims to be glad to get back to selling talking machines and records.

Omer N. Kruschke, of the Western Phonograph Co., which distributes Pathé machines and records in California, Arizona and Nevada, says the principal difficulty nowadays is to get stock. At present his warerooms are practically cleaned out and future deliveries are uncertain.

Miss Dorothy Douglass a Bride

Miss Dorothy Douglass, daughter of Leon F. Douglass, of the Victor Talking Machine Co., became the bride of Joseph Trabucco, of San Francisco, who is now serving the United States as a naval aviator, in San Rafael, Cal., recently, the wedding being one of the most elaborate of the season. The ceremony was performed in the chapel of the Dominican Convent, where the bride was a former student. Earl Douglass, brother of the bride, was best man. Contrary to the regular order of things the groom's outfit attracted much attention. He was in full uniform, even to the wings, which symbol of the flying cadet he had just received. From the convent the guests were taken to the beautiful home of the Douglass family. Immediately after the wedding dinner and reception the young couple left for Akron, O., where Mr. Trabucco is stationed.

Mrs. Howard Features Pershing Record

Mrs. Helen Plummer Howard, manager of the talking machine department of the Hauschildt Music Co. in Oakland, Cal., announces that the company has added a stock of Columbia records to its line. She continues to extend her publicity work in new channels. Four times daily she has been giving an interesting talk at the Kinema Theatre, illustrating the Columbia record recorded by General Pershing on the battlefield of France. During the recent production of "Pershing's Crusaders" at one of the local picture theatres she co-operated not only with the Pershing record, but by sending a truck to the Bethlehem Shipbuilding Company's works, equipped with a talking machine playing patriotic airs, etc. It made a big hit.

JAZZ RECORDING BY FULLER'S BAND

The Emerson Phonograph Co. has called the attention of its dealers to the fact that its latest list features recordings by Earl Fuller's famous jazz band. This organization has achieved great success, and is generally recognized as the leading exponent of this popular class of music. The jazz numbers presented on the Emerson list are original compositions by Earl Fuller, and his band does ample justice to these interesting selections.

CABINETS that ARE DISTINCTIVE



Harponola

The first impression that is obtained of a talking machine is that part which is seen—the cabinet. If the cabinet appeals the sale is half made.

We have built into our cabinets our years of experience in fine furniture building. They have the distinction and pleasing lines of perfectly built furniture.

We have an interesting proposition for YOU whether you are a manufacturer, jobber or dealer. We will supply you with cabinets unequipped or equipped with the most modern accessories on the market. Write for detailed information.

Guaranteed and Manufactured by

THE CELINA FURNITURE CO.
CELINA, OHIO



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



- 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.

Happenings in Dominion of Canada

MANY CHANGES IN TALKING MACHINE TRADE IN TORONTO

Music Supply Co. Lease New Quarters—New Columbia Models Displayed—Phonola-Pollock Deal—New Post for R. C. Willis—E. S. Crawford Opens Up—New Home for "His Master's Voice," Ltd.

TORONTO, ONT., September 1.—Columbia dealers visiting Toronto during the exhibition will notice some very pleasing changes.

The Columbia Co. is now installed in the new factory building, with a capacity four times that of the old premises.

The Music Supply Co. (exclusive Columbia distributors) have leased the building next to their old location so that their new address is now 36 and 38 Wellington street East. They have fitted up very complete showrooms, with a display window to assist dealers in dressing windows; also demonstration booths, and all kinds of valuable sales-helps. The Columbia period Grafonolas and other new models are on display at 36 and 38 Wellington street East; also at the exhibition grounds.

Both John A. Sabine and Charles R. Leake, proprietors of the Music Supply Co., will be in town during the Fair, and expect to meet many of their dealers.

These new models will be also on display in the Columbia tent at the exhibition grounds, where visiting dealers are invited to call. A limited quantity of the new models will be available during the next six weeks, but enough to let the various dealers get acquainted with the new motor, over which the Columbia people are very enthusiastic.

All details of the transaction have been completed whereby the phonograph business of the Pollock Mfg. Co., Ltd., is transferred to the Phonola Co. of Canada, Ltd. The latter firm is putting into immediate effect an aggressive business policy and proposes to materially enlarge the output of the Phonola Phonograph and the Phonola record.

At an early date the Pollock Mfg. Co., Ltd., anticipate announcing to the talking machine manufacturing industry of Canada their line of motors, tone arms, reproducers and other parts.

At the Flax Festival on the Ontario Government's farm, near Toronto, which was an important social function, a Sonora phonograph provided the music in the "five o'clock tea" booth.

R. C. Willis has resigned his position as manager of the Percival Piano Co. of Ottawa, and has connected himself with the Phonola Co. of Canada, Kitchener, for whom he will be wholesale representative of Phonolas and Phonola records.

R. L. Teeple, of the George McLagan Furniture Co.'s phonograph division, has returned from a successful trip through Western Canada. Mr. Teeple went through to British Columbia and was accorded a good reception for the McLagan phonograph.

Cecilian output, which was seriously interfered with by removing to the new factory, continues to improve, and J. E. Hoare, president of the Cecilian Co., Ltd., Toronto, is getting matters in more satisfactory shape to give customers better deliveries. Like all other manufacturers, Mr. Hoare is feeling the labor scarcity, which makes it impossible to get stock ahead in anticipation of fall.

Otis C. Dorian, general manager Pathé Freres Phonograph Co., has returned to Toronto from a business trip through Western Canada. Mr. Dorian visited Pathé dealers in the leading centers from Winnipeg to Vancouver. This was his initial tour of Western Canada, which in size, wealth of resources and enterprise of the people he found to be all that he had heard of from other visitors.

The Pathé is handled by the Hudson's Bay Co. in Edmonton, Calgary, Lethridge, McLeod

and Vancouver, being the exclusive phonographic line in that corporation's Edmonton, Lethridge and McLeod stores.

As the result of his trip Mr. Dorian is more enthusiastic than ever over the business possibilities and opportunities that this country offers for the present generation as well as for future generations.

After many years' service with the firm of Heintzman & Co., six years as manager of the London branch, E. S. Crawford has tendered his resignation to enter into business for himself. Upon the occasion of his retiring the staff gathered around their popular manager and presented him with a beautiful Masonic ring, accompanied by an address. The entire staff have to part with a good friend, and the expressions of deep regret and also good will were sincerely evident. Mr. Crawford replied in feeling terms.

Mr. Crawford is entering the piano business with his father and brother. They will handle the Cecilian, Karn-Morris and Evans Bros. pianos, also Brunswick phonographs and records.

For many months the management of His Master's Voice, Ltd., have been anxiously awaiting the removal of the occupants of the building adjoining them and which they had leased. They have now secured possession and have moved in. This gives double the space occupied at 208 Adelaide street West, where the premises have been seriously cramped, to such dimensions has the business grown. The additional premises will permit the carrying of still a larger stock of Victor records needed to maintain the management's policy of one hundred per cent. deliveries of all orders.

The Grinyer Co., Ltd., Guelph, Ont., have taken on the Edison representation.

The McLaren Co., Ltd., St. Catharines, have broken into the phonograph business with a representative Edison department.

S. J. Pott, Canadian sales manager of the Otto Heineman Phonograph Supply & Music Co., Inc., paid a brief visit to his firm's head office in New York.

W. H. Alfring, manager of the wholesale Vocalion department of the Aeolian Co., New York, spent a day with the Nordheimer Piano

& Music Co., the Canadian distributors of the Vocalion.

H. Kautzman, road man with I. Montagnés & Co., distributors of the Sonora in Canada, has returned from a tour of Western Canada.

H. W. Wade, Columbia dealer, 935 Queen street East, proprietor of the River Dale Music Store, has retired from business and is spending the rest of the summer at his home at Frenchman's Bay. The Columbia agency for the Riverdale district has been taken over by Nelles Music Store, late of Danforth avenue, who have bought the property at 935 Queen street East.

Minerva Mfg. Co., Ltd., of Toronto, a newly incorporated firm, has been organized for the purpose of manufacturing the Sonora line of phonographs, of which I. Montagnés & Co. are the distributors in Canada. Of the new firm, E. H. van Gelder is president and I. Montagnés secretary-treasurer. The company's offices are in the new Rylie Building, Yonge and Shuter streets.

A new style is being added to the Sonora range. This will be known as the "Harmony" model, and is a special design for the Canadian trade and manufactured in Canada. It has been decided that all Sonora models shall be made in this country.

In sending out a circular letter to the trade about period style Grafonolas, and describing them as the ultimate in musical instruments, James P. Bradt, general manager, said:

"While considering that magnificent display of Grafonolas, ranging in price from \$250 to \$2,100, let your mind wander back to the best that the talking machine industry could offer 25 years ago when all the business was in cylinder product and sales outfits averaged less than \$40. There was a near-sensation when a customer was landed for more than \$50. Get those pictures in your mind and your hand will start to lift your hat in recognition of the wonderful development of our enterprise."

The Columbia Co. has inaugurated new price designations for all types of Grafonolas. Types "A," "B," "C," and "D" are the table instruments listed at \$27 to \$80. Types "E" to "X" are full cabinet instruments and all of them will be equipped with the new motor and non-set automatic stop.

The company has begun to distribute samples of six new models of Grafonolas—all full cabinet instruments.

MONTREAL TRADE APPRECIATE VALUE OF WINDOW DISPLAY

Dealers Evidently in Competition With Each Other to Secure the Most Artistic Effects—Wins Favorable Notice of Public—Employees of Berliner Phonograph Co. Enjoy Outing—News of Month

MONTREAL, CAN., September 1.—One of the outstanding features in connection with local talking machine business is the development of the window display. There appears to be a competition amongst dealers, so noticeably improved are the windows of the various stores. The effects are so attractive that public comment is frequently heard and this is an asset to the trade at large. Now that the dealers realize

what an asset the window is in attracting public attention and approval, may the competition in window displays continue.

Wilder's Music Supply Co., Ltd., have enlarged their show window space in order to enable them to give more prominence to the display of their lines.

C. W. Lindsay, Ltd., recently sold a Sonora
(Continued on page 38)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

All Dealers May Now Sell Emerson Records

BY a decision of the United States Supreme Court, all dealers in zig-zag or lateral type records are permitted to handle other records of a similar nature.

This good news, already understood by an increasing number of progressive dealers, enables you to take on the very profitable line of the new large size Emerson records, including the patriotic popular song and dance hits released in advance of all other records.

They created the big new opportunity for supplying the increasing demand for a superior but lower priced record.

The New Large Size Records Are
65c
E A C H

Just a Few of the Big Hits Now on Sale by Emerson Dealers:—



- 956 { On the Level You're A Little Devil . . . Eddie Nelson
Where Have You Been Hiding All These Years . . . Eddie Nelson
- 960 { Smiles—Fox Trot Emerson Military Band
Since I Met Wonderful You—One Step, Emerson Military Band
- 970 { Oh! How I Hate to Get Up in the Morning . . . Eddie Nelson
Our Country's In It Now, We've Got to Win It Now, Greek Evans
- 973 { Everything Is Peaches Down in Georgia . . . Sterling Trio
The Sister of Rosie O'Grady Frank Woods

And we can send you all the other big hits that you may want; tremendous sellers like:

- 940 If He Can Fight Like He Can Love
- 927 K-K-K-Katy
- 930 I'm Sorry I Made You Cry

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



Sell Foreign Language Records. Small Investment—Big Turn-Over. Nationally Advertised—Service Guaranteed.

For information, write to
International Record Dept.,
Columbia Graphophone Co.
102 West 38th St., New York

Columbia Graphophone Co.
NEW YORK

TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 36)

portable machine to a Young Men's Club at Riviere des Prairie, Que., along with a well-selected library of records.

The Edison line is being given able representation by A. C. Skinner, of Sherbrooke, Que., who has just taken on these goods. He has to date sold a number of machines and records and is going after this business in the same manner which has characterized the success of his jewelry clientele.

Letters patent have been granted the Auditone Co., Ltd., who have incorporated at Montreal to deal in and manufacture talking machine records, etc., with a capital stock of \$20,000.

Layton Bros. report a heavy demand for Edison Creator Band records during the two weeks' visit of this band to Dominion Park.

The importance of music during wartime to help keep up spirits and morale has again been emphasized by the filling of an order for twenty-eight Columbia Grafonolas, Type A, by C. W. Lindsay, Ltd., for use aboard the Canadian patrol boats.

Employees and friends of the Berliner Gramophone Co., to the number of 1,140, were the guests of the company at a picnic on the steamer "Tro's Rivières" to Lavaltrie on a recent Saturday. The picnic marked the beginning of the annual fortnight of holidays given to the employes, with salary, the factory at St. Henry being closed down for the purpose.

Herbert S. Berliner, vice-president of the company, accompanied the picnickers, and during the afternoon festivities were marked by his presenting two gold watches, one to Leo Metivier, a seventeen-year-old lad who made 1,017 good 10-inch, double-sided records in ten hours, creating an average of 101.7 per hour. This record, which was made on March 13, 1918, was broken a week later by Marianna Rossi, who made 1,049 of the same sort of records in ten hours, an average of 104 per hour. Rossi was said to have broken the world's record.

Games and contests of various sorts served to enliven things during the afternoon, a great variety of prizes being offered to the winners of the events.

Among those present were R. L. Chilvers, general sales manager; S. Sanders, factory superintendent; George White, W. G. Davies, ad-

vertising manager; Fritz Hahn (Toronto), H. E. Wimperly (Toronto), E. Avery, S. H. Brown, J. McWilliam, purchasing agent (Toronto), and T. Nash.

Before reaching Montreal three hearty cheers were given for H. S. Berliner, and the Berliner Gramophone Co., through whose generosity such a large picnic had been successfully carried out.

The Phonograph Shop, Reg., of Montreal are

PROSPERITY RULES IN NEW ENGLAND

Great Activity in Manufacturing Lines Means Big Business for Merchants, Says Pardee

W. O. Pardee, of the Pardee-Ellenberger Co., large Edison jobber of New Haven, Conn., visited the Edison laboratories last week. He reports an unusually good summer among dealers in his territory.

Mr. Pardee gave a logical explanation of this condition. "Southern New England," he said, "is now enjoying unprecedented prosperity. This region is the center of huge manufacturing interests engaged in munitions work and other war orders. The laboring classes, particularly mechanics, have had an increase of salary frequently ranging from 100 to 200 per cent. above the normal amount these men have earned in former years."

The Pardee-Ellenberger Co. has arranged for an elaborate exhibit at the coming annual fair at Danbury, Conn., where it will have a tent seating 300 people and conduct a series of elaborate tone tests.

MAKE NICKEL-IN-SLOT PHONOGRAPH

The Electric Phonograph Co., of Kalamazoo, Mich., who recently rearranged the equipment of their new plant in that city, are now turning out a nickel-in-the-slot phonograph designed for public places. The machine is driven by electric motor and designed to play twenty-four tunes without change of records. John W. Adams is president and general manager of the business.

Truth in advertising is just as essential as truth in the news columns.

getting their full share of business and are making preparations for handling a large fall business in Pathé, Aeolian-Vocalion and Lyric machines. They report August trade as good with the demand confined principally to the better grade machines and sold to the better class of customers.

The Edwards Co., of Sherbrooke, Que., is meeting with good success with the Gerhard Heintzman phonograph.

INCREASING DEMAND FOR MICA

Great Quantity of This Material Used in This Country During the War

Sheet mica, which is used for diaphragms in the talking machine trade, has come to be an important war material through its use in electric apparatus, as well as for windows of armored cars and in the conning towers of war ships and submarines, and automobile goggles. The quantity of sheet mica produced and sold in the United States in 1917, according to experts of the United States Geological Survey, showed an increase of 41 per cent. over that sold in 1916, being 1,216,816 pounds, as compared with 865,863 pounds in 1916. No information is available to show what quantity of the domestic sheet mica produced would be suitable for any specific purpose, for the statistics include without distinction cut and uncut, clear, slightly spotted and stained, and heavily spotted and stained, as well as punch and washer mica. Sheet mica was produced in 1917 in eight States, which, grouped in the order of quantity produced, are North Carolina, New Hampshire, Virginia, South Dakota, Georgia, Alabama, Idaho and Colorado. North Carolina produced 48 per cent. of the total quantity; New Hampshire ranked second, with 39 per cent. It is said by the experts that the large producing States have done little more than hold their general average.

The prices paid for mica in 1917 continued with minor fluctuations to increase throughout the year. The prices paid for domestic mica in the South in 1917 were from 10 to 20 per cent. higher than the prices for similar mica in 1916. The greatest increase was in the price of smaller sizes. The largest sizes showed no increase in price.—Washington Star.

"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.** 45 MICHIGAN AVE. DETROIT

FROM THE **PHONOGRAPH CO.** 1240 HURON ROAD (FIRST FLOOR) CLEVELAND

SOLE BY **WALTER D. MOSES & CO.** 103 E. BROAD STREET RICHMOND, VA.

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

SOLE BY **HURTEAU, WILLIAMS & CO.** MONTREAL OTTAWA

Kunkel Piano Co. BALTIMORE

VICTOR SEPTEMBER SUPPLEMENT

The Victor record supplement for September, which has on the title page a bit of the garden scene from "Faust," also has as a feature, in addition to the interesting matter regarding the new records and the artists who make them, a special interview with Alma Gluck, handled in a most sprightly manner, and which should prove a strong attraction to the thousands of admirers of Mme. Gluck and her records.

The Empire Phono Parts Co., of Cleveland, O., has increased its capitalization from \$5,000 to \$10,000.

STRADIVARA

"KNOWN FOR TONE"

SEVEN MODELS TO RETAIL FROM \$60 TO \$250, WITH UNUSUAL TONE QUALITY AND EXQUISITE WORKMANSHIP. FULL ADVERTISING SERVICE, OF COURSE.

Manufactured by THE COMPTON-PRICE CO., COSHOCTON, O.



THE SUBTLE BEAUTIES OF ALL RECORDS ARE BROUGHT TO LIFE ONLY WHEN PLAYED ON THE STRADIVARA

THE TRADE OUTLOOK IN MILWAUKEE TERRITORY

Business Good Despite Stock Shortage—Talking Machine Jobbers and Dealers Discuss Situation—Month's News Tells Story of Progress

MILWAUKEE, Wis., September 7.—The spirit displayed by Milwaukee talking machine dealers in the face of difficulties that seem to grow in number and in the degree of restriction every day is a notable example of the splendid manner in which American business men are accepting every opportunity to serve the Government during its hour of greatest need. Every request which is promulgated because of a necessity growing out of the gigantic effort to win the war, and to win the war as quickly as possible, is meeting a quick and willing response from the talking machine trade, no matter what the cost may be.

Business during the last few weeks has been good, despite the fact that August is the real vacation month in this part of the country. Some dealers have been less fortunate than others in obtaining machines, records and supplies. Yet there is not a dealer who makes complaint, for everything that has been available has found a quick market. Cash sales have been the rule rather than the exception, and initial payments on deferred payment contracts have been larger than usual. At the same time, purchasers are more prompt in making time payments. Virtually the only drawback that can be generally noted is the inadequacy of stocks. This likewise causes some apprehension when the future is considered.

Although the shortage of machines and records has been the greatest concern of the Badger Talking Machine Co., Victor wholesaler, for several months past, its inability to get sufficient goods to supply the demands of its dealers has been accentuated during the last month. Harry A. Goldsmith, secretary of the company, sees little or no hope that production will broaden for some time to come; however, he reports that conditions in the trade are sound and doubtless will continue so.

Charles J. Orth, distributor of the Puritan phonograph and Paramount records in Wisconsin and Upper Michigan, is spending several weeks in the selection of a cottage on Crystal Lake, near Elkhart Lake, Wis., on the advice of physicians to get much-needed rest. Mr. Orth expects to return within a few days with his work for the remaining three and a half months of 1918 completely mapped out. This work embraces an extensive advertising campaign in behalf of the Puritan line, both from the jobber and retailer standpoint. Mr. Orth's publicity ideas are unique in the field and besides doing much of his own advertising, writing and planning, he constantly is urged by dealers to inject his personality into their own "copy," with the result that he never lacks for something to do. As the Puritan is made in Wisconsin, not far from Milwaukee, Mr. Orth has a sort of advantage over most jobbers in



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

being able to make quick deliveries of goods.

The Brunswick continues to increase its prestige throughout Wisconsin, judging from the splendid volume of orders that are being received by Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., 275-279 West Water street. Probably the greatest drawback at this time is the shortage of records, which is being experienced by all jobbers and retailers. Goods have been coming forward in good time, but the supply is by no means adequate, due to the constantly growing demand.

The Edison Shop, Edison jobber, finds the requirements of the trade larger than ever, in face of a supply that is dwindling rather than growing commensurately.

A. G. Kunde, a Columbia jobber and retailer, is one of the busiest talking machine men in Milwaukee, due to the enormous demand for Columbia records and machines as well. Columbia dealers some time ago heeded Mr. Kunde's warning to "get under cover" without delay and anticipate their wants for the fall and holiday season, but business has been so good that it has been almost impossible to accumulate stocks for future requirements.

The growing popularity of the Sonora, under the vigorous campaigning done by the Yahr & Lange Drug Co., is a feature of the trade. The Milwaukee house has been a distinct influence for improvement in the talking machine business by its strict adherence to the policy adopted some time ago, whereby practically all of the business is done on a cash basis and deferred or time payment business is discouraged.

The new Aeolian-Vocalion records have taken Wisconsin by storm and available supplies are far too small to meet the large demand which followed the announcement that the Aeolian Co., already famous for its instruments, would now furnish its own records. Miss Julia Wolf, manager of the Aeolian-Vocalion department of the Edmund Gram Music House, has been fairly swamped with orders for records.

Pathéphone machine and record business continues to grow by leaps and bounds and Milwaukee retailers meet much difficulty in obtaining adequate stocks. Pathé records have a splendid vogue in this territory, with a result that retailers are unable to keep their stocks in anywhere near the state of completeness demanded by their orders.

A notable contribution to the progress of community music has been made during the

last few months by Miss Helen Gunnis, manager of the Music Shop, retailing the Starr and Columbia. Miss Gunnis, as is well known, is a soprano of national reputation, and at the urgent request of the Milwaukee Board of Park Commissioners has given much of her time to singing at the free open-air park concerts during the nine weeks' season which ended August 31. In this period sixty-three concerts were given in seven of the largest parks, and the estimated aggregate attendance was 1,150,000. Community singing was introduced during the final months of the season and brought out crowds estimated as high as 30,000 at a single concert. Miss Gunnis has done much recording for Columbia and Aeolian-Vocalion records, and those who have heard these will realize why she has been in such great demand for public work.

"Jack" Stapleton, Watertown, Wis., formerly a well-known Edison traveler in Wisconsin, must now be addressed as "Lieutenant Stapleton." He won his shoulder straps in the aviation service at Kelly Field, Tex., and is now instructor at Camp Dix, N. J., but hopes soon to gratify his wish to go "over there."

The establishment of a permanent branch on the South Side of Milwaukee by the J. B. Bradford Piano Co. has given the Sonora an exceptionally high-class representation in this large and growing section of the city. This branch is located at 596 Mitchell street.

At the request of the State Fuel Administrator talking machine dealers have joined with other retail merchants throughout the city, numbering more than 2,900, in conserving fuel by closing at 6 p. m. on Monday, Tuesday, Wednesday and Thursday evenings. Inasmuch as all stores are closing, and none has any advantage over another, the request has met a general response, in spite of the fact that the volume of business doubtless is thereby restricted.

The Milwaukee Association of Music Industries is making good progress in its plan to organize a State association of talking machine, piano and other music merchants. Edmund Gram is chairman of the special committee and hopes to arrange a convention of dealers in Milwaukee some time in October, at which a State-wide organization is to be effected.

Meetings of the Milwaukee Association hereafter will not be strictly "stag" affairs, as they have been up to this time. Mrs. George H. Eichholz, widow of the Edison and Victor dealer who passed away recently, established a pleasing precedent by attending the regular monthly meeting in August as the guest of Frank Preuss, who is associated with her in the management of the Geo. H. Eichholz Co. Mrs. Eichholz was so pleased at the reception she received that she promised to bring other women members of the trade to the next meeting. Among these are Miss Helen Gunnis, manager of the Music Shop, and Mrs. Peter F. Piasecki, who is conducting the business while her husband, Colonel Piasecki, is serving with the Thirty-second Division in France.

P. RAY HAWLEY A BUSY MAN

ALBANY, N. Y., September 5.—P. Ray Hawley, familiarly referred to as "Inevitable Pete," is making an extensive tour in the interest of the Edison product for which he is a traveling manager. He is "Amberolizing" through the Adirondacks and the Catskills and also dating up tone tests on the side. Lately Hawley enjoyed a vacation at Little Meadows, Pa., where his mother resides.



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., September 4.—August was a very satisfactory month for the talking machine dealers of Philadelphia—that is, satisfactory in view of existing conditions. Dealers in most lines of instruments and records report very little improvement in the matter of delivery of stocks and naturally view the prospects for the fall and winter in this particular with no little concern. It is well known that several plants have been called upon by the Government to engage in war work to a greater or less extent, and although the manufacturers will endeavor to enlarge their working forces in order to keep up production in their regular lines, there are still prospects of a continued and more serious shortage.

More War Contracts for Victor Co.

It has just been announced that the Victor Co. has taken on a big Government contract for the making of rifle parts, and that 3,000 additional men will be employed in the Victor factory in connection with this work. It was rumored that the rifle contract amounted to \$18,000,000, but a Victor official states that, although the contract is for a big amount, it will not reach this figure. Plans are now under way to enlarge the Victor plant to care for this war work. For the past eight months the Victor Co. has been engaged in filling contracts for certain airplane parts, and an officer of the Victor Co. is quoted as saying: "Continuation of the work of manufacturing Victrolas and records is, of course, planned with the thought of caring for that business after the war, but just now the Victor Co.'s business is to help win the war."

Activity at Columbia Headquarters

A. J. Heath, the local manager for the Columbia Co., has just returned from a vacation of two weeks spent at the seashore. He enjoyed the much-needed rest after a very strenuous year. He states: "I find, in looking over results, that business was exceptionally good last month, especially our record sales, but our business would have been far greater if we had been able to secure a needed and sufficient supply of Grafonolas."

H. E. Gardiner has been made assistant manager of the Philadelphia Columbia headquar-

ters. Mr. Gardiner was, for a time, connected with the general sales department of the Columbia in New York. With his broad experience, both in this line and other lines, it will mean an additional improvement to the Columbia retailers in the service during the coming months.

Charles R. Lamm, who was in charge of the trade and promotion department of the Columbia, has been called to the colors. He is now in one of the camps in Georgia. A. Rogers, who recently enlisted, is now in France. W. A. Quinnt, also a former Columbia man, is now on one of the cruising patrol boats in the waters off the coast of France.

Good August for Buehn Co.

Louis Buehn, of the Louis Buehn Co., reports that his business was satisfactory in August, considering conditions generally. He will bring his family home from their Ocean City cottage at the end of the week. Mr. Buehn has been elected Rear Commodore of the Ocean City Yacht Club, and he is generally saluted on the boardwalk as "Commodore."

A. L. Henricks, 3548 North Seventeenth street, has sold his business to H. B. Dunlevy, Fifty-eighth street and Willows avenue, who will continue it.

Weymann Men in the Service

H. W. Weymann notes that the Victor business of his firm has been satisfactory, but they have been seriously handicapped in the loss of valuable men who have gone into the Government service. William Wendt and A. Hyde, both from the wholesale Victor department, have recently been called and were sent to the camp. Julius Zendell, from the Victor repair department, has also gone with the draft, as has J. De Angelo, of the office force.

Thomas Cummings in France

Thomas Cummings, of the Victor department of Strawbridge & Clothier, has been heard from as having arrived safely in France, as well as Paul Henninger, and William Freeman, who has been abroad for some time, writes that he has met with an accident but is recovering. Lytle Graham, of the same department, has just paid the store his last visit, and is now on his way to France.

A. W. Loser, of the Miller Music Co., of Lebanon, Pa., has been in Philadelphia and announces that he is having eight new booths installed in his store.

Test Victor-Built Airplane

Employees of the Victor Talking Machine Co. factory last week saw a highly successful demonstration of one of the new airplanes built by that concern for the Government. Officials of the company viewed the flight from the roof of the executive offices and were delighted with the complete success of the exhibition.

With Lieutenant H. A. Pumpelly at the wheel, the plane came up from League Island, followed the course of the river and flew over the buildings of the Victor Co. It then encircled

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

The Latch String Hangs Out

WE ARE NOW at home in our New Quarters at 913 Arch Street, where we will be glad to welcome visiting dealers. Come and see us.

Increased facilities make possible more efficient Penn Service.

PennPhonograph Co., Inc.

913 ARCH STREET

PHILADELPHIA

Wholesale Only

BUEHN Service on Victor Records PHILADELPHIA

CUNNINGHAM sells twice as many Victrolas and Victor Records as Holmes—both the same age and equivalent years of experience. Why is this? Simply because Cunningham would rather sell than eat; selling goods is sport to him, for a sportsmanship spirit enters into every sale. He likes to meet "arguments"; he delights in proving that in this age music is the chief recreation and a most necessary part of the home's happiness. Enthusiasm carries the sale over.

For September, call on two more people a day than your regular number. Work with Cunningham's enthusiasm, and you'll get a big increase. Specialize on the higher-priced, better-music Records.

THE LOUIS BUEHN CO., PHILADELPHIA

Petty's Island and speeded back to the Navy Yard. The craft was fitted with a Liberty motor, which was the only part of the machine not constructed at the Victor plant, which has a \$15,000,000 contract for the construction of airplanes.

Meeting of Edison Dealers

The regular monthly meeting of the Edison dealers in Philadelphia was held at the Blake & Burkart warerooms on Tuesday of this week. They all told of wonderful figures for the month of August. Some of the results for the month would almost seem incredible. Next month the association will have its annual banquet.

Mr. Blake states that he was able to get all the goods he needed, and that he had the biggest August he has ever had, the biggest month he has ever had outside of December, and much bigger than any November in the past. He says that if they will be able to get the goods the Edison dealers are going to have a very profitable fall.

H. C. Trader, a Blake & Burkart representative, is spending several days this week in New York seeing what he can pick up for the advantage of the firm.

Report Good August Business

G. M. Austin, the Philadelphia representative of the Ediphone, was in New York for a few days and then spent the rest of his vacation in southern Maryland. He reports that business in August was very good—in fact, it has been very good all through the year. His firm has been supplying large quantities of machines to the Government plants here, and is anticipating

a very active fall, both in these works and among the firms in other lines.

Mr. Dexeimer, a representative of the Edison Co., has been here for a couple of days.

Announce Price Increase

H. A. Weymann & Son, Victor wholesalers, Philadelphia, Pa., are sending an announcement to their dealers of the necessary price increase of the "Keystone State" line of musical instruments which they produce. This advance is caused by the increased cost of raw materials together with the increased labor cost. All orders are being impartially filled in the order they are received, and dealers are asked in the letter to anticipate their requirements as far in advance as possible for their own protection.

Penn Phonograph Co. in New Home

The Penn Phonograph Co. are now settled in their new home at 913 Arch street, details of which will be found in another section of The World. Stock shortage represents one of

the problems of the Penn Co., and the company also finds its organization seriously impaired by the working of the "work or fight" order of the new draft. They have already lost six men, and contemplate withdrawing all traveling men from the various territories, soliciting business entirely by correspondence. The travelers will call on dealers to handle matters requiring special attention.

H. F. Miller, of the Penn Co., has just returned from a two weeks' vacation trip. He went from here to Niagara Falls in his car, and then by way of the Thousand Islands to the Champlain and George Lake section, and home. T. W. Barnhill also recently made a vacation trip to Lake George and by way of the Berkshires and the Water Gap home.

Moving to Latrobe, Pa.

The offices and factory of the Domestic Talking Machine Co. are being moved from Philadelphia to Latrobe, Pa.

AN INTERESTING ISSUE

Latest "Columbia Record" Contains Many Articles of Interest to the Trade

The September issue of the "Columbia Record," the house organ published by the Columbia Graphophone Co., was mailed to Columbia dealers this week, and this issue contains many timely items that will undoubtedly be read with keen interest by Columbia representatives.

One article calls attention to an unusual stunt evolved by S. Hamilton & Co., Pittsburgh, to stimulate the demand for a comic record. This stunt was a signal success, and produced many sales of the record featured. Another article presents an illustration of a scene from a recent photoplay, "The Rescue," in which a Grafonola plays a prominent part. There are other interesting photographs in this issue of the "Columbia Record," indicating the popularity of Columbia products throughout the country.

Two columns are devoted to an article on "Musical Menus," a booklet published some time

ago by the Columbia Graphophone Co., which is meeting with considerable favor in the trade. This article emphasizes the value of this booklet to the dealer, calling attention to the different uses to which it can be adapted. There are the usual suggestions regarding Columbia publicity, and the reproduction of a splendid advertisement featuring the coming Fourth Liberty Loan.

The Muehlhauser Bros. Co., the prominent music house of Cleveland, O., is the latest concern in that city to take on the Pathé line of machines and records.

"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

**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

Three Big Values—Three Big Sellers

Model No. 3
\$125.00



Model No. 6
\$90.00



Model No. 5.
\$65.00



MANDEL PHONOGRAPHS—made by one maker—backed to the limit by the manufacturer, means a service that guarantees your success.

The MANDEL embodies massiveness in cabinet design, efficiency in mechanical construction and richness in tonal quality. These three factors are the making of a good talking machine. And the MANDEL is a good machine.

The three models here illustrated are producing big results for MANDEL dealers. Three popular-priced phonographs—each model giving the consumer greater value for his money than he could ordinarily obtain.

And to the dealer we offer a wonderfully attractive proposition—a co-operative plan that makes it pay him to sell MANDEL Phonographs.

Write for full details—today

A Letter from Missouri—Name and Address on Request

MANDEL MFG. CO.,
Chicago, Ill.

Gentlemen:

Please book my order for immediate shipment by freight, the following:

Two Style No. 3 MANDEL Phonographs, Oak finish.

Two Style No. 3 MANDEL Phonographs, Mahogany finish.

Each purchaser of the MANDEL is delighted with the rich tone value—and each sale draws more sales. I sold the last MANDEL today, so please rush out this shipment. I want to keep the MANDEL on my floor. (A MANDEL DEALER)

**MANDEL
MANUFACTURING CO.**

501-511 So. Laflin Street, Chicago, Illinois

INCREASED PURCHASING POWER EVIDENT IN ST. LOUIS

Prosperity of the Working Classes Big Factor in Sales of Talking Machines—Revenue Tax and Selling Cost—Silverstone Tone Test Demonstrations—Big Vocalion Demand—News of Month

St. Louis, Mo., September 9.—Ask any St. Louis talking machine dealer about business and he will answer by telling you of his supply of machines. The inference is, and by questioning you will find that this is what he means, that he is selling practically all of the machines he can get. Of course, he has on hand some machines, but these represent the unexpended selling energy that he is keeping in reserve.

It is a fact that the talking machine business is going forward just now with less expense and push than ever before, and that under present conditions a great many dealers are taking in more money than ever before. Of course, their main lines of machines are short of the orders they have on file and of the possibilities in selling. But usually a dealer has as a sideline a lesser known machine that he is receiving in fair quantities and he is selling these in larger quantity than ever before.

The World correspondent has not yet talked with any dealer who believed that he had in sight a Christmas stock. All are living in hope that some of the orders they have on file will be filled, but at the same time they are in doubt that such will be the case. The trade generally has arrived at the conclusion that further restrictions on supply are to be expected and must be accepted in as cheerful spirit as possible. As a rule the dealers do not seriously object to an increased selling price, due to new revenue tax. They look upon this as a part of war conditions and they do not believe that such a tax will work a great hardship on selling, but that the condition will be that most buyers will buy anyhow but will take a machine perhaps a size less than they would have bought without the tax. The customers, most of them, are receiving increased wages because of the war, so they are not objecting to taxes. In fact, a great many of the present-day customers practically admit that they are buying solely because of conditions brought to them because of the war and, whatever the cost may be, they are that much above former conditions.

Manager Guttenberg, of the Vocalion department at Aeolian Hall, reports a unique condition as regards the local situation. He says that in the two months since the end of the fiscal year of the local branch the talking machine department has showed an increase of more than 200 and 300 per cent. His supply of machines has never been quite up to selling capacity, but it has been ample to meet the demands from day to day.

During August Mr. Guttenberg made a vacation trip to the Gulf Coast, and while there made a few side trips to inquire into the talking machine business in the various centers. He found that in the cities most favored by war industries the business was running away from all expectations. These towns include Mobile, where the shipyards are sending the population figures up by jumps, and in Birmingham, where the iron industry is expanding to meet the war demands. In New Orleans, where there is little special industry, he found that trade is good, but the population is depleted because of wage attractions of nearby cities.

The jobbing business, Mr. Guttenberg says, is all that could be asked. He does not find it necessary to push the Vocalion on any one, but a town is carefully sized up and then the local representation is offered to the desirable store and it is quickly snapped up. No experiments are being made.

Acting Manager Roos, of the Columbia Co., who was transferred here from Cleveland about the first of August, is now settled in his new place and is getting acquainted with his trade. He returned from a trip to Cleveland the first of September, having completed his business there and moving his family to St. Louis. During August he spent most of his time getting things to running his way and in seeing just how the branch stood. He had received sev-

eral very good shipments and the distribution of these placed his territory in better condition to meet the extraordinary demands for machines. The record business, it was said at the Columbia branch, is running beyond all expectations, but that deliveries were being made in very fair proportion and on a basis that is much more encouraging to dealers than that which prevailed earlier in the season.

The Silverstone Music Co. has completed arrangements for a long series of tone test demonstrations in St. Louis and their trade district. Victor Dalhart will be in St. Louis and will spend considerable time in this section. Mark Silverstone, president of the company, returned the first of the month from a trip to the Pacific Coast that began with the World Advertising convention in San Francisco two months ago. He has since been visiting the noted spots and enjoying himself.

General Manager Goldberg, of the Silverstone Co., announced the arrival of a son during August.

Gus Hanschen, manager of the talking machine department of the Vandervoort Music Salon, enlisted in the engineering department of the army recently. Mr. Hanschen is a graduate engineer, but had never followed that busi-

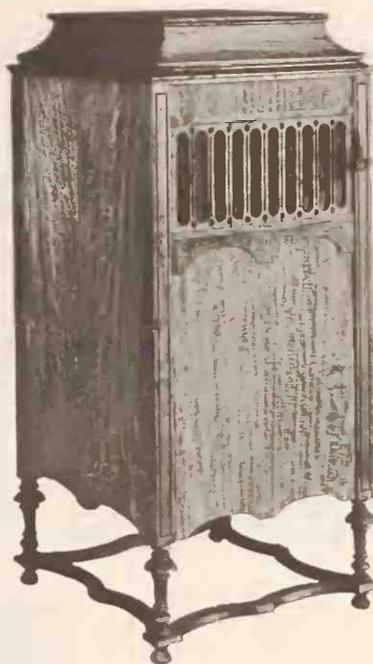
ness. After he left school he continued his music studies, and before he entered the talking machine business he was locally famous as an exponent of ragtime music and he managed and led an orchestra that was extremely popular during the dancing revival. For the last two years his orchestra supplied music for the open air dances given by the city in the parks.

J. B. Sabbath, manager of the talking machine department of the Kieselhorst Music Co., left late in August for a motor trip to Sandusky, O., and other points of interest in that section.

Manager Staffebach, of the Hellrung & Grimm Pathé department, has been making a series of trips into his jobbing territory to see that the dealers understood the present business conditions. He says that it is not a question of selling machines or of obtaining dealers, for both can be accomplished beyond capacity of stock available, but rather he is seeking to put his territory on the most dependable basis for the period of the war so that he may be ready to go ahead with confidence and little need of driving when restrictions are lifted.

KEEP TAB ON YOUR COMPETITORS

"In business watch your competitors. No one man or concern has a monopoly of all the best brains and methods. Let competition be an incentive to your energy and ambition. Give the other fellow a fair, square deal and beat him out on your merits."—Walter H. Cottingham.



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

NEW WINDOW DISPLAYS FOR EDISON DEALERS

Four Elaborate Window Displays Designed by Ellis Hansen Now Ready for Distribution—New Displays Each Month at Nominal Cost

Thomas A. Edison, Inc., announce that they are now prepared to furnish to their dealers four elaborate window displays prepared by Ellis Hansen, the well-known expert in that line, and which were shown for the first time at the Edison dealers' convention held in New York last June. The Edison interests have always considered artistic window displays as most important adjuncts to the national advertising campaign and have encouraged both jobbers and dealers to give this matter their attention. In securing the services of Mr. Hansen for designing and arranging special window displays, the company are able to place at the service of the dealer, at nominal cost, window displays that would prove beyond his means were he to have them designed and arranged for his exclusive use.

Ellis Hansen has a national reputation as one of the leading window display men of the country, with a special ability for handling phonograph displays. Not only has his work been commented on in all of the prominent music



Cut No. 1—Ellis Hansen Display, Showing Figure of Frieda Hempel

For medium size windows, 7 feet 8 inches wide 14.00
 For smaller windows, no fixtures required.
 The cost of panels and figures is:
 For large size windows, 11 feet 8 inches wide\$16.00
 For medium size windows, 7 feet 8 inches wide 9.50
 For small windows..... 8.85
 Record display stands, 85 cents each, or \$10 per dozen.

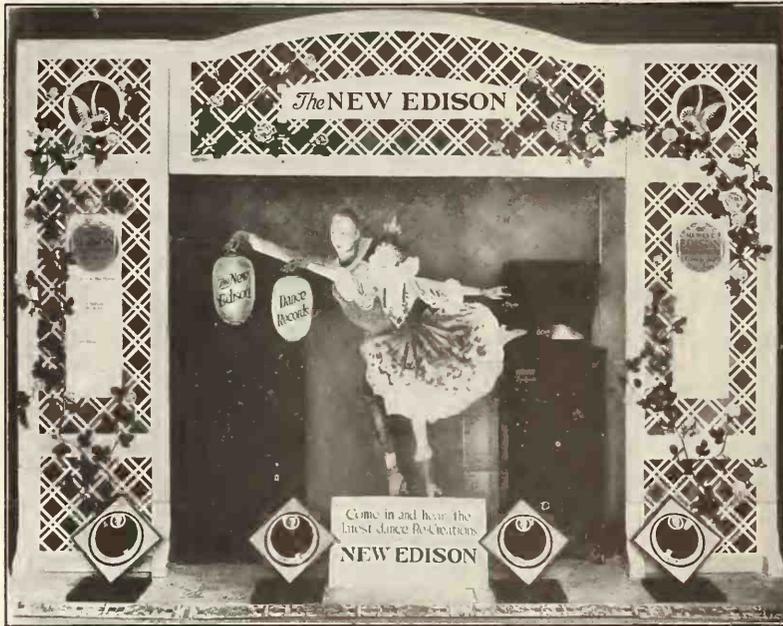
In its bulletin to jobbers and dealers concerning these displays the Edison Co. emphasize that such a display as this if designed and purchased by a dealer individually would cost something over \$100.

Under the service plan as it is now operated these displays are manufactured each month and an entirely different design is sent out. Each display is so designed that it will fit into the original stock fixtures purchased by the dealers subscribing to the service.

The second series is for dealers who desire a less pretentious and more inexpensive form of display. This offers a complete window display service, changed monthly, at \$1.50 per month. (See cuts 3 and 4.)

The plan of distribution of this series is as follows:

Each month a complete window display out-



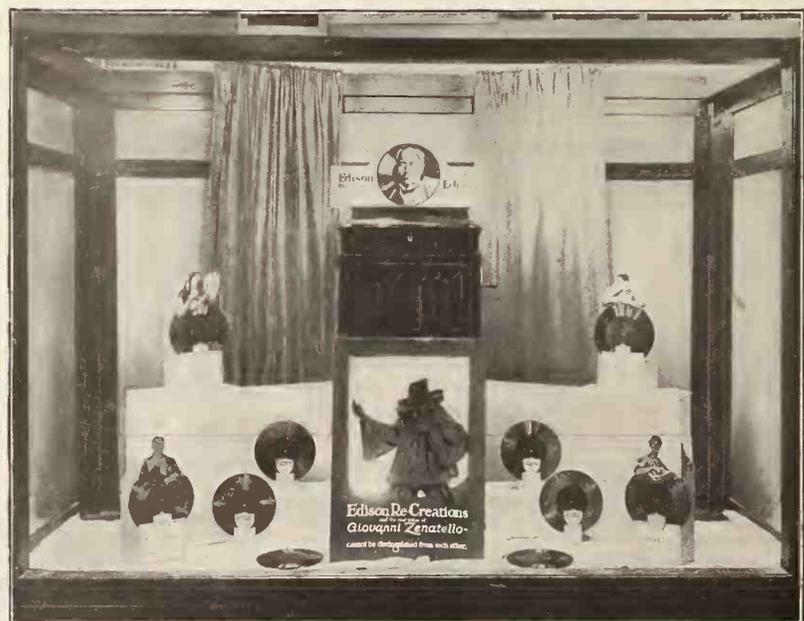
Cut No. 2—Attractive Ellis Hansen Display, Showing Dance Figure

trade papers, but also in such advertising journals as "Printers' Ink," "The Merchant Record and Show Window" and others. His work is also described at length in the "Library of Advertising," by A. P. Johnson, a standard work on advertising. The editor of this volume, Thomas A. Bird, who is a recognized authority on the subject of window displays, refers to Mr. Hansen as the "best man in America" in displaying musical instruments.

The Hansen displays (see cuts 1 and 2) are made in three sizes: large size, 11 feet 8 inches wide by 8 feet 4 inches high; medium size, 7 feet 8 inches wide by 7 feet 6 inches high, and the third to fit in smaller windows. In most of the displays life-size figures are to be used for center pieces. Such figures are sold separately to dealers with windows too small to accommodate the regular size displays. In this way all Edison dealers with display windows, no matter how small, are able to take advantage of the Hansen service.

The permanent frame work for the largest size display consists of three well-made wood frames, enameled in ivory tint and with openings for seven panels that can easily and quickly be replaced by other panels, thereby changing the entire appearance of the window. The cost of the fixtures, to be bought only once, is:

For large size windows, 11 feet 8 inches wide\$15.00



Cut No. 3—A Less Elaborate Form of Display Designed by Ellis Hansen

fit is designed and prepared, and jobbers are shipped as many sets as they have on order. Each display is packed separately, ready for reshipment to the dealer, and in shape to be set up as soon as it is received. There is in each monthly display one dominating display card, supplemented by several smaller cards, as shown in the accompanying illustration, ten pieces in all each month, lithographed in poster colors, on coated cardboard, die cut and eased ready

The first monthly display of this series consists of (a) a two-part cut-out of Giovanni Zentello as a centerpiece, 22 inches wide by 28 inches high. By means of an electric light placed between the two sections of this cut-out a striking footlight effect is produced; (b) a cut-out of Mr. Edison treated in novel, artistic effect, 22 inches wide by 14 inches high; (c) four novel cut-outs each 14 inches wide by 18 inches high, and each holding an actual Re-Creation, dis-

slides in front to carry any desired messages to the public. The sign is equipped with a revolving cylinder surrounding the electric light, and which flashes different colors on the sign at regular intervals, giving the effect of extreme and delicate tints constantly flowing across the sign. The sign complete with one advertising plate is offered the dealer at \$6.50, while additional glass plates, and bearing different copy, are obtainable at \$1.25 each. The company have also arranged to supply the dealers with life-size cut-outs of Edison artists, the first being that of Anna Case.



Cut No. 4—A Different Arrangement of Same Display Material as Shown in No. 3 for placing in the window. Each display is so designed as to permit of several different arrangements. How widely different and yet equally attractive these may be made is shown by two of the illustrations herewith, which show different arrangements of the same display.

SURPRISE FOR GEORGE W. HOPKINS

Portfolio Containing Photographs of Managers, Assistant Managers and Salesmen of Columbia Branches to Be Presented to General Sales Manager on His Return From the West

During the recent absence from New York of George W. Hopkins, general sales manager of the Columbia Co., who spent the month of July on the Pacific Coast, Frank K. Pennington, assistant general sales manager of the company, prepared a surprise for Mr. Hopkins that is now materializing.

In a letter to the Columbia branch managers Mr. Pennington outlined his "surprise," the letter reading in part as follows: "You and your organization expect to and will put July 'over the top' in a big way in face of and despite every obstacle. This is a task we have set for ourselves as a splendid surprise for Mr. Hopkins. In order to make the surprise complete, convincing and leave a permanent record of your accomplishment in the office of the general sales manager, I desire you to send me at as early a date as possible an autographed cabinet-sized photograph of yourself, your assistant manager and each one of your salesmen. We are having prepared group frames, in which the pictures of the managers will be displayed on the walls of Mr. Hopkins' office. Photographs of the assistant managers and salesmen will be displayed in a handsome album, so that Mr. Hopkins can have it in easy reach at all times.

"It is our purpose to attach to each manager's and assistant manager's photograph a statement of the percentage of increase the branch shows in July, 1918, over July, 1917, and a similar statement to the photograph of each salesman. This will give our chief a complete, graphic visualization of both the personnel of the sales force and the accomplishment of each man in July.

"Now, let's enter heartily into the spirit and purpose of this July campaign, backed with Columbia determination and filled with Columbia enthusiasm, to put July 'over the top.'"

It is gratifying to note that in response to Mr. Pennington's letter the members of the Columbia sales staff entered heartily into his plan, and July sales went well "over the top." In addition to showing a substantial increase over last July, the totals for the month were ahead of June of this year, maintaining the splendid record achieved by the Columbia organization in 1918, wherein each month this year has shown a gain over its predecessor.

Photographs of the managers, assistant managers and salesmen have been received by Mr. Pennington from Columbia branches in all parts of the country, and the framed group and album will soon be ready for formal presentation to Mr. Hopkins.



This Company in order to improve its models at minimum cost has decided to concentrate its efforts of production upon the making of two models retailing at \$70 and \$90.

Convince Yourself of Operollo Supremacy and Service by Ordering a Sample---NOW.

Write immediately for descriptive literature, terms and territory.

Distributors

LYRIC RECORDS

WALL KANE STEEL NEEDLES

Operollo Phonograph Company

54 West Lafayette Blvd.

Detroit, Mich.

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

CLEVELAND TRADE IN AN OPTIMISTIC MOOD

Dealers in Northern Ohio Hold Annual Outing
—Goodman Co. Affairs Arouse Interest—
Watching Effect of New Draft on Trade

CLEVELAND, O., September 5.—The annual outing and picnic of the members of the Talking Machine Dealers' Association of Northern Ohio, held on August 28, was the biggest affair of the kind they have held since the custom was adopted. The affair was primarily a social stunt, yet members came together on a business basis and several phases of the trade and prospects for better conditions were looked into critically. The picnic side of the outing consisted of various athletic and similar exhibitions.

The association continues to adhere to its patriotic ideas regarding the internment of German records. Dealers admitted they had lost some business because of the absolute withdrawal of all talking machine records which have a German tinge.

The coming of the Columbia record reproducing General Pershing's plea for aid in winning the world war is looked forward to here with much interest. Dealers predict this record, made in France, will have the greatest sale of any record ever manufactured.

Just what disposition will be made of the large stock of the Goodman Piano Co., which went into receivership two weeks ago, with \$235,000 debts and assets consisting of \$31,000 in stock, \$100,000 in a realty lease and \$225,000 commercial paper taken in payment for musical instruments, has not been stated. The company carried a large line of talking machines, records, music rolls, pianos, player-pianos and accessories. Many of the talking machines are used instruments. Default on interest on \$50,000 bonds issued May 1, 1917, brought about the receivership, which was a friendly move to protect the bondholders.

The Brunswick-Balke-Collender Co.'s Cleveland office reports an unusual business for August in talking machines and the sale of the firm's new sound producer. Despite the dullness generally prevailing, the branch office manager, W. F. Young, regards business conditions as good, all things considered.

The Collister & Sayle Co., retailer of Victor machines, is featuring the Victor dogs in an attractive line of advertising in the firm's show windows. The dogs are uniquely displayed among machines and records.

The University Music Co. is making a run on Cheney talking machines, which are becoming

MICA

BEAUTIFUL EDGE
DIAPHRAGMS OF BEAUTY
THE INTERNATIONAL MICA COMPANY
Factory, 37th and Brandywine Streets Office and Sales Department, 1228 Filbert Street
PHILADELPHIA

quite popular in this vicinity. Purchasers praise the tone of these instruments.

"We are going to put over a big September business in talking machines despite the gloomy prospects caused by the war," said Dan J. Nolan, manager of the talking machine department of the May Co. "The sweeping effects of the new draft law will probably eat into our sales force, but we are going to try and keep going."

Talking machine dealers in general admit that the new draft will "clean out" some of them, or almost so, if calls for more soldiers are as fast as General Crowder indicates. The percentage of salesmen and office employes from piano and talking machine stores in Cleveland is already quite heavy. Service emblems with several stars are displayed by some of the dealers and no one of them is without at least one star in a flag.

Friends of James H. Rogers, widely known Cleveland composer and music critic, are consoling him over the tragic death of his son, Henry, an army lieutenant who killed himself at the grave of his sweetheart, in a cemetery of a Cincinnati suburb, last week. The young man was highly esteemed and popular among music and musical dealers in this city.

Trade acceptances are gaining a good foothold among talking machine dealers, who admit that this form of commercial paper is about the best and most desirable ever offered. D. C. Wills, chairman of the Cleveland Federal Reserve Bank, and other leading bankers, have been campaigning in favor of acceptances, and piano and talking machine dealers are urged to use acceptances when they can consistently do so. Mr. Wills points out that this class of paper is desired by his bank and others because of its acceptable nature in negotiating loans.

Talking machines played an important part in entertaining delegates to the meeting of the American Bar Association and that of the Retail Dealers' National Association, in Cleveland, recently. Machines provided patriotic and other music for delegates in the convention hall and at Luna Park, where outings were held. Some of the visiting delegates declared that music, next to the Red Cross and Y. M. C. A., is the biggest element in making soldiers in camps and overseas contented while away from home and friends.

The woman manager in the talking machine

field no longer is a possibility, but a fact. Mrs. Loretta Flading is now in charge of the Eclipse Musical Co.'s retail talking machine department, and, according to General Manager C. K. Bennett, she is doing good work for the house. For some time past Mrs. Flading has had her staff concentrate on patriotic records with the result that sales have mounted big—in fact, they have only been limited by the amount of Victor records procurable. In this connection she is using to very good advantage a book of soldiers' songs, which is presented to customers, and the words of the song are followed as the record is played, with the result that the customers seem to appreciate more keenly than ever the exact value of the record. The idea is one well worth emulation. Mrs. Flading plans in September to inaugurate a series of patriotic windows, which will do their share in stimulating interest in music as a factor of importance in wartime.

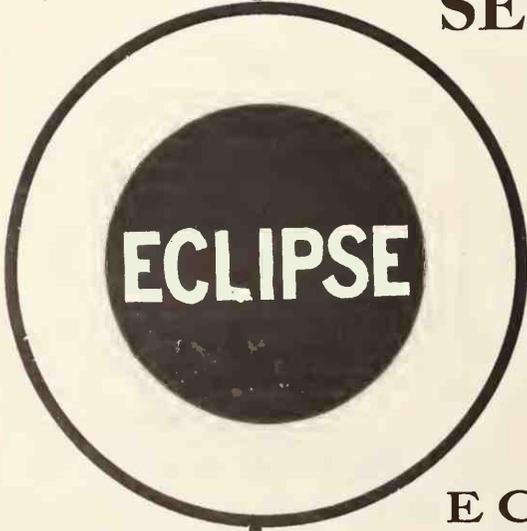
The talking machine department of the Bailey Co. has been represented in an advertising way three times a week in the daily papers, thanks to the far-sighted and progressive policy of E. A. Friedlander, the manager. The Bailey Co. have been featuring the Edison to good purpose, and have recently taken on the Widdicombe phonograph—a very artistically designed instrument which is admirably displayed by this house. It is intended to enlarge the talking machine department this fall, and alterations to the end will soon be started so that the entire work will be finished ere the fall trade really opens up.

The Wolfe Music Co. has added a big line of new talking machines to its stock.

SOJOURNING IN THE ADIRONDACKS

Otto Heineman, president the Otto Heineman Phonograph Supply Co., this city, accompanied by Mrs. Heineman, left last week for a well-deserved rest in the Adirondacks. Although Mr. Heineman has made no specific promises to his associates, he has taken along a considerable quantity of Meisselbach fishing paraphernalia, including "Tak-a-part" fishing reels and other incidental necessities. Mr. Heineman's skill as a fisherman is admitted by those who know him well, and he confidently expects to prove a worthy disciple of Sir Izaak Walton during his stay in the Adirondacks.

SERVICE THAT BUILDS CONFIDENCE



ECLIPSE

We work for and with the Victor Dealer both in supplying him with Victrolas and records and in helping him sell them to best advantage. Our interest in a machine or record ends only when it is in the home of the customer, and we try to help the dealer place it there. Our dealers' confidence in us makes this possible. We're partners to that extent.

ECLIPSE MUSICAL CO.
CLEVELAND OHIO



Otto Heineman Phonograph Supply Co.



INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.

PUTNAM, CONN. SPRINGFIELD, MASS.

CHICAGO

ATLANTA

SEATTLE

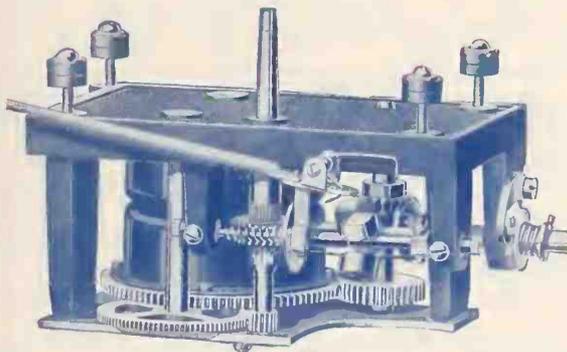
CINCINNATI

TORONTO

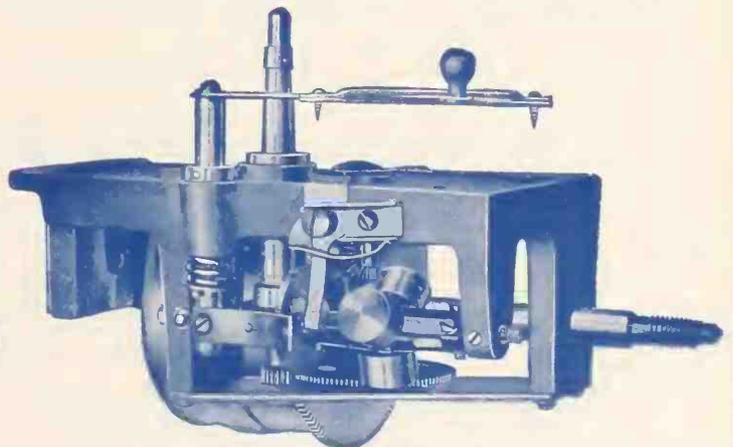
MOTOR PERFECTION

The achievements and progress in phonograph motor manufacturing in recent years are emphasized in the latest designs of

HEINEMAN and MEISSELBACH MOTORS



Heineman Motor No. 77



Meisselbach Motor No. 16

Q HEINEMAN and MEISSELBACH Motors are recognized the world over as the *best* horizontal and vertical spring motors that are produced.

Q They are offered to the trade with an iron-clad guarantee from the world's largest manufacturers of phonograph motors.

"We are at Your Service"

Otto Heineman
President

MEISSELBACH

TONE ARMS

MOTORS

SOUND BOXES

L. F. GEISLER RESIGNS AS GENERAL MANAGER OF VICTOR CO.

Directors of the Company Accept His Resignation, Which Becomes Effective January 1, With Sincere Regret—Has Long Been a Figure of National Importance in Talking Machine Industry

The talking machine trade in general will learn with regret of the resignation of Louis F. Geissler as general manager of the Victor Talking Machine Co., which has been accepted with great reluctance by the directors of the company, and which becomes effective on January 1, 1919.

The resignation of Mr. Geissler was made known in an official announcement sent out to the trade by the Victor Co. under date of September 1, which read as follows:

"In the early part of the current year Mr. Louis F. Geissler, feeling that almost forty years of strenuous business service entitled him to look forward to an opportunity for rest and recuperation, advised our Board of his desire to relinquish the arduous duties of general manager at the company's convenience.

"Realizing the importance and value of Mr. Geissler's work it was with great reluctance that the Board acceded to his request and accepted his resignation to be effective at the end of the year.

"As stated in the Board's official minute acknowledging his colleagues' appreciation of Mr. Geissler's services to the company, it is a source of gratification to the directors to be able to announce that he will continue as a director after retiring as general manager and thus enable the company and its esteemed customers to enjoy the benefit of his ripe judgment and large experience.

"The office of general manager will not be immediately filled, but the functions of that office will be assumed by the executive committee. Mr. Ralph L. Freeman, a director and secretary of our company, who has been with the company in various capacities for about twelve years, will devote particular attention to and act for the executive committee in matters affecting the mutual interests of the trade and the company, assisted by Mr. Henry C. Brown as sales manager, and the selling department staff.

"The continued co-operation of the trade, so essential to a realization of our ideals of business relations and business success, is earnestly solicited."

The company's announcement was accompanied by the following statement from Mr. Geissler:

"Referring to the company's announcement of even date, which is issued now at my request, I desire to express my heartiest appreciation of your courtesy and co-operation during the thirteen years of my incumbency as general manager and to assure the trade of my continued active interest as a director in the affairs of the company, and particularly in the progress of all matters of special interest to our wholesalers and retailers.

"My prediction is that after peace conditions are restored we shall all enjoy a more rapid

development and expansion of business than ever before in the history of our industry."

Mr. Geissler, who, for the past decade or more, has been one of the most popular figures in the talking machine industry, became connected with the Victor Talking Machine Co. on October 1, 1915, after having been connected with Sherman, Clay & Co., the prominent music house of San Francisco, Victor jobbers for that territory, for twenty years as managing director. He brought with him into the company a broad viewpoint regarding the possibilities of the talking machine as an influence in the musi-



Louis F. Geissler

cal world, and it was through his efforts and through his influence as exerted upon those associated with him that the talking machine developed from what was considered a novelty and a toy to its present position in the front rank of musical instruments. Mr. Geissler has always been a firm believer in the artistic side of the instrument, and has been largely instrumental in lining up artists of world-wide renown in support of the talking machine.

Mr. Geissler's executive ability has always been of a high order, and under his management the Victor Co. developed an organization that is considered a model of its kind. Those who will assume the duties to be relinquished by Mr. Geissler are men who have long been imbued with the Victor Co. ideals, and who are thoroughly familiar and in accord with its policies.

The Reynolds News & Stationery Co., Torrington, Conn., has enlarged considerably its Columbia Grafonola department.

LEADS AID IN CONVERTING PLANTS

War Finance Corporation Extending Help to Industries Being Transformed for War Production, to Assure Firm Financial Footing

WASHINGTON, D. C., August 31.—Government financial aid was available under certain conditions to industries in the process of conversion from less essential production to manufacture of materials contributing to prosecution of the war, officials of the War Finance Corporation to-day explained. This was prompted by reports that many manufacturing concerns were threatened with bankruptcy or entire suspension during the war because they had insufficient funds to permit changes in their plants or processes necessary to transform them into essential industries.

The principal conditions for obtaining aid from the Government's half billion dollar fund established to tide war industries over critical periods are that the concern must be engaged in industry or business essential during the war period and that its credit must be of a nature to provide adequate collateral for the loan.

Bernard M. Baruch, chairman of the War Industries Board, announced to-day that curtailments of less-essential industries would become increasingly stringent as the war progressed, and that consequently the question of Government financial aid for industries under conversion promised to take on added importance. He indicated he was anxious, however, to minimize the difficulty for these industries and to prevent their wrecking or suspension for the war, and for this reason he has taken the question to the War Finance Corporation.

IT IS NOW SERGEANT MacKINNON

Emerson dealers in metropolitan territory and in New York State will be glad to know that C. D. MacKinnon, formerly traveling representative for the Emerson Phonograph Co., has recently been advanced to the rank of sergeant in the Aviation Corps of the U. S. Army. Mr. MacKinnon volunteered for service with Uncle Sam's forces, even though he had dependents, and as a member of the aviation corps was sent to Kelly Field in San Antonio, Texas. After a short while, he was promoted to the post of corporal, and now he has been appointed sergeant.

It is a coincidence that Mr. MacKinnon was succeeded in his Emerson work by another "Mac," who has the same sterling qualities as his predecessor. Bob MacMacken, who visited the local Emerson dealers before joining the U. S. Army, is now at Camp Wadsworth, S. C., and his letters are filled with enthusiasm and optimism.

Assistant General Sales Manager A. P. Burns represented the Edison laboratories at the second annual convention of Edison dealers held by the Diamond Music Co., Edison jobbers in New Orleans, in that city on August 28.

The Duo-Tone

EQUIPPED WITH TUNGSTEN NEEDLES

Soft or Loud

without

changing



Thousands of talking machine owners are using the Duo-Tone and De Luxe Needles.

The De Luxe Stylus

SEMI-PERMANENT

Plays 100 to 300 Records

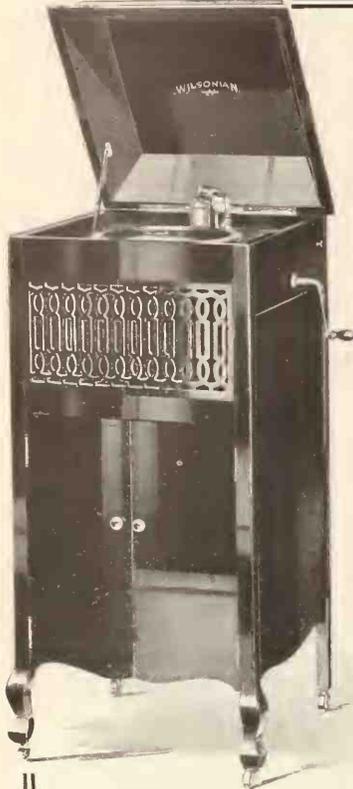
No Scratch or Hiss

Perfect Points



Mr Dealer: Are you interested in increasing your profits and satisfying your customers? Would you invest \$11.75 to make a quick profit of \$7.45? If so, order at once our attractive Counter Display Stand or Silent Salesman, containing 12 Duo-Tones and 24 packages De Luxe Needles. Descriptive circulars furnished.

The Duo-Tone Company, Ansonia, Conn.



There Is A

Wilsonian Phonograph

For Every Home

Wilsonian Phonographs are made in seven new and wonderfully improved models

Retailing at \$40.00 to \$190.00

Each instrument, regardless of its price, is of the highest quality in every detail of appearance, construction and tone refinements.

Each instrument, regardless of its price, is absolutely guaranteed by both this company and our parent concern—Wilson & Co.—the great Chicago packers.

*You Do Not Have to Turn Customers Away
If You Handle the Wilsonian Line*

In the complete line of Wilsonian Phonographs there is a special instrument to suit every home and to fit every purse. Every prospect who enters your store can be satisfied in every particular if you have the complete assortment of Wilsonian machines ready for his inspection.

*Exclusive Wilsonian Selling Features
Will Sell Your Customers and Keep Them Sold*

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 is shown in six different models, all in conventional designs; famous for their simplicity, elegance and real piano finish.

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

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

Main Plant
701 North
Sangamon
Street
Chicago



Eastern
Office
25 West
45th Street
New York



A NEW SERIES OF WINDOW DISPLAYS

What the Usoskin Window Display Service Offers to the Dealer—Monthly Service Begins With the Hallowe'en Display in October

The Usoskin series of window displays which a number of talking machine jobbers have enthusiastically taken hold of is expected to make its initial appearance in the show window of the retailer at the first of October, the theme of the designs being Hallowe'en and Harvest.

The set that is furnished each month consists of twenty-three separate pieces for the window display, including card signs, price cards and record easel signs, all in colors. It is planned to have the designs and colors completely changed each month, in keeping with the seasons and happenings of the day.

This new service is owned and published by Ed. Usoskin, Inc., of New York City, a large lithographing house. They have been established for over fifteen years and have specialized entirely in the production of window and counter display cards and cutouts. The display cards of many of the large chain stores are furnished by this company.

The "men behind the guns" in the organization are Edward and Joseph Usoskin, both young men who are enthusiastic over the great undeveloped possibilities in window display. They have also just produced the new "Cardo" representations of records for all display purposes. The effect of the imitation is very good and their value in conserving the actual record is very strong in these times.

This new monthly service is a forerunner of other display services they have in mind for the dealer and jobber, and particularly solicit their co-operation as they enter the field.

They have reported that Ernest John, advertising manager of the Victor Co., said when he saw their service, "It looks pretty good to me." Many of the talking machine jobbers who have taken over the service have written their enthusiastic approval of it and have confirmed the approval of the retailers by the volume of orders that they have sent in.

NEW PATHE RECORDS WIN PRAISE

Prominent Houses Throughout the Country Write Pathé Frères Phonograph Co. Regarding the Splendid Qualities of Their Latest Records—Have Made Quite a Hit

The Pathé Frères Phonograph Co. of Brooklyn, N. Y., received recently several interesting letters from Pathé jobbers in different sections of the country, referring to the splendid tone quality of the lists of new Pathé records. These jobbers have substantiated the tenor of their letters by ordering the new records in large quantities and instilling their spirit of enthusiasm into the dealers in their territory.

An extract from the letter received from Wright & Wilhelmy, Omaha, Neb., reads as follows: "I have heard some of your new records and I certainly agree with you that they are absolutely the finest that I have ever heard and believe that if we continue to get records of such quality it will be only a matter of time when our record orders will be larger than I ever expected."

The W. W. Kimball Co., Chicago, Ill., wrote as follows: "Kindly enter our order for three hundred of No. 20428 for immediate shipment. We are advertising this number in the Chicago papers, and getting a special letter out to the trade. It is a very fine record, and you should be complimented on it."

The National Piano Co., Baltimore, Md., wrote as follows: "We have just received the October samples, and after trying them over we consider them the best ever. The way the records have been coming down has indeed been a revelation and we can not say too much for them. You can readily see by our order what we think of the October list, as this is the largest single order for one month we have ever placed."

SOME HINTS ON THE REFINISHING OF DAMAGED CABINETS

Cabinets That Are Scratched or Bruised Can Be Put in First-Class Shape Right in the Store and By the Dealer If the Proper Methods Are Pursued—Means Salable Stock

Keeping the stock in perfect and salable condition is recognized generally as one of the greatest essentials in any properly conducted store, including one devoted to the sale of talking machines. Talking machines of the better grade are highly finished and, therefore, the cases are particularly liable to be scratched by dust, or marred in other ways, and a small dent, or scratch, unless promptly remedied, will go a long way towards killing the sale of that particular machine, or at least causing the purchaser to select another and perfect instrument of the same type.

With machines as scarce as they are at the present time, the average dealer, unless he is particularly fortunate, or careless, cannot afford to have a damaged machine taking up space in his store and representing tied up capital. Of course the dealer, or salesman, sees to it that the cabinets are kept dusted and the metal parts kept clean, but dents, or scratches, inflicted during shipment, or through handling in the store, are often unattended to because no member of the sales staff has the time, or knows how to fix it, and the dealer hesitates to spend the money for an outside repair man.

As an aid to the retailer in keeping his cabinets in presentable shape and in repairing in the store at a small expense any ordinary damage that may occur, the following excellent advice on the finishing of damaged cabinets has been published in "The Voice of the Victor":

After carefully unpacking the Victrola, wipe it off with a piece of fine cheesecloth to remove all dirt and marks of packing. Then with a clean piece of cheesecloth rub the cabinet with a small portion of cleaner. Never use ready-made liquid polishes which are so extensively advertised as wonder workers. They will make the surface sticky, spotted and clouded, and destroy the finish.

By mixing three parts benzine to one part paraffin rubbing oil you will have the best possible cleaner and polisher for a Victrola cabinet. Rub briskly, always lengthwise of the grain, cleaning on all surplus polish. Brush out all the corners with a brush, preferably a soft round 3" bristle varnish brush.

If paper has become stuck to the cabinet it can easily be removed with a cloth and water. The cabinet should then be carefully dried and the surface rubbed with a 3" pumice stone, a

soft felt and paraffin oil. Care should always be taken to rub lengthwise of the grain.

Never sponge a cabinet and then expose it to the sun in the show window. The glass intensifies the heat which will blister the varnish, fade the color and ruin the whole finish. When this happens the whole finish must be removed by an expert mechanic, refinished and French polished.

Bruises or scratches should be rubbed out with a piece of soft felt, a 3-F pumice stone and paraffin rubbing oil. Go only so far as the body varnish will permit and rub only lengthwise.

If the bruise or scratch is too deep to rub out, it will have to be burned in with shellac cement, the spot leveled up with fine sandpaper and touched up to the required color. It will then be necessary to French polish it with a solution of shellac, alcohol and raw linseed oil, using a piece of cotton covered with a piece of fine linen cloth. This requires skill and experience and should never be attempted on a large flat surface by a novice.

Rubbed spots and white corners on a red mahogany cabinet can be touched up with spirit stain made from Bismarck brown, dissolved in alcohol to which a little shellac is added. For English brown finished cabinets add a little nigrosine to the above-mentioned solution. Special finishes and oak require the color adapted to the finish.

If after treating the cabinet in any or all of these ways scratches and marks still show it will be necessary to employ a skilled polisher to French polish the whole cabinet to the desired finish, which must then be dulled off with a soft brush dipped in 3-F pumice stone and cleaned up as before mentioned.

If the finish has turned gray or become spotted by being exposed to dampness or some other unusual condition, the whole finish will have to be removed by an experienced wood finisher and refinished as mentioned in detail in the above article.

INCORPORATED

Baim Bros. & Friedberg Phonograph Co., Inc., has been incorporated with a capital stock of \$60,000. The concern is a Brooklyn, N. Y., house, and the incorporators are N. Friedberg and L. and B. Baim.



**Retailers:
Victor Records This
Fall Will Be Scarce**

We have a fairly good supply of good standard numbers.

Better mail us your order NOW.

Cabinets to match all type Victrolas. Write for quotations.

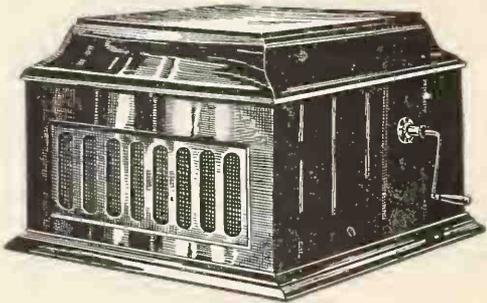
Write for information about the New Usoskin Window Display Series.

I. DAVEGA, Jr., Inc.

VICTOR FACTORY DISTRIBUTORS

125 West 125th Street

NEW YORK



Pathé Model No. 3. Price \$40

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.

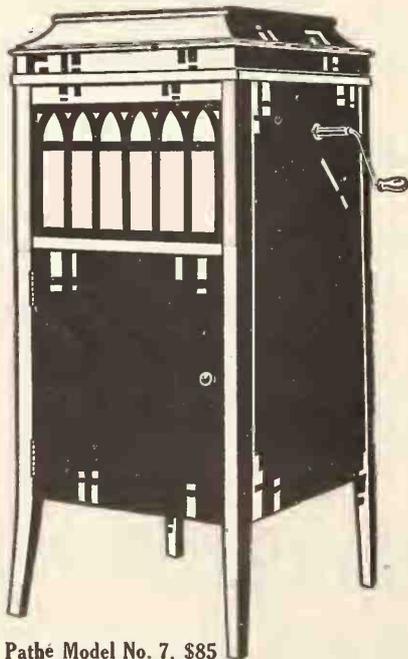
The Pathé Controla

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.

Other Models to \$225



Pathé Model No. 7, \$85

How many of take nothing

If you are a bit tired of more "showing" than "selling" you are right where you should inquire about the

Pathé

The Quality Phonograph

Whenever there is the slightest chance of a sale, you can count on the Pathé's exclusive feature to *put that sale across*. For example, the Pathé Sapphire Ball that takes the place of needles. The beautiful, perfect Pathé Tone. And the fact that the Pathé will play all makes of records. Again and again, these Pathé features get the customer's money when nothing else would or could.

Yes, the Pathé line is *complete*—different models to meet every demand and a most liberal profit for the dealer.

Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, New York

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

your customers but your time?

Read—Then Write!

Read the list here of some of the new Pathé Records.



Records

See how far ahead Pathé Records are with the latest popular and patriotic hits.

And then don't stop with just reading—
Write for Pathé Dealer proposition.

Pathé Frères Phonograph Company
20 Grand Avenue Brooklyn, New York

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

List of Records

20431	{ Oh, How I Hate to Get Up in the Morning When You Come Back, and You Will Come Back	Arthur Fields Louis Winsch	10-in. .75
20438	{ A Soldier's Dream Good-bye, Mother Machree	Lols Fairman Invincible Four	10-in. .75
20435	{ Everything Is Peaches Oown in Georgia Good-bye, Alexander	The Farber Girls Collins and Harlan	10-in. .75
20437	{ When I Get Back to My American Blighty I'm Going to Spend My Vacation	Arthur Fields Louis Winsch	10-in. .75
20440	{ Ojer Kiss—Waltz Howdy!—One-step	American Republic Band American Republic Band	10-in. .75
29218	{ Sand Dunes—One-step Watermelon Whispers—Fox-trot	American Republic Band American Republic Band	12-in. \$1.00
20441	{ Beale Street Blues—Fox-trot The Weary Blues—Fox-trot	Wadsworth's Novelty Danco Orchestra Wadsworth's Novelty Dance Orchestra	10-in. .75
20430	{ The Jazz Dance Jazzin' Around	Blake's Jazzono Orchestra The Morse Trio	10-in. .75

MURATORE



Sings for Pathé Records Only



The only phonograph made with a self-stopping device that positively requires no attention whatever is the New Model Grafonola!

**Columbia Graphophone Co.
NEW YORK**

THE ART CRAFT CO. LINE

Six Artistic Models Which Contain Many Individual Constructive Features Being Introduced to the Trade—Win Much Praise

GRAND RAPIDS, MICH., September 3.—The Art Craft Co. of this city is placing on the market a new line of phonographs that embodies many distinctive features, and which are already meeting with a considerable measure of success. These instruments are designed to appeal to the better class of trade, and out-of-town dealers who have visited the company's offices in the Monument Building are enthusiastic regarding the sales possibilities of this phonograph.

An unusual feature in the Art Craft phonograph is the introduction of an indirect lighting system. Wires buried between layers of mahogany lead to bulbs placed under the hood. When the hood is raised, the lights reflect upon the turn table, reproducer, needle pockets, etc., and, in addition to adding to the practicability of the instrument, give it distinctiveness. The indirect lighting system is also used in the filing compartment, enabling the owner of the instrument to obtain maximum convenience when locating a record. A hinged cover balance is one of the many features of the Art Craft line, this balanced top permitting the raising of the hood to any desired height.

All parts on the Art Craft phonograph are finished in 14 karat gold, and a tone modulator permits the changing of the tone volume at will.

The company states that it is using the best motor, sound box and tone arm on the market, and thirteen records may be played with the motor without rewinding.

Six models constitute the Art Craft line at the present time and the company is making arrangements whereby representative dealers throughout the country will handle the line. The cabinets are being manufactured by one of the largest cabinet concerns in the country, and a house which is well known in the high-grade furniture trade.

THE NEW EDISON IN THE NAVY

Commanders of Four of Uncle Sam's Ships Write Letters Appreciative of What the New Edison Is Doing to Cheer Their Crews

Satisfying proof of the way the New Edison is doing its bit, through the medium of Army and Navy models placed on American warships, is indicated by the receipt of several letters recently from the officers of different ships expressing their appreciation to the company for the machines and records accompanying them. Among the ships upon which New Edisons are found, the commanding officers of which have written letters of thanks are U. S. S. "Mallory," U. S. S. "Manchuria," U. S. S. "Rijndam" and the U. S. S. "Calamares." Each of the vessels in question has two machines on board.

If you can't see the silver lining to your cloud take off your gloom-smoked glasses.

OUTING OF MEISSELBACH FORCES

Employees of This Division of the Otto Heineman Phonograph Supply Co. Have Most Enjoyable Time at Staten Island Outing

The employees of the Meisselbach division of the Otto Heineman Phonograph Supply Co., whose factory is located in Newark, N. J., held their seventh annual outing a fortnight ago, and this outing was a signal success from start to finish. Ten large motor trucks were utilized to convey the five hundred employees and friends to Fritz Grove, Staten Island; the trucks leaving the factory at 8 o'clock in the morning and reaching the picnic grounds at 11 a. m.

At 12:30 an excellent lunch was served and a



Some of the Picnickers—Supt. Vasselli in Center

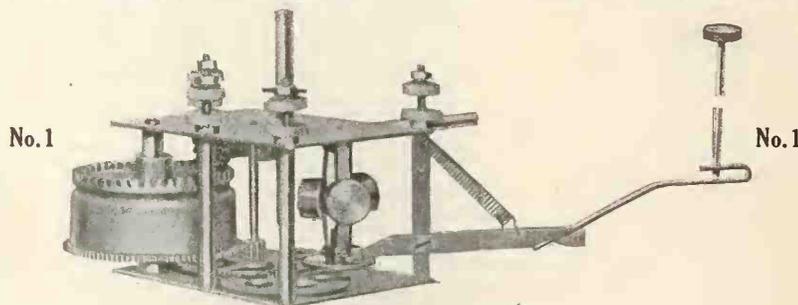
program of athletic games was announced. Special prizes for these events were donated by A. F. Meisselbach, W. C. Strong, A. Vasselli and W. B. Waltzinger. The races and games were keenly contested, some of the most interesting being the fat men's race, shoe race, mile run, ladies' 100-yard dash, foot potato race and the three-legged race. Those members of the party who were not participating in the games found keen enjoyment in dancing and swimming. The music for the occasion was furnished by the Meisselbach band, conducted by A. Vasselli.

The pleasing success of the outing may be attributed in a considerable measure to the untiring efforts of Mr. Vasselli, superintendent of the Meisselbach factory, who worked out all of the details which made the day so enjoyable. Mr. Vasselli was ably assisted by the arrangements committee, who consisted of Messrs. Sharkey, Ferrari, Cataldo, Greene and Staub.

SONA-TONE CO. ACTIVITY

The Sona-Tone Phonograph Co., Inc., 3421 Broadway, New York, reports the closing of a very satisfactory business the past few months. The company has consummated arrangements whereby the Sona-Tone line will be handled by progressive dealers in different parts of the country, and according to present plans an extensive publicity campaign will be inaugurated in the near future in behalf of the Sona-Tone phonograph. The company has found it advisable to make preparations for an active fall trade, and it has every reason to believe that the factory will be oversold during the holiday season.

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

NORTHWESTERN TRADE HAS DOUBLED WITHIN THE YEAR

Further Expansion Prevented by Shortage of Stock—Record Broken by Some Concerns—Promise of Higher Prices Stirs Both Dealers and the Public to Buying Activity

MINNEAPOLIS and ST. PAUL, MINN., September 4.—Talking machine business in the Northwest has about doubled within the year and probably could be trebled if the machines could be obtained in the quantities demanded by dealers. The outlook is the most promising that any fall has revealed and every month undoubtedly will break an old and make a new record.

With the exception of a few spots in North Dakota, the entire Northwest has been blessed with unprecedented crops, both as to quality and quantity. No crop has fallen down in any manner, and it is quite impossible to expatiate too lavishly on the agricultural wealth bestowed on the territory tributary to St. Paul and Minneapolis.

August broke all previous monthly records for the Edison Co. in the Northwest, according to Laurence H. Lucker, president of the Minnesota Phonograph Co., general distributors for the Edison goods. President Lucker went to Orange, N. J., a fortnight ago and got everything that he could clap eyes or hands on—bought absolutely everything. He had to do it, as the orders from the rural dealers had been pouring in like a flood. The shipments for the month were in excess of twenty carloads, and yet the demand is unabated. Apparently the dealers are mortally afraid that they will be caught very short just before the holidays and they are ordering much more heavily than usual. Undoubtedly the advertised advance in phonograph prices has caused the outside dealers to bestir themselves and lay in stocks while the prices were still low.

George Compton, of the famous house of Stone, Fargo, has joined the traveling staff of the Minnesota Phonograph Co., dividing the Minnesota territory with H. E. Stinchfield. Both men report the liveliest interest in the goods they purvey.

The Beckwith-O'Neill Co. find it difficult to accumulate a stock for the big fall rush for Victrolas and Victor goods, but are hopeful that stock conditions will mend before long.

Sewell D. Andrews, head of the Sonora department of the Minneapolis Drug Co., finds the outlook for his line highly promising throughout the Northwest. Several excellent accounts have been opened in South Dakota. The Williams Piano Co., Sioux Falls, S. D., has installed a complete Sonora line and will make it one of the features of its big business. Mr. Andrews states that the new Sonora at \$120, known as Fantastic, is making a decided impression with the dealers for its salable qualities.

Manager Sprague, of the Northwestern headquarters of the Columbia Graphophone Co., complains of the shortage of supplies. To-day he has orders aggregating \$60,000 which remain unfilled. Every effort is made to meet the immense call for instruments and records, but the work is still far behind. It would be possible to treble last year's trade if the shipments from the factory could be assured of sufficient quantity to warrant an aggressive sales campaign.

G. Sommers Co., distributors of the Pathé machines and records, appear to be in a commanding position for a big fall campaign. Manager Jay H. Wheeler spent a considerable period at the home office and factory and over-

looked no point whatever that would help fill his wareroom and record cases. The latter are well filled and Mr. Wheeler states that he is looking forward for the biggest Pathé season of all in the Northwest.

The Brunswick drive inaugurated by E. L. Kern, director of Brunswick-Balke-Collender Co., is meeting with success. Boutell Brothers have conducted an extensive and consistent publicity campaign in behalf of their Brunswick department. The exclusive Brunswick shop, 712 Marquette avenue, one of the daintiest and most artistic phonograph shops in the Northwest, is handling its share of the local business with much success.

SHEPARD CO.'S BIG COLUMBIA TRADE

Providence Concern Making Progress Under Management of J. D. Elliot

PROVIDENCE, R. I., August 30.—The Shepard Co., of this city, which conducts a very successful talking machine department, has closed a remarkably fine Columbia business the past few months. The company has sponsored a consistent sales and publicity campaign in behalf of the Columbia line and this campaign has produced splendid sales totals.

J. D. Elliot, manager of the Shepard Co.'s talking machine department, is a firm believer



Partial View of Shepard Warerooms

in the value of rendering efficient service to his patrons, and every member of the sales force is imbued with a spirit of co-operation that is reflected in the many expressions of approval received from the department's clientele regarding this service. Mr. Elliot is making plans for an active fall trade with the new models of Columbia Grafonolas.

HANDLING THE PHONO-GRAND

The J. P. Seeburg Piano Co. of Chicago have placed the Eastern representation of their Phono-Grand with W. B. Williams, who has taken increased quarters on the twenty-fifth floor of the new Bush Terminal Sales Building, New York City. This instrument is growing in favor throughout the country.

Misstatements in advertising often turn to be the worst kind of boomerangs.

Two popular young talking machine men left Minneapolis the last week in August for the Ensign school near Chicago. They are Paul Lundgren, manager of the Dayton Co.'s Victrola department, and John J. Roden, with the Powers Mercantile Co. These young men have been fast friends for years and even the war will not separate them. That they will earn their commissions in Uncle Sam's service goes without saying.

Mr. and Mrs. Archie Matheis are back from their annual summer automobile tour. They drove to Yellowstone Park in their new Franklin, toured the park, and then sped for Minneapolis and their numerous patrons.

Arthur Magoon, a former Minneapolis boy, for some years manager of the phonograph department of the Kieselhorst Piano Co., St. Louis, is now manager at Dayton's Co.'s phonograph department.

BUSY TIMES WITH DELPHEON CO.

Bay City, Mich., Manufacturers Working to Capacity to Keep Pace With Orders

BAY CITY, MICH., September 9.—The Delpheon Co. in this city reports the closing of a splendid summer business, and the factory is working to capacity at the present time endeavoring to keep pace with the orders received from Delpheon dealers throughout the country. The sales during the summer months were very gratifying, and the demand for Delpheon products for the first two weeks of fall indicates that these instruments are meeting with a ready sale in all sections.

Walter Verhalen, Delpheon distributor at Dallas, Tex., spent a few days at the factory recently, and before leaving for the West handed Sales Manager Gresser a good-sized order for immediate delivery. Mr. Verhalen spoke optimistically of the business situation in the Southwest and his order substantiated his optimism.

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.



This handsome metal enameled display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium and 2 doz. loud, each package containing 50 WALL-KANE needles, retailing for 15c. costs the Dealer \$5.80.

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 9½c.

JOBGING TERRITORIES OPEN

Progressive Phonographic Supply Co.
145 West 45th Street, New York



This Trade-Mark on a Record Album Stands for Quality

A complete line of albums—from the lowest-priced good album to the finest metal back album made.

Write for sample of our 3 grades

New York Album & Card Co., 23-25 Lispenard St., New York



HEINEMAN FORCE AT POLICE GAMES

Entire Staff of Otto Heineman Enjoy Most Delightful Outing at Sheepshead Bay on August 24—Heineman Officials Also Attend

As a mark of his appreciation of the untiring efforts of his staff during the summer months, Otto Heineman, president of the Otto Heineman Phonograph Supply Co., extended an invitation to the members of his office force to be his guests at the police field games held at Sheepshead Bay on August 24. A week prior to the games Mr. Heineman, realizing the splendid purpose for which these games were being held, purchased several hundred tickets and used about seventy-five of these tickets for Saturday's outing.

The offices of the company were closed at 11:30 and all of the employes assembled at the executive headquarters, 25 West Forty-fifth

WALTER S. GRAY
San Francisco
Chronicle Bldg.

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

NEEDLES

enjoyed immensely, especially the thrilling match race between Ralph De Palma and Dario Resta. In this race De Palma broke the world's record, covering ten miles in five minutes and seven and two-fifths seconds.

After the games were over the return to the

gathering, including Otto Heineman, president and general manager of the company, accompanied by Mrs. Heineman; Adolf Heineman, assistant general manager; W. H. Pilgrim, assistant general manager; John Cromelin, general sales manager; M. E. Schechter, Eastern sales manager, and Joseph F. Higgins, purchasing agent.

INTRODUCES THE LIBERTY STYLUS

Nelson C. Ovatt, formerly president and general manager of the Duo-Tone Co. of Ansonia, Conn., resigned his position with this company recently, in order to devote his entire time to the manufacture and sale of a new stylus, which he invented. Inasmuch as the manufacturing profits are to be invested in Liberty Bonds, the new stylus has been given the name "Liberty." It is being marketed by the Liberty Stylus Co. of Detroit, Mich.

The Liberty Stylus has won considerable praise from members of the trade, who state that it has a very sweet tone, is exceptionally free of surface scratch and has several distinctive features. One of the most important sales arguments in behalf of the Liberty stylus is the fact that it is replaceable and the user may remove the stylus and replace it at will, thereby enhancing its value considerably.

The Liberty stylus is semi-permanent, playing from one hundred to three hundred records, and in some instances as many as five hundred records have been played with a single stylus. It is manufactured in full, medium and soft tone, and is marketed in packages of three needles to a package.

VISITING EDISON LABORATORIES

H. B. Stone, mechanical supervisor of the Edison Canadian jobber, W. H. Thorne & Co., Ltd., of St. John, N. B., is spending ten days at the Edison laboratories in West Orange, N. J., taking a "post graduate" course in motor construction and cabinet finishing.



Heineman Force on Way to Sheepshead Bay

street, New York, where a specially chartered Fifth Avenue bus was placed at their disposal. An interesting feature of the preliminary festivities was the appearance of an official photographer, who took the photograph that is shown herewith.

En route to Sheepshead Bay the bevy of fair young ladies from the Heineman offices acted as hostesses to several aviators from Mineola, who accepted an invitation to join the Heineman party. Track boxes had been reserved, and during the course of the games refreshments were served at timely intervals. The games were

city was the occasion for unusual speed records for an automobile bus, and, in the absence of "OkeH" records, several fair members of the party proved to the satisfaction of all present that they possessed voices of exceptional promise. The aviators joined in the choruses, and also sang their famous number, "Let's Go." The day was voted a signal success, and all members of the party expressed their appreciation of Mr. Heineman's kindness and consideration in arranging for this enjoyable outing.

In addition to the members of the office force the company's executives also attended this

AMERICAN



No. 22



No. 13



No. 5



No. 8



No. 9



No. 10



No. 11

Dealers are sometimes judged by the merchandise they sell, therefore, the name, grade and design of merchandise is an important factor. Seven models. The Americans are delivered on their merits and stay sold.

**American
Phonograph Co.**
39 Fountain Street, N. W.
GRAND RAPIDS MICH.

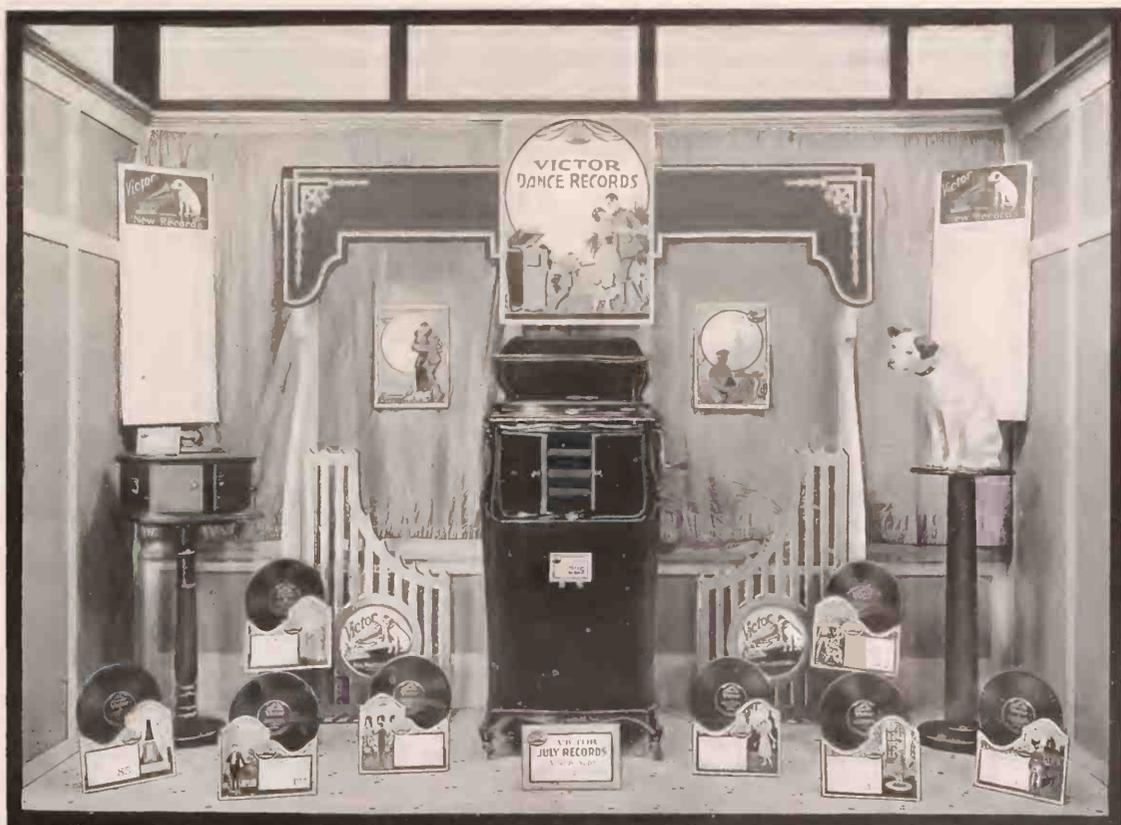
Mr. Victor Retailer

THOUSANDS OF PEOPLE
PASS YOUR STORE DAILY!

WHAT ARE YOU DOING TO ATTRACT THEM?

Your windows are your best advertising opportunity to drive home to all who pass what they should know about your merchandise..

Window Displays *without* attractive show cards, that inform the public what you have to sell, are like having dummies for salesmen.



If you want a "Victor" Sign Service that is superior to others in originality, construction, quality and quantity—and retails at a wholesale price—

THE ANSWER IS ON THE FOLLOWING PAGES

ED. USOSKIN, INC., Makers of Signs and Show Cards for over 12 Years.

An Unusual

Victrola
Style # 225

**VICTOR
JULY RECORDS**
Now On Sale
We will gladly play them for you

Victrolas
Electric Models.

A la luz de la luna
(En la Nochebuena)
A Wonderful Medley by
Caruso & Gogoriza
Victor
No. 8963 12 inch 1.40

Orpheus - Ballet
(Chorus of the Gods)
Presented by the
Philadelphia Orchestra
Victor
No. 1456 12 inch 1.50

**There's a Little Blue Star
in the Window**
The Beautiful Melody is by Sonny Rust
Victor
No. 12482 10 inch 85¢

Two Medley Dance Numbers
Played by the Two on the Accordion
WAR BALLAD MEDLEY
ECLIPSE MEDLEY
Victor
No. 18446 10 inch 85¢

JUST LIKE WASHINGTON
CROSSED THE DELAWARE!
GEN PERKINS WILL CROSS THE RHINE
The Original and Latest Tune by
Victor and His
The Delicate Lyrics by
HOWARD JOHNSON
Sung by
Dorothy Lamour
Victor
No. 8488 10 inch 85¢

You will enjoy Dancing to the New
**VICTOR
DANCE RECORDS**

War Ballad Medley
Eclipse Medley
The Rainbow Girl
Oh Lady! Lady!

For Trot
One Step
Medley for Trot
Medley for Trot

Come In and
Hear Them

A New Record by
Arthur Guy Emery
**YOUR LIPS ARE
NO MAN'S LAND
BUT MINE**
Our Phrasing - Song Program
The Most Beautiful Song
**OUR COUNTRY
IS IN IT NOW**
by the Same Author
Victor
No. 8490 10 inch 85¢

Little Mother of Mine
A Beautiful Ballad Sung by
Julietta Cortina
Victor
No. 8744 12 inch 1.00

**From North South
East and West**
Victor
No. 8020 12 inch 1.25

The Rainbow Girl
Victor
No. 8120 12 inch 1.00

**Bring Back my Soldier
Boy to Me**
A Beautiful Song Sung by
OLIVE KLINE
Victor
No. 4515 12 inch 1.00

Offering!



SIX REASONS WHY YOU SHOULD SUBSCRIBE FOR THIS SERVICE!

The Service begins with October. You're just in time to get in on the first issue!

Your Wholesaler can supply you

and Your order in today!

- 1 INCREASE IN SALES
- 2 ATTRACTIVE WINDOWS
- 3 A REAL "VICTOR" SERVICE
- 4 MOST PRACTICAL OUTFIT MADE
- 5 BETTER CARDS FOR LESS MONEY.
- 6 ENTIRE NEW SET OF SIGNS EACH MONTH

THIS IS WHAT YOU GET EACH MONTH

- 3 {
- 1 - 22 x 28 Card Sign
 - 2 - 11 x 14 " "
 - 1 - 7 x 11 " "
 - 11 - 3 x 5 Price Cards
 - 8 - Record Easel Signs

**EVERY MONTH NEW DESIGNS!
EVERY MONTH NEW COLORS!**

FILL IN AND SEND TO YOUR WHOLESALER

.....191

Wholesaler

KINDLY ENTER OUR ORDER WITH ED. USOSKIN INC. 230 WEST 17 TH ST. NEW YORK, FOR ONE YEAR'S SUBSCRIPTION TO THEIR SPECIAL MONTHLY VICTOR SIGN SERVICE FOR WHICH WE AGREE TO PAY \$2.50 PER MONTH PLUS POSTAGE, FOR TWELVE MONTHS.

Name

Address

Town State

Don't Waste Good Records for Display Purposes!

THEY SCRATCH, WARP AND SPOIL



“CARDO” IMITATION RECORDS

FOR ALL ADVERTISING AND DISPLAY USES

ORDER THEM THROUGH YOUR WHOLESALER

Packed 24 in a Box

10 Black Labels	} \$ 3³⁵
6 Red “	
4 Blue “	
4 Purple “	

Manufactured by **ED. USOSKIN, INCORPORATED**
Mounters and Finishers
230 West 17th Street, New York

GET A SET FOR USE IN CONNECTION WITH OUR WINDOW DISPLAY SERVICE.

What Victor Wholesalers Say About Our Service.

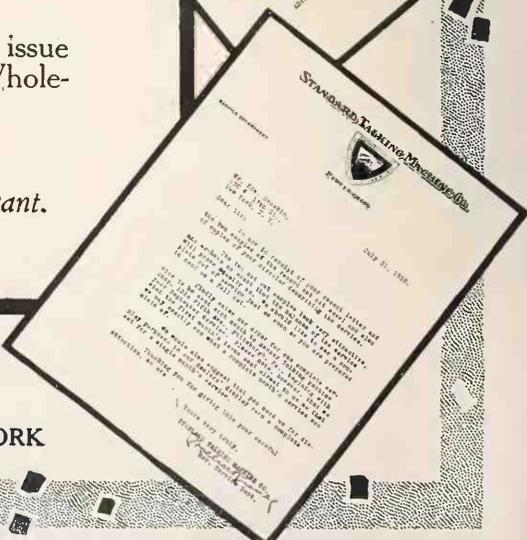
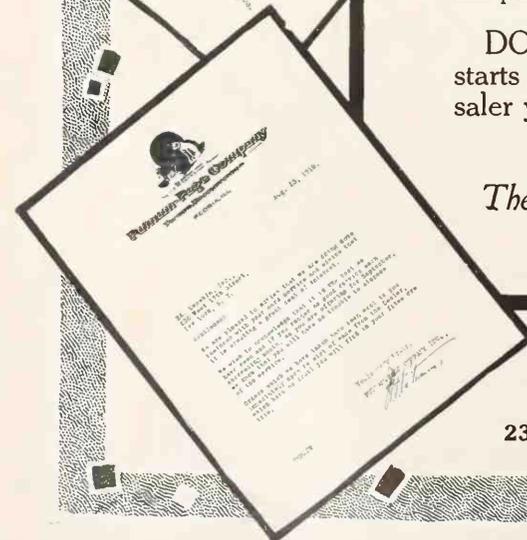
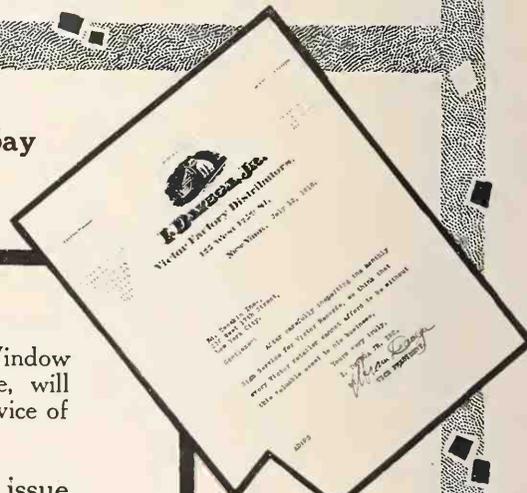
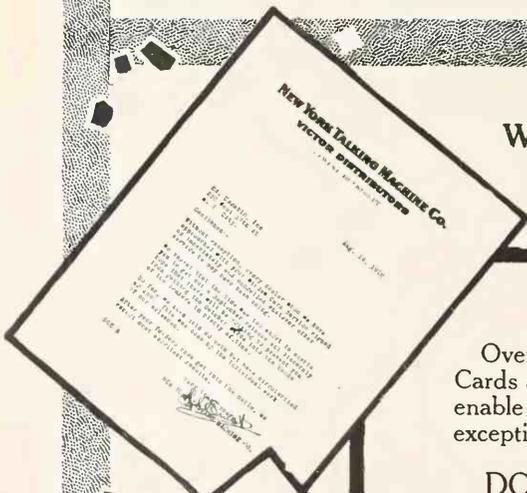
Over twelve years of specializing in Window Cards and Displays for the Retail Trade, will enable us to give you a Victor Sign Service of exceptional merit.

DON'T FORGET, the first issue starts in October. Send your Wholesaler your order at once.

The Service you will eventually want.

ED. USOSKIN, INC.
Printers & Lithographers

230 WEST 17th STREET, NEW YORK



Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the nineteenth 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 such expansion oftentimes neglected wholly or in part.—Editor.]

THE QUESTION OF GERMAN MUSIC

When thousands and thousands of automobiles enjoyed an unwonted respite from their toil on the last Sunday in August at a simple request from the Fuel Administrator of the United States, more than one practical thinker heaved the proverbial sigh of relief and exclaimed, "Thank heaven, the country is at war at last." The implied gibe was not without an appositeness of its own. In very truth, so much is being uncovered day by day that one finds it easier and easier to bring forward for discussion, and even to secure the adoption of, ideas which even a few months ago would have been considered altogether beyond debate. We are at war; and thank the Lord we really know it now!

Music of Enemy Origin

All of which is a preliminary, more or less apt, to certain remarks we are desirous of making about the question of German music, in reference to the talking machine especially. Up till now there has been very little talk, apt or inept, about the matter, probably because it has not as yet been presented to the minds of the trade definitely enough. But the time is surely coming when the patriotic public, as represented in the national, State and local Councils of Defense, and in similar organizations, will begin to cry for some sort of a ban on the music of the Hun. What follows is written for the special purpose of preparing the talking machine dealer for an agitation regarding music of enemy origin, which is sure to come.

In the first place, it is evident that the events of the past year have had an influence enormously powerful upon the sentiments and feelings of the people towards all matters of patriotic import, whether of intimate or remote interest. The American people are at war, and are thoroughly conscious of the fact. The enemy mesmerism seems to be dissipated, and it is more and more evident that nothing is to be allowed to interfere with the ruthless and successful prosecution of the war to the utmost of American power. Now, it is becoming well known—and indeed the progress of the discovery measures the progress of American determination in the war—that the enemy of mankind has not scrupled in the least to utilize for his purposes every possible weapon of education and suggestion. He has worked very largely in past years through the medium of the arts; and in none of these so successfully or thoroughly as in the art of music. For many years the people of the United States have been patiently educated into the belief that German music is not only the best, but the only genuine music; that German musicians are the only thorough musicians, German editions the only good editions, German teachers the only good teachers. Idiotic as it may seem in the light of what we now know, the fact remains that the names German and Music had become almost synonymous in the American mind. We had become quite completely hypnotized and most of us were even boastful of our mental slavery.

Reaction

Now, any one who knows the workings of mass-suggestion knows that, when a wrong thought is exposed and the current of mental action is reversed, the reaction is always equal to the previous action. The pendulum swings in one direction just as far as it swung in the opposite direction previously. The reaction against German thought will certainly take the form of a reaction against German music; and

that will include and affect all music of German origin reproduced for the talking machine.

Modern Frightfulness

Now, it would be a calamity if the music of Mozart and of his immediate predecessors and successors were altogether cut out; but it would not in the least be a calamity if every single bit of modern German composition, everything written since Mendelssohn and Schumann, in fact, were dropped entirely. Modern German music is mostly bad and often pathologic. The ravings of Strauss, Schoenberg and Reger are often unspeakably unintelligible, and it is safe to say that they have done the world simply no good at all. On the other hand, by removing from our shelves all stocks of such stuff, we should simply be making way for an immense quantity of really first-rate "Allied music" as it might be called; music which we have never known and which we ought to begin to know from now on.

The New Demand

Talking machine dealers might, I think, begin to take action at this juncture, action that will ensure them the profit of the changes impending in public demand, while at the same time freeing their own mentalities of the cloud of mesmeric worship of the Hun and his music, which has for so long concealed the truth. In the first place, it is decidedly desirable that we should have some clear understanding of the position of the German in music and of the relation of other national schools to the German. We shall find our appreciation of our Allies, and of ourselves, too, growing greatly as a result, and we shall be able in consequence to adopt a policy for the future sale of records of artistic music, which will in every way coincide with the condition of public opinion and likewise prepare for the permanent development of a free and untrammelled American musical culture after the war.

To put it most briefly, it is worth our while, both as men and women deeply interested in the music business and as American citizens deeply interested in the total extinction of the Hun's power to harm, to learn something of the truth about the music of our Allies, and to gain enough knowledge to give us at least a

desire to acquire more knowledge of the same sort. The more we know of the music of France, Britain, Italy, Belgium and Russia, the better it will be for us.

"Scrap 'Em!"

There is another point worth our consideration before we turn to the actual facts of Allied music history. Records in the German language are really, as it happens, not so very many, and most of them are either German folk-songs or selections from the Wagnerian dramas. It is unfortunate that the good should suffer with the bad, the innocent with the guilty, but one may say without much regret that if every talking machine dealer were at once to discontinue the sale of German-language records, he would lose little or nothing by the act, while he would certainly gain much in the way of prestige.

Italy

Let us first consider very shortly the case of Italian music. Italy is our Ally and has borne with much patience and colossal energy a burden scarcely appreciated outside her borders. Her aid has been invaluable. There was a happy time during our earlier and more innocent days when we in this land loved Italian music and especially Italian opera. It speaks volumes for the good common-sense that underlies all our American thought after all the mesmerism of German suggestion, that we have never entirely lost our love for Italian music. And why should we not love it? Italy has always been the home par excellence of music. Italian is the accepted musical language, in which all musical expression is indicated. Italian technical terms are understood by musicians and music-lovers the world over and need no translation. The greatest German composers, Bach, Haydn, Mozart and Beethoven (dead and gone a hundred or more years since), all used Italian terms, signed their names in the Italian style and wrote the music for Italian libretti. As it fortunately happens, Americans have always liked Italian singers, mainly because they are the best singers in the world. Hence, Italian records by Italian singers of Italian music are the most popular records in

(Continued on page 56)

7th Floor

229 Fulton Street

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

New York City

Phone, 1678 Cortland



The New Non-Set Record Stop is a Self-Starter for Sales. Found only on the New Model Grafonolas!

Columbia Graphophone Co.
NEW YORK

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 55)

the catalogs. So you are safe and more than safe in boosting them now more than ever and in saying over and over again that Italy is the home of music, Italian song the mother of song, and Italians the inventors of the fiddle, the piano, the organ and the musical scale. What more can you ask than that? So much for the first of our Allies.

Belgium

Now, poor Belgium, outraged, ravaged, forced to endure four years of slow death attended by unnamable horrors, Belgium is also entitled to be known as a mother-land of music. For it was in Belgium that during the middle ages church music reached its greatest heights of beauty. Counterpoint, the basis and cornerstone of all music, was taught to the German Bach by the Belgian pioneers, such as Ockeghem and his school. The great school of organ playing from which all our modern work takes its root, and whose latest genius was Bustehude, from whom Bach himself and Handel learned their first lessons of true art, was Belgian in conception and development. To-day the greatest living violinist, Ysaye, is a

Belgian. The greatest of recent composers, Cesar Franck, king and father of the modern Gallic school, died in 1894. The finest collection of wind instruments in the world is in Brussels and the curator of the museum of the Brussels Conservatory, where these instruments are found, is the greatest authority on wind instruments in the world. Belgium has turned out great musicians, great executants, great composers; she has above all maintained the beauty and glory of her wonderful carillons, those lovely bells which, from the cathedral of Malines, from Ghent, from Antwerp, from poor Liege, from murdered Ypres, have for centuries played for the people their daily and nightly hymns, floating in heavenly tones through the peaceful air. The fine art of carillon playing is peculiarly Belgian and nowhere else has its ethereal beauty been maintained with such fidelity. Boost Belgian music all you can. It is good, yes, great; and supremely beautiful.

La Belle France

What need to enlarge on lovely France, France who taught Mary Garden to sing, France of Pol Plancon, of Marcel Journet, France where the Pole, Jean deReszke, found his most gracious welcome, France which sheltered that other Pole, Chopin, the poet of the piano, France of Charpentier's lovely Louise, of Gounod's Faust, of Bizet's Carmen, France of Lully, who made opera great, of Rameau, who made modern harmony clear, France whose players of oboe, clarinet and horn are the world's masters; what shall we say of her? Who can hear that lovely voice of Garden telling the love and woe of lovely Louise, or the mystic beauty of Melisande, without wanting to love France, her language and her genius. Boost France, dear sir, and French music. It is good and great.

This has all been very sketchy and has omitted mention of Britain, or of the other nations struggling for freedom, such as Poland and Bohemia. But enough has been said to clear up the main point; and I shall return to the subject later. Remember this anyway; that Allied music is to be boosted from now on, for both patriotic and practical reasons.

B. M. ALTER NOW IN SERVICE

B. M. Alter, a former member of the staff of the Boston Book Co., and a brother of the president of the concern, was a recent visitor at the company's New York offices. He is now a member of Uncle Sam's forces and made the trip prior to his new assignment.

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.

CHANGES IN CINCINNATI TRADE

Fritzsch Talking Machine Co. Removes Retail Salesrooms—Otto Heineman Phonograph Supply Co. Discontinues Local Branch

CINCINNATI, O., September 10.—A decided shortage in talking machines of all kinds is the prospect for the trade in the Middle West for the remainder of the year. This, at least, is the prospect for the Cincinnati district.

The condition at this writing appears to be due to the lack of shipping facilities and the buying public gobbling up what was in sight. Take the Starr Piano Co.'s Cincinnati branch, which closed the month of August without a talking machine on the floor, the entire stock having been cleaned up. The prospect of getting more from the Richmond factory is not very good for the time being.

The Fritzsch Talking Machine Co. has decided to close its Fourth street salesroom. This will be consolidated with the factory on West Seventh street, east of Plum, which is well located for retail trade.

The Cincinnati branch of the Otto Heineman Phonograph Supply Co. has been closed, and C. W. Neumeister, who was in charge of the Middle West district, will return to New York City. Just now he is confined to his home, suffering from the after-effects of an operation on the tonsils.

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.

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
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

Not Merely a Phonograph or Talking Machine

But

The Final Word in Reproduction of Tone and Craftsmanship



Something New and Entirely Different

The Talking Machine Industry has always been thoroughly awake to the importance and necessity of advancement, the sanitary flush top, the balanced cover support, universal tone arm, tone modifier, automatic stop and design of cabinets all have contributed their share toward making the Talking Machine an attractive piece of furniture.

We have all these improvements and have added a lighting system which lights the entire cabinet, being indirect in the cover and the filing compartment completely lighted, YOU CAN READ THE RECORD IN THE CABINET.

A Dream Come True

Even in this day of artificiality the restless spirit of progress, with enthusiastic endeavor and love of achievement, has accomplished things heretofore dreamed of, that the reproduction of tone which would fully exemplify the artistic requirement of musical art be resonated from an exquisitely built and perfectly designed instrument.

Quality vs. Price

It being our object to build an instrument of quality, price has been a second consideration, yet we have been able to build a popular priced line due to the fact that Grand Rapids is the furniture city of the world, placing at our command the best of furniture workers and materials necessary in the proper construction of high grade furniture.

Exclusive Designs for Discriminating People

The Art Craft is the product of an inspiration to meet the demands of artistic refinement for the cultured music-loving ear, and for those who desire the harmonies which belong to "The House Beautiful"—the things that grace the surroundings in well appointed music and drawing rooms, the latest and most complete innovation presented to the music world.

Unless you are handling the Art Craft Line you are not offering your customers all that a given sum of money can buy.

▼
Attractive Proposition
for
Dealers and Jobbers

▼
WRITE TODAY

Are You
"PREPARED"
 for the
 Holiday
 Business
 with an
 Instrument
 that will
 sell by
 Comparison ?

▼
 Six
ART MODELS
 \$115 to \$350



The Art Craft Company

MANUFACTURERS OF

The Art Craft Line

PHONOGRAPHS

GRAND RAPIDS, MICHIGAN

ENORMOUS TRADE LOOKED FOR AT ALL SOUTHERN POINTS

With Cotton Above Thirty Cents People of Atlanta and South Have Money to Spend and No Small Share of It Will Find Its Way for Talking Machines and Records

ATLANTA, GA., September 8.—Conditions in this city continue very satisfactory, and from the reports following it can be seen that business is progressing nicely.

The Haverty Furniture Co., Columbia and Pathé dealers, possibly the largest retailers of phonographs south of New York, having a chain of stores in Georgia, South Carolina, Alabama, Tennessee and Texas, say that their business for August was only slightly less than in July, which was the largest month with them this year. They expect a continued active business during the rest of 1918.

I. M. & R. D. Bame, Victor and Sonora dealers, report that their August sales were very fine, and that they have never seen as much cash in evidence as at the present time. They are buying all the stock that the factories will supply them with and look for a record autumn business.

Phillips & Crew Piano Co. are understood to be doing an excellent business. They are Victor jobbers, and have a retail store in connection with their warehouses, but so active is the demand for Victrolas and Victor records that they are using practically their entire wholesale stock to supply their retail demand.

This concern continues to put forth the very highest class of advertising in the daily press, and no doubt a considerable measure of their success can be traced to this.

The Atlanta Talking Machine Co., which is the original Columbia store in Atlanta, having succeeded to the original retail store of the Columbia Graphophone Co., under the efficient management of W. G. Sunderland, whom they have recently employed, is doing the largest business of any period in recent months. Immediately upon Mr. Sunderland connecting with them, their sales took a spurt, and they are more than ever an active figure in the talking machine world. They, in common with other dealers, expect a continuance of the present era of prosperity for an indefinite period.

The Cable Piano Co., Victor retailers, and the largest in this section, are enjoying a large volume of business, with no apparent decrease in sight. They are selling all they can get, and about as fast as they can get the Victrolas in and place them on the display floor they are sold, in fact, frequently they are simply remarked and expressed to some neighboring town, or at once placed on a truck and delivered locally. With the very large buying power of the Cable Company, and the unusual efforts they make to get and keep a supply of Victrolas on hand, this certainly indicates "some" business.

Mr. Purdy, manager of the Diamond Disc Shop, states that his August business was quadruple the volume in August, 1917. He reports that he received recently twenty-five of

the better grade Edisons, and sold them all in a few days. His cash business, cash on first payments and record business is far ahead of anything prior to this time. Frieda Hempel's records are selling excellently.

Chamberlin-Johnson-DuBose Co., Victor and Sonora dealers, are continuing a most satisfactory business. They have in the past ninety days sold as much as they did in the first five months of the year, and their sales volume is constantly increasing. Mr. Edward Brotherton,

manager of the talking machine department, expresses the opinion that things have just begun to "open up."

The Dictaphone, Mr. Brown, manager, report that August was the largest month they have ever known in the history of their business, the increase over last year being about 300 per cent., and they have in sight a large volume for September.

With the price of cotton far above 30 cents and still advancing, and the fact that every big shell or rifle cartridge fired in the Allied armies, uses up cotton, and every truck that moves requires cotton on the tires, there is no question but that the South is "in the saddle" in a business way as it has never been before.

TAX DISCUSSION HURTS RETAIL TRADE IN LOS ANGELES

Business Astonishing for Month Despite Vacations—New Revenue Bill Created Uneasiness for a Time—Important Meeting of Retail Talking Machine Dealers' Association—News of Month

LOS ANGELES, CAL., September 5.—Business was certainly astonishing during August and this was especially pleasing to the music houses inasmuch as it has always been considered one of the slowest months in the year, so many people being away on vacations and not returning until in September. Every house in Los Angeles, without exception, had a banner month and the only worry now is the shortage of stock. From present indications this will be a serious factor in the amount of fall business of the local merchants. A good many persons got in on the old Edison prices and secured their machines before the raise on September 1.

Many owners of talking machines at the present time have been worrying about the proposed Government revenue war tax, which has been reported as high as 25 per cent. These reports have, of course, hurt business to a certain extent, a great many persons hesitating about purchasing an instrument for fear that it will be heavily taxed after they get it home. The local Talking Machine Dealers' Association sent telegrams to the three largest factories, Victor, Edison and Columbia, asking for information on the subject and the answer from all three was practically the same—namely, that the tax would not exceed 10 per cent. in all and would be a gross tax at the factory which the consumer would ultimately have to pay, also that this tax does not apply to machines purchased prior to the passing of the Revenue bill.

The local Red Cross has been doing some excellent work during the last two or three months in supplying the soldiers and sailors with machines, records and all kinds of musical instruments. These are much appreciated by the boys in the service and bring them much enjoyment at the various camps.

Captain Frank Hanford, of the United States Medical Corps, who has just been called into service, purchased an Army and Navy Model Edison Diamond Disc from the Southern California Music Co. to be sent to whichever cantonment he is assigned to.

Earl S. Dible, for many years connected with the talking machine line in southern California, has accepted a position with Sherman, Clay & Co., of San Francisco. Mr. Dible will be either at the main store or in Oakland.

The Retail Talking Machine Dealers' Association of Southern California held their regular monthly meeting August 20 at the Starr Piano Co. on South Hill street, there being about fifteen houses represented. Samples of their new stationery were passed around to the members and the design was much admired by all present. Several important matters of business were discussed and the following schedule for trade allowances on talking machines was adopted: 1, cylinder horn machines, \$5 maximum; 2, table machines, 33⅓ per cent.; 3, disc horn machines, 15 per cent.; 4, cylinder Amberola covered, 25 per cent.; 5, disc, hornless, uncovered, 33⅓ per cent.; 5, disc, covered, obsolete style, three years, or older, 50 per cent.

One of the dealers, a member of the association, having a grievance against one of the well-known talking machine manufacturers in the East, the matter was taken up by the association and referred to a committee for adjustment. George S. Marygold, vice-president and general manager of the Southern California Music Co., made an interesting talk about the forming of a similar association in San Diego. Mr. Marygold was present when these dealers had their first meeting and said they were all very enthusiastic and immediately passed a rule to limit talking machine contracts to twelve months.

Irving Andrews, of the Andrews Music Co., has just returned from Catalina Island, where he and his family spent an enjoyable vacation.

Herman Beck, manager of the talking machine department for the George J. Birkel Music Co., reports business fine, and recently on a Saturday sold six machines, all Victrola X's.

Mr. Boothe, of Barker Brothers, is more than pleased with their summer business and says his only worry at present is where to get enough goods to run them over the holidays.

The "VANOPHONE"—RETAILS AT \$15



VANOPHONE MODEL B

Guaranteed in every detail by a company of country-wide prominence

☞ In design, tone quality and construction, the Model "B" Vanophone compares very favorably with the standard high priced machines.

☞ The Vanophone is noteworthy for the excellence of its reproducer—the "Artois," the durability of its motor and the artistic design of its cabinet.

Write today for trade prices. Immediate deliveries assured

The Garford Mfg. Co., Elyria, Ohio

WAR REVENUE BILL GOES TO HOUSE OF REPRESENTATIVES

Talking Machines and Records Subjected to 10 Per Cent. Excise Tax on Manufacturers' Price—Removed From Luxury Class, Thanks to Efforts of Trade Committee

WASHINGTON, D. C., September 4.—Shortly after noon yesterday the Ways and Means Committee reported to the House the new eight billion War Revenue bill, the largest revenue bill ever presented to any legislative body in the world, and it was announced by the House that consideration and debate of the bill will begin on Friday. It is hoped that the bill will be passed by the House before the end of next week, when it will go to the Senate for consideration.

On Friday the Senate Finance Committee will open hearings on the measure. The hearings will be limited to one week and will not be extended for more than ten days. At the present time no announcement has been made as to whether the talking machine interests will be represented at the Senate hearings, although it has been reported that little organized effort will be made to have changed the present paragraphs, as they relate to the excise tax on talking machines.

Due to the efforts of H. L. Willson, of the Columbia Co., representing the trade at large, attempts to include talking machines and records among luxuries and liable for a special

tax on the retail selling price were frustrated, and the bill as presented to the House provides a 10 per cent. tax on the manufacturer's price. In other words, a 7 per cent. increase over the present war excise tax. Talking machine men also declared themselves pleased with the fact that there has been no discrimination in the tax on musical instruments in the new bill, and that pianos were also included with talking machines and other instruments, as being subjected to its provisions.

Section 900 of the bill relating to excise taxes and covering musical instruments reads in part as follows:

Section 900. That there shall be levied, assessed, collected, and paid, in lieu of the taxes imposed by section 600 of the Revenue Act of 1917, upon the following articles sold or leased by the manufacturer, producer, or importer, a tax equivalent to the following percentages of the price for which so sold or leased.

(4) Pianos, pipe organs, piano players, graphophones, phonographs, talking machines and records used in connection with any musical instrument, piano player, graphophone, phonograph, or talking machine, 10 per centum.

FOUND TRADE OPTIMISTIC

J. F. Collins, General Sales Manager of the Pathé Co., Tells of Successful Trip

Joseph F. Collins, general sales manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y., returned recently from an extensive trip, which included a visit to the Pathé jobbers and dealers in Michigan, Ohio, New York, Pennsylvania, Georgia and Florida. In a chat with The World Mr. Collins spoke enthusiastically of the business situation in this territory, stating that during his twenty-two years' association with the talking machine industry he has never found the trade so optimistic and encouraging in their predictions for the future.

Mr. Collins states that the dealers and jobbers are viewing the situation from the correct viewpoint, and are stocking up now in order to handle fall and holiday trade properly. The public as well as the dealers as a whole realize that phonographs and records must retail for higher prices than last year, and the dealers, recognizing the tremendous increases in the cost of labor, raw material, transportation, etc., are working in close co-operation with the manufacturers and jobbers.

JEWEL LABORATORIES ENLARGED

H. J. Smith, the well-known jewel manufacturer of Newark, N. J., recently enlarged the laboratories of his company. Several new employes were also added to the experimental department. Mr. Smith will shortly make a trip to a Western recording plant where his services are desired in the reproduction department. He has had many calls from large record companies during the past few months, and recently returned from a Canadian record factory, after spending several weeks in their recording rooms.

MULTUM IN PARVO

C. A. Hanson, factory manager of the Columbia Graphophone Co., Bridgeport, Conn., is credited with the remark, "No one's responsibility ceases this side of a satisfied customer." There is a book full of truth in these few words, and they should be read and re-read by every business man who desires to succeed, for a satisfied customer means inevitably and necessarily a large and profitable business.

DAVENPORT CABINET WORKS
Davenport, Iowa
MANUFACTURERS OF PHONOGRAPH CABINETS

REPORT LARGE SALES TOTALS

C. L. Byars, of the Aeolian Co. Branch in Cincinnati, Tells of Progress

CINCINNATI, O., September 5.—C. L. Byars, of the Aeolian Co.'s branch in this city, states that August sales totals showed a substantial gain over last year, and that September is proving equally as satisfactory. Owing to abnormal conditions, however, it is very difficult to organize an efficient sales force for the fall work, and this problem is one of the most important confronting the executives at the present time. There are plenty of prospects for instruments and the company has every reason to expect a splendid fall trade, if it can secure the salesmen to take care of it. Mr. Byars spent a few weeks recently visiting St. Louis, where he has many friends and relatives.

The Jones Drug Co., Oregon City, Ore., is remodeling and improving its quarters and arranging for the installation of a large talking machine department.

W. A. WILLSON'S NEW POST

Appointed Manager of the Columbia Co.'s Educational Department

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this week the appointment of W. A. Willson as manager of the Columbia Co.'s educational department. Mr. Willson succeeds Frederic Goodwin, who resigned from this position the first of the month.

W. A. Willson has been business manager of the Columbia Co.'s educational department for the past few years, and in this capacity has won the esteem and friendship of Columbia dealers throughout the country. He is thoroughly conversant with every phase of educational work in the talking machine field, and his intimate knowledge of the vast possibilities of this branch of the business has enabled him to render efficient and valuable co-operation to the Columbia clientele. He is planning to introduce many sales ideas and helps the coming fall that can be utilized to excellent advantage by Columbia dealers, and he will be ably assisted in this work by W. H. Gould, sales manager of the department, who has been a member of the Columbia educational staff for several years.

DEPARTMENT REPORTS HEAVY GAIN

Business in Phonograph Department of Kaufman-Straus Co. During August Practically Double the Volume Handled During August, 1917—To Put on Tone Test October 9

LOUISVILLE, KY., September 5.—The phonograph department of the Kaufman-Straus Co., big department store of this city, under the management of H. V. Boswell, is reaping great business with the new Edison and Columbia machines and records. The department on August 1 moved into new and larger quarters on the second floor of the building, and despite the slight confusion of getting settled, recorded a volume of business amounting to 200 per cent. of their business in the department for the month of August, 1917. The department is equipped in an elaborate manner and a substantial stock of both machines and records is carried. Considerable business is being done with the soldiers in Camp Taylor. The Kaufman-Straus Co. is contemplating putting on an Edison tone test on October 9 and is at present arranging the details for a most elaborate affair.

OVERCOME THE STEEL SPRING SHORTAGE

BY USING

VEECO MOTORS

THE ELECTRIC WAY

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.

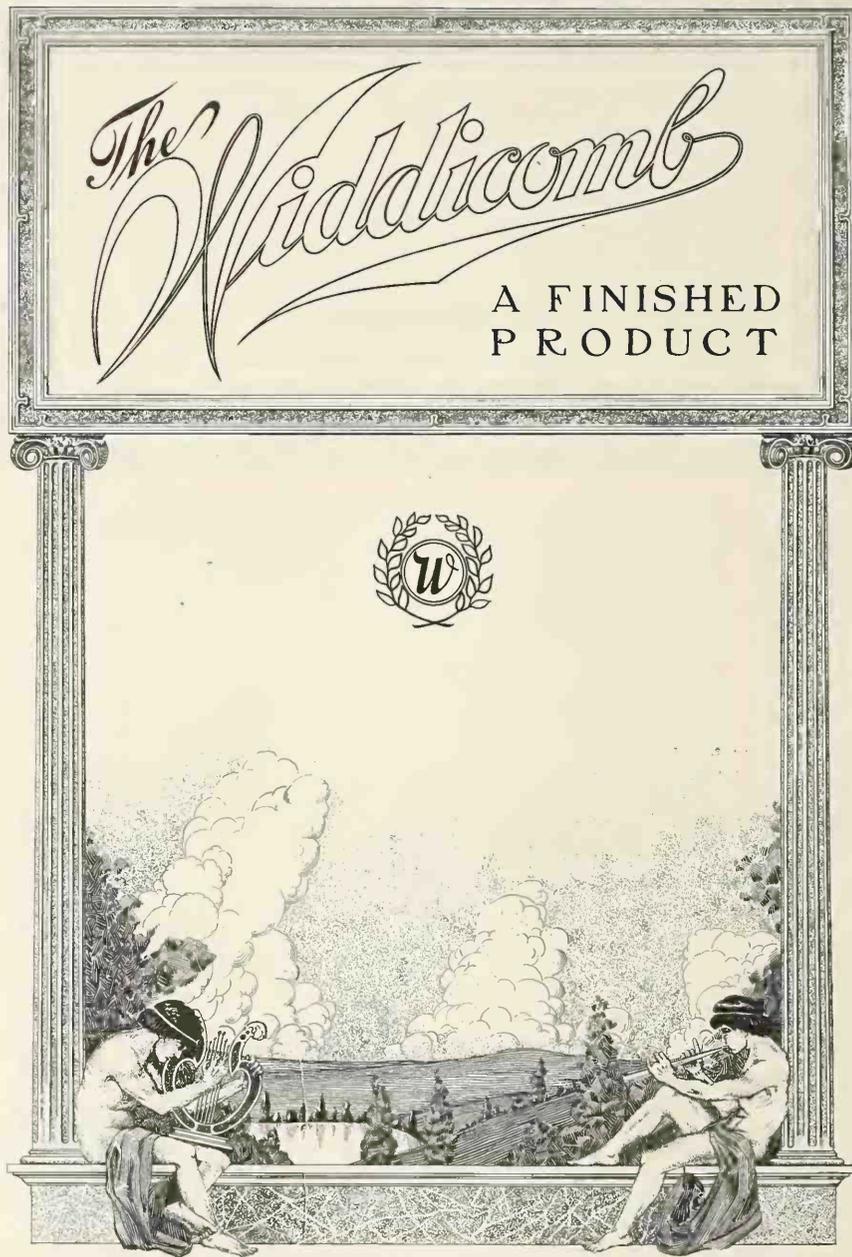
Send for a sample NOW and place your order at once for early fall delivery.

THE VEECO COMPANY

248 Boylston St.

Boston, Mass.

THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE FOR TALKING MACHINE MANUFACTURERS' USE



READY A new dealers' catalog, cover page of which is reproduced herewith, is now ready for distribution. The complete line of Console types and Uprights illustrated therein is ready to meet all competition. Send for catalog, make selection of sample line and be ready to take care of the business which is sure to come to you with a showing of the incomparable Widdicomb.

Phonograph Division

The Widdicomb Furniture Co.

GRAND RAPIDS, MICHIGAN

GAINS POINT FOR TALKING MACHINES IN WAR TAX BILL

H. L. Willson Appears Before Ways and Means Committee for Industry and Convinces Members That Machines and Records Are Not Luxuries—Combats Chamber of Commerce Views

As the result of a recent visit to Washington made by H. L. Willson, vice-president and general manager of the Columbia Graphophone Co., acting as chairman of the War Committee of the Talking Machine Industry, it is pleasing to note that the new War Revenue bill, when it was introduced in the House September 3, showed talking machines and records freed from the luxury tax proposed earlier in the session, and simply subjected to an increase in the present excise tax on the manufacturer's selling price.

Mr. Willson stated to The World that he had taken up with Elliott Goodwin, secretary of the Chamber of Commerce of the United States, the referendum of the War Finance Committee of the Chamber of Commerce to the effect that a gross sales tax of 20 per cent. be levied upon "victrolas and various other mechanical musical instruments" as luxuries, and filed a strong protest against the evident discrimination shown in selecting a trade-marked term as descriptive of the products of the entire industry. Incidentally, it might be said that the discrimination was evidently due to ignorance rather than to intent.

Mr. Willson next appeared before a special committee of the Ways and Means Committee of the House and spent considerable time in bringing before that committee facts regarding the talking machine industry as gathered by its war committee.

He called attention to the number of manufacturers, dealers and their employes who were dependent upon the industry, the amount of capital invested, and the important part talking

machines and phonographs were playing in the camps and in the trenches. He declared that to enforce a 20 per cent. gross sales tax would mean practically the killing of the industry.

The members of the committee appeared much impressed with Mr. Willson's arguments, and assured him that not only would talking machines and records be removed from the special luxury class in the new bill, but that there would be no discrimination shown against them as compared with other musical instruments including pianos, in the levying of tax assessments.

Although Mr. Willson spent only a brief time in Washington, his work was so carefully arranged that he succeeded in accomplishing unexpected results in the interests of the industry as a whole.

Regarding the question of steel supplies for the industry, Mr. Willson stated this week that the war committee of the talking machine industry was awaiting confirmation by the United States Chamber of Commerce, and that as soon as this recognition was secured the steel question would be taken up with the War Industries Board. Unofficial advices received by The World indicate that the favorable confirmation of the committee will be announced in a very short while.

The questionnaire sent out by the committee to the manufacturers of talking machines and parts has brought in a vast amount of information regarding the industry to be presented in Washington in support of its arguments for consideration, in the matter of steel and fuel allotments.

Some talking machine men believe that only executives will be left in the warerooms, but that these men can sell all of the machines that they will be able to get.

W. L. Schutz, proprietor of the El Paso Co., El Paso, Tex., is of the opinion that talking machines and records are not to be considered as side lines in the piano business, but instead constitute in themselves an important leading part of the music business. This, by the way, is in line with the views of a great many other piano dealers who have been able to finance their business through the sale of talking machines and records in times when the piano trade is unusually dull.

BIG CARUSO CONCERT IN ST. LOUIS

Tri-State Victor Dealers' Association to Hold Banner Session When Tenor Appears on October 22—Clever Work Saves \$1,100 in Obtaining Services of Orchestra—A Big Event

St. Louis, Mo., September 5.—The visit of Caruso here to give a concert on October 22 is going to be made a great event for the Victor dealers and the Victor owners. Already an unusual demand for Caruso records is reported.

The date of the concert is to be the signal for the gathering of the members of the Tri-State Victor Dealers' Association for their first annual meeting. This association was organized about a year ago and has never held a general meeting to which out-of-town members have been urged to attend. Several from a distance have attended some of the monthly meetings and more were present at the Koerber-Brenner Music Co. formal opening, when the association idea was explained to them, but that was a social occasion, not a business session. It is believed that the Caruso concert will prove a great attraction for the Victor dealers, who look upon the great singer as their best advertising card.

Rather an amusing story is being told of the Caruso concert plans. It was desired to employ the St. Louis Symphony Orchestra for the occasion, but the orchestra management asked \$2,300 for the concert and rehearsals, and so the Caruso managers employed the eighty members of the orchestra separately at \$11.50 each for the concert and one rehearsal. The orchestra management had asked \$500 for Leader Max Zach, who is spending the summer in Boston and would not be back until November 1, but the Caruso managers obtained the services of Leader Maronzoni, of the Metropolitan Orchestra in New York, for his expenses, or about \$250, which altogether effected a saving of about \$1,100 and leaves the local managers with a lot of explaining to do.

The Caruso concert here is one of two that the great singer will give. The other will be in Ann Arbor, Mich. He is giving these concerts on his own risk and gives 80 per cent. of the receipts to war funds—20 per cent. to Italy and 60 per cent. to the U. S.

Let us not be so engrossed in our little individual business establishments that we cannot give some time and thought to aiding in the big business of 1918, the feeding, clothing and freeing of the world.

WORK OR FIGHT LAW HITS ST. LOUIS

Talking Machine Salesmen Required by Draft Boards to Find Positions in War Plants—Local Fuel Board Issues Ultimatum

St. Louis, Mo., September 8.—The question of selling staffs is beginning to interest the local talking machine dealers. Several local salesmen have been called before draft boards recently to discuss the "work or fight" phase of the draft regulations. The first case reported was that the salesman was finally classed as a traveling salesman, although he does not leave the city and was permitted to stay on his job, "for the present at least."

Last week another case came up for decision and the man was ordered to seek other work at once. This man, a salesman for a piano house, has tried to enlist and cannot because of physical requirements. He was informed that the board could find limited service for him, which he concluded would be a clerkship at \$30 a month, so he sought a job in a shipyard and left for the East September 1.

Most talking machine men believe that as rapidly as their men come before the draft boards now they will be ordered into more essential work. So far the departure of members of the staffs has not been serious. Most of the men under thirty-one enlisted or took up more active pursuits without urging. But the men who will be affected by the new draft are more settled and most of them expect to make pianos or talking machines their lifework and are loathe to quit. The local draft boards have been somewhat slow in getting to this end of the work or fight business because of the many calls on them for men, but they have now realized the great big task they have before them and are organizing for more and better work. It is believed that this will include a rapid survey of the questionnaires and quick action against the non-essentials.

Already the local Fuel Board has notified piano and talking machine warerooms that they are listed as non-essentials, and that if there is any pinch on coal next winter they will be refused deliveries. Most of the warerooms are now provided with coal for the season.

THE "LIBERTY" STYLUS

Semi-Permanent Needle

Plays from 100 to 300 Records

The only Stylus or semi-permanent needle on the market that can be used, removed at any time and replaced in the needle holder without lessening the tone quality or damaging the record.

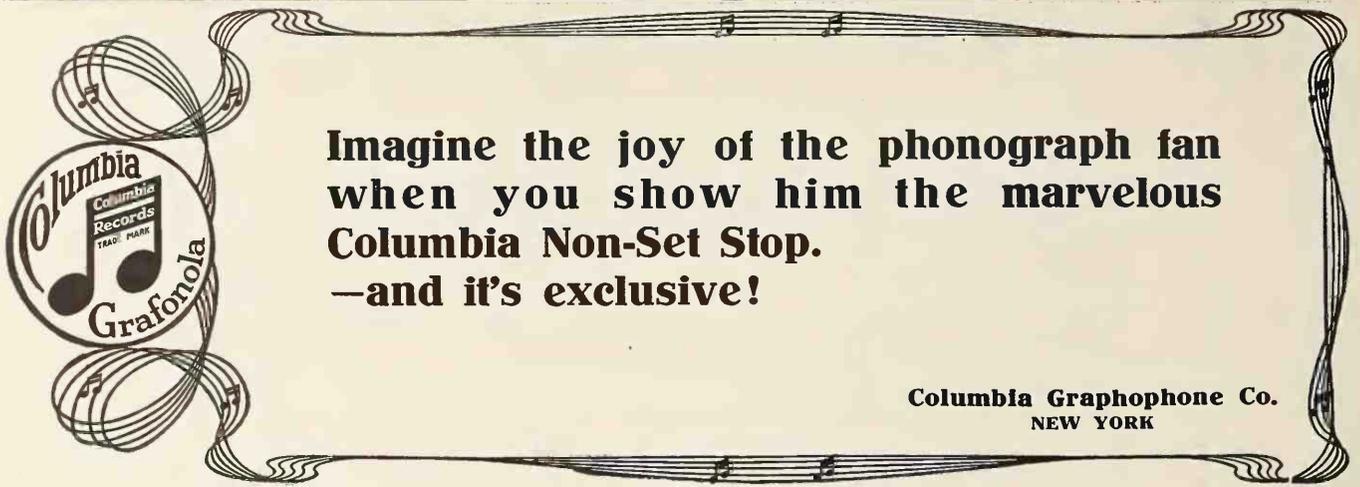
The Liberty Stylus is manufactured in full, medium and soft tone, and is marketed in packages of three needles to a package; 50 packages in a box.

The Liberty Semi-Permanent Needle is guaranteed to reduce surface noises to a minimum, and give a thoroughly satisfactory tone quality.

Samples to the trade free upon request

LIBERTY STYLUS COMPANY
Detroit, Michigan

Every dollar of our profits goes into Liberty Bonds.



Imagine the joy of the phonograph fan
when you show him the marvelous
Columbia Non-Set Stop.
—and it's exclusive!

Columbia Graphophone Co.
NEW YORK

DETROIT REPORTS GREATEST TRADE OF ANY MONTH

Dealers Express Pleasure at Showing for August, Which Was a Profitable One—Shortage of Stock Continues to Be the Great Complaint—Association to Meet in October—Exhibitors at Fair

DETROIT, MICH., September 10.—The local talking machine dealers, based on their experience of previous years, did not look for anything but fair business during August, but it is an actual fact that of the two dozen or more retailers seen by The World representative, 100 per cent. of them stated that August was not only the best of the summer months this year, but that it was even better than any August of the past and that it went far beyond expectations. One dealer went so far as to say "it's the first month in at least four that we made a profit." Anyway, it shows that the unexpected may happen at any time and that no one can really predict what the future will bring. In telling of the big August business several dealers said "it is beyond understanding—we can't account for it—don't know why it happened to be so good." One dealer who always does a lot of advertising completely eliminated his appropriation for August, figuring that it would not do him any good, and despite his no-advertising policy in August it proved one of his best months this year.

Indications are that the coming fall and winter months will be very brisk for the talking machine dealers, only one factor counteracting this prediction and expectation—shortage of merchandise. Already this has been noticed and dealers are wondering what will happen during November and December when they will need the merchandise the most. The manufacturers and jobbers are surely doing their very best to take care of the retailers, so that if there are any disappointments no one in particular will be to blame—it will simply be a condition due entirely to the war.

The Edison Shop, on Woodward avenue, had a fine August business, according to A. B. Alling. All of the salesmen who have been

with the company since its inception are at war, so that it has been necessary for Mr. Alling to completely reorganize his staff.

Speaking for the Phonograph Co., of Detroit, who are the Edison jobbers in this section, Mr. Alling, general manager, reports that August was a very good month, and that from reports of his dealers it was a brisk month throughout the territory.

Frank Bayley, of the Bayley Music House, Edison retailer on Broadway, is anticipating the biggest fall business in his history. His talking machine business has grown to such proportions that the piano end of his business is now looked upon as a side issue—comparison by figures.

The Pathé Shop, which moved from 218 Griswold street to 73 Broadway, is still keeping a partial stock and several sales people at the former address until the new store is completely settled and all of the customers know where the new location is at. This concern, by the way, is among those who exhibited at the Michigan State Fair the ten days ending September 6.

In connection with the Michigan State Fair at Detroit, which is always one of the big events in the motor city, there were four exhibitors, Grinnell Bros., showing Victrolas and Victor records; the Starr Piano Co., showing Starr phonographs and Starr records; Bush & Lane Co., showing the Bush & Lane "Cecilaphone" talking machine, and the Pathé Shop, displaying Pathé machines and Pathé records. From reports of the men in charge of the displays the actual business done far exceeded last year and other seasons.

Wallace Brown, of the Wallace Brown Brunswick Shop, says that this has been a big year with him thus far, and that if he can secure the merchandise he expects the fall and

winter seasons to result in astonishing large sales. He reports that machine business is better than the record end, the demand far exceeding the supply.

Ed Andrew, of the J. L. Hudson talking machine department, says that he has a good stock of merchandise on hand, but that he could use considerably more. The Victrola and Sonora machines are carried in large quantities, but Mr. Andrew is finding it rather difficult to keep ahead on the popular selling models. It is reported that the Hudson talking machine department may shortly add another make of machine to its stock.

The Detroit Talking Machine Association will resume its regular meetings in October and they will continue regularly throughout the fall, winter and spring seasons. The coming year promises to see a number of big changes in methods and policies, and it will be the aim of the association to work along more uniform lines than ever before. Pending the newly-elected officers Charles Smith, of the Detroit Music Co., will act as chairman of the meetings.

The Reliable Furniture Co. on Washington boulevard recently added the Pathé line of phonographs and records, and is now featuring them very strong.

All of the jobbers report that they have more orders than they can fill, and that they are constantly after the manufacturers to ship them more merchandise, and feel certain that they will be able to take pretty good care of their customers for the holiday trade. So far they are very optimistic.

LEO HENNESSEY AT CAMP MEADE

Leo Hennessey, repairman in the phonograph department of the Tilden-Thurber Corp., has entered the army and is now at Camp Meade. He is a brother of Miss Hennessey, who is manager of the department.

Make your quarters grow. Buy Thrift Stamps.



MODEL 100

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

SONA-TONE

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

SONA-TONE *Quality* means a resonant, full, liquid tone that comes from an especially designed, all-wood sound chamber—and superior workmanship in material, finish and equipment.

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

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

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

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

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

SONA-TONE PHONOGRAPH, Inc.

3421 Broadway, New York City

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

NEEDLES

Manufactured by the

DEAN DIVISION

of the

OTTO HEINEMAN PHONOGRAPH SUPPLY CO.

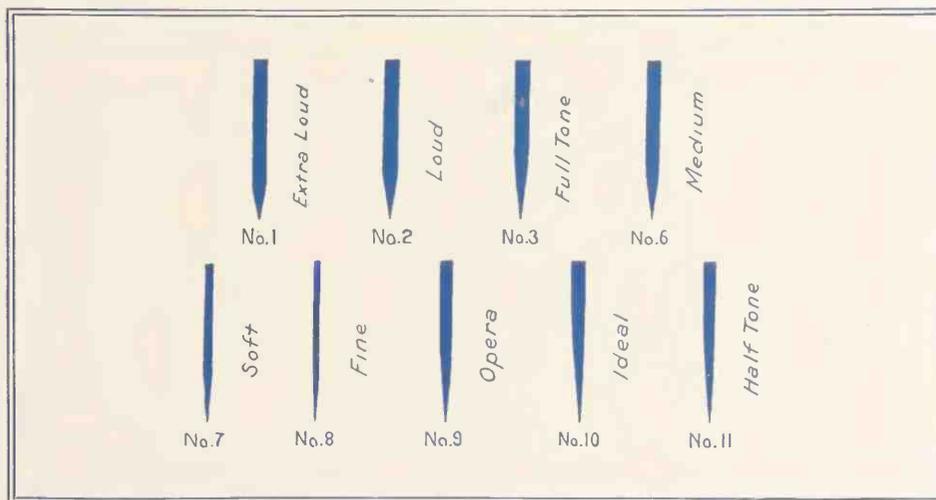
INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass.

BRANCH OFFICES: Chicago, Ill. Cincinnati, O. Seattle, Wash. Toronto, Ont.

STEEL NEEDLES



PERMANENT NEEDLES

TO PLAY PATHÉ RECORDS

Half Tone Points

Full Tone Points

TO PLAY EDISON RECORDS

Sapphire Points

Genuine Diamond Points



THE STOCK SITUATION SHOWS IMPROVEMENT IN BALTIMORE

Shipments Might Be Larger, But Dealers Are Thankful for What They Receive—Business Active With the Leading Concerns—Fall Outlook Is Bright Provided Stock Can Be Secured

BALTIMORE, MD., September 4.—August proved to be a good month for business with the talking machine jobbers and distributors in this city and vicinity. One of the gratifying points that has come to the dealers is the better shipment of goods, which, while not as large as the demand, still proved to be a real blessing and enabled dealers and jobbers to do a better business than they had expected.

There has been liberal advertising during the month and this has helped business. Dealers have also begun to pay more attention to their show windows, which has a tendency to attract customers and to keep business alive.

Cash sales of instruments have been reported in abundance and there is a big demand for machines over \$100. This demand shows the buying taste and also proves that there is money in circulation for musical instruments or anything musical that will bring cheer into the homes.

Patriotic and dance music appears to be in the biggest demand during the month, while there were some good selling vocal numbers. On the whole, dealers are looking forward to one of the greatest fall businesses in their experience if they are able to get the machines and records to do it with.

The Baltimore branch of the Columbia Graphophone Co. reports a big month's business, showing an increase over August of 1917. The increase was not quite as large as some of the months of the present year, but owing to the fact that shipments did not arrive promptly the month did not go ahead as much as W. S. Parks, the local manager, would like to have had it. During the month Mr. Parks made a trip to New York and also visited Washington. He managed to get goods shipped while at the New York headquarters of the company and this was the real reason for his going there.

P. W. Peck, who looks after North Carolina for the Columbia, closed a good account in J. B. Ivey, the department store, one of the most exclusive stores in Charlotte, N. C. Mr. Peck, A. B. Creel, W. T. Sibbett and Lyman Bryan, of the sales force, attended a sales meeting this week.

Two marriages take place this month, thus removing two members of the office force of Columbia. Miss Katherine Marie Carey, daughter of Mrs. Harry W. Neepier, of Govans, and who has been in charge of the information department, weds Ernest B. Kerns, of Charlotte, N. C., on September 25. The couple have al-

ready furnished their new home at Rockrose avenue, where the ceremony will take place. Miss Lettie E. Bird, one of the stenographers and the daughter of E. C. Jordan Bird, of 2206 Lynnbrook avenue, will be married on Saturday to Joseph P. Towson, son of John J. Towson, of 1731 West North avenue.

George Welzl, who is proprietor of the Highland Music Shop, the east end Columbia dealer, and William Heinekamp, the West Baltimore Columbia dealer, spent a ten-day vacation right on the Chesapeake Bay and indulged in fishing, crabbing and bathing. Jesse Nace, who looks after the troubles and straightens out the kicks at Columbia headquarters, is back after his two weeks' vacation.

Among the visitors to Columbia headquarters during the month were: H. L. Kitt, Arthur Jordan Piano Co., Washington; M. Phillips, Washington; Mr. Spencer, of Ivey Department Store, Charlotte, N. C.; H. W. Hall, Emporia, Va.; Sol. Friedberg, Grafonola Shop, Norfolk; Aaron London and M. A. Freeman, of the Hopewell Furniture Co., Hopewell, Va.; Mr. Shipley, of Storm & Shipley, Frederick, Md.; J. W. Darden, of J. W. Darden & Bro., Kenly, N. C.; Frank LeSeuer, of Lightfoot-LeSeuer Music Co., Norfolk; P. Meyers, of Meyer & Tabakin, Norfolk; Emmett Thompson, Warsaw, Va.; W. A. Bullock, of the Bullock Furniture Co., Rocky Mount, N. C.; J. J. Amerson, Wilson Furniture Co., Wilson, N. C.; W. F. Cheers, Daville; Mr. Worley, of the Worley Furniture Co., Selma, N. C.; and Mr. McDowell, H. C. Groce, Inc., Washington, D. C.

Evan Davis, one of the Columbia stars on the records, spent several days in Baltimore during the month and together with Daniel DeFoldes, visited many of the Baltimore dealers. Mr. DeFoldes is in charge of the Columbia Service Department.

W. C. Roberts, of E. F. Droop & Sons Co., Inc., Victor distributors, reports a splendid month's business for August. "It certainly was fine," said Mr. Roberts. "The business done during the month exceeded expectations. The shipments are coming in better and while not as large as we would like to have them in machines they are nevertheless satisfactory under the conditions. Record shipments are getting close to normal."

Mr. Roberts has just returned from his motoring trip and is already preparing plans for his fall and winter business. He finds the machines selling over \$100 having the big call at this time

and the record sales of "Missouri Waltz," "Sorry I Made You Cry" and "Smiles," are selling faster than it is possible to get records.

Business with the Brunswick-Balke-Colender Co. is fine. Shipments of machines are starting to come in better and Mr. Petit, the local manager, who is just now in the South, expects to have some important announcements of new accounts to make very shortly.

W. A. Eisenbrandt, of H. R. Eisenbrandt & Son Co., Inc., Victor distributors, says business was better than they expected and there were some shipments of goods during the month. Records are coming in better, but do not equal the demand. Mr. Eisenbrandt also reports fine business in small goods, the trading in the latter being phenomenal and in a large measure due to the fitting out of many bands and orchestras for the big industrial companies about the city.

Jesse Rosenstein, for the National Piano Co., Pathé distributors, reports good business, with shipments coming in fairly liberally in both machines and records.

H. D. French, of the H. D. French Piano Co., who handle the Kimball line, reports good business with the new line and, while he has only been able to push it a little, he hopes to be able to get a better supply and says he has no trouble selling all the machines he gets hold of.

The various department stores and furniture houses with music departments all report good business and are getting ready for a busy fall.

H. W. HESS WITH G. SCHIRMER, INC.

Takes Charge as Manager of the Victor Department of This Noted New York House

H. W. Hess, formerly manager of the piano and talking machine departments of the Tilden-Thurber Co., Providence, R. I., has been appointed manager of the Victor department of G. Schirmer, Inc., 5 East Forty-third street, New York, the well-known music publishers whose Victor department is considered one of the finest in the metropolitan district. Mr. Hess succeeds Henry Broad, who resigned as manager the first of the month.

H. W. Hess is well known in piano and talking machine circles throughout the East, and his thorough knowledge of musical instrument retail merchandising will undoubtedly enable him to develop a splendid Victor business for G. Schirmer, Inc. He has a number of plans in view for the stimulation of interest in the Schirmer Victor department during the fall months, and he is enthusiastic regarding the splendid opportunities afforded for the building up of a profitable Victor department in the Schirmer institution.



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.



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THE FRITZSCH PHONOGRAPH COMPANY

228-230 West 7th Street

CINCINNATI, OHIO

The VIVITONE

A Magic Little Controller That Will Add 100 Per Cent to the Tone Value of Any Phonograph

Dealers everywhere will find that the demand for this wonderful device will become universal. Why? Because no matter how little or how much a talking machine costs, this vibrant tube will sweeten the tonal qualities.

To Demonstrate the Vivitone is to Change a Prospect Into a Buyer

Every inquirer for new records may be easily won over to the Vivitone by showing them the difference in tone when the record asked for is played with and without the aid of the contrivance.

The Vivitone not only sells itself, but will *add to the demand for records.*

The VIVITONE

(Patent Pending)

A Controller That Fits All Phonographs Using Either Ordinary Steel or Tungsten Needles

Favorite Records take on New Richness of Tone with the use of the Vivitone.
Selections on the Violin, Cello, Harp, Organ, Piano and all musical instruments
are given added tone value

The Vivitone Controller produces a vivid, pure and vibrant tone. The tube is inserted into the needle-post of the sound box. Then the steel needles are inserted and may be withdrawn in the usual manner.

The Controller eliminates all blasting, harsh and strident effects of the steel needles. A heavy or loud needle is preferably used, as this reproduces the true value and color of tone of instrument or voice.

The tone is graded by the set-screw in the sound post. Set the screw tightly for loud and slightly relax it for the softer and mellow tones.

The Vivitone is unlike any other tone controller. It takes out all the "mechanics" of a record and leaves only the natural tone.

You may be sure of making new friends among your phonograph customers simply by telling them of the Vivitone. Better still, *show* them how it works. Remember, there are ten million phonograph owners who are prospective buyers of the Vivitone.

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

Hundreds of dealers who seek to sell goods that surely create Good Will have taken advantage of this offer. You, too, will find an eager response from the buying public. Write on your letterhead for Dealer's Proposition and we will send free sample at once. You'll be glad to add this easy seller to your stock of musical staples.

Vivitone Controller Company

400, 401, 402 Bell Block

Cincinnati, Ohio

NO SAD RITES FOR ARTHUR COLLINS

Prominent Recording Artist Snapped in Characteristic Mood While Bidding Farewell to His Son Bound for the Front in France

The accompanying photograph of Arthur Collins, the prominent talking machine artist, saying "good-bye" to his son, Sergeant Arthur Perry Collins, of the Medical Corps, Aviation Section, U. S. A., before leaving for France



Arthur Collins Saying Good-bye to Son

recently, indicates very strongly that partings in wartime are not always an occasion for deep grief. Mr. Collins is proud of his only son, and the smile on the faces of both in the picture indicates that the young man went into the "great adventure" with a cheerful memory of his father at home. Arthur Collins incidentally, through his records, has served to cheer up many a war-tired hero before now.

Sergeant Collins, who is not yet twenty-one years old, felt the call of duty some months ago and immediately entered the service, where he won quick promotion.

The Windsor Music Co., of Tarentum, Pa., which recently purchased for \$40,000 the building in which its store is located, reports a very excellent business in sales of Victrolas, Edison Discs and Grafonolas. Their record department is also a busy spot.

"Globe" TRANSFER NAME PLATES



STYLE 1



STYLE 2



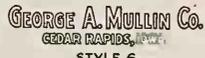
STYLE 3



STYLE 4



STYLE 5



STYLE 6



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.

COAL OUTLOOK BETTER THAN 1917

Plenty of Fuel and More Cars for Shipping the Same, Says State Chief

If the weather next winter is not as extreme as that of last winter and if there is reasonable care taken to prevent waste and extravagance, there will be no coal shortage this coming cold season. At least so asserts D. W. Cooke, Fuel administrator for New York State, in a statement issued to-day.

In response to an inquiry Mr. Cooke reviewed the various conditions existing in the coal situation from the mine to the consumer. He reported that men are being supplied to the mines, that there is plenty of coal in the mines, that more cars are being diverted to transport coal, that there are enough barges and tow-boats, that there is a dock director, that the railroad terminals are adequate and that there are additional coal chutes as well as steaming plants for handling coal in cold weather.

The retail dealers are properly equipped to do their share and there will be no excuse for earlaps in the parlor next winter. And if the Hudson should freeze, why, there will be plenty of boats to break it up again, concludes Mr. Cooke's statement.

SOME COLUMBIA GLEANINGS

M. E. Lyle Resigns—J. P. Bradt a Visitor—Recent Visitors to Headquarters

Mervin E. Lyle, who has been associated with the Columbia Graphophone Co. for many years, and who has been connected with the company's Canadian division for the past year, resigned from the company's service this week. Mr. Lyle has accepted a splendid proposition in Baltimore, Md., where he will act as assistant to the president of one of the leading industrial concerns in that city.

James P. Bradt, general manager of the Columbia Co.'s Canadian business, was a visitor to New York this week, bringing with him optimistic reports of the business situation in Canada. The Canadian branch of the Columbia Co. is closing a phenomenal business, the volume of which is limited only by the available supply of merchandise.

J. G. Widener, who is interested in several Columbia retail establishments in the East, was a caller at the Columbia Co.'s offices on Friday. Mr. Widener is an enthusiastic believer in Columbia products, and the success that he has achieved with this line in his various stores is the result of this enthusiasm.

O. M. Kiess, manager of the Columbia Co.'s branch in Buffalo, called at the executive offices this week to plead for the delivery of Grafonolas and records to his territory. Mr. Kiess was optimistic when he spoke about business possibilities in Buffalo, but stated frankly that his visit to New York must result in the shipment of additional merchandise in order to make him perfectly happy.

J. N. BLACKMAN'S LATEST VENTURE

J. Newcomb Blackman, the prominent Victor wholesaler, who has a handsome summer home at Brightwaters, L. I., where he is one of the prominent citizens, has been instrumental in organizing the Brightwaters Holding Corp., with capital stock of \$100,000, and designed to control and protect the casino and the bathing facilities at Brightwaters for the mutual benefit of the inhabitants of that suburban resort.

TELLS STORY OF PROSPERITY

Geo. C. Hively, of the talking machine department of the Eastern Outfitting Co., San Francisco, Cal., reports a very substantial increase in business over last year, some months running over 50 per cent. This company is looking forward to an exceptionally fine holiday business and is planning accordingly to this end.

You Can Make Good Profits

in a legitimate manner and give the customer

Magnificent Value

in the



Phono-Grand

It is a splendid reproducing electric-controlled player piano and a superior

Edition DeLuxe

Phonograph

All in One

We know it's to your best interests to get full particulars and to inquire about exclusive territory—NOW!

Full descriptive literature on application.

The J. P. Seeberg Piano Company

209 South State Street CHICAGO, ILL.

WORLD PHONOGRAPH CO.

OFFICERS

FRANK BAACKES, President
C. K. ANDERSON, Vice-Pres.
ERNEST C. COOK, Sec.-Treas.

MANUFACTURERS

The Instrument of Quality
GENERAL OFFICES AND FACTORY
736-738 TILDEN STREET
CHICAGO, ILL.

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Steel & Wire Co.
C. K. ANDERSON
President American Wire
Fabrics Co.
J. P. SHERLOCK
President Illinois Nail Co.
F. E. MORTON
Manager Acoustic Department
American Steel & Wire Co.
ERNEST C. COOK
Secretary and Treasurer

*Send for our new
design catalogue*

TRADE CONDITIONS IN SEPTEMBER

Volume of Business Will Be Gauged Largely by Amount of Machines to Be Obtained

INDIANAPOLIS, IND., September 9.—The outlook for business this fall in the Hoosier capital is regarded as very encouraging by talking machine dealers here. The only cloud on the horizon seems to be the fact that a sufficient number of machines and records will not be allotted to this territory.

"The amount of business that will be done," said one dealer, "will be gauged largely by the amount of machines we can obtain."

As the stalwart youths are going one by one to the defense of their country, the salesgirl and saleswoman are edging their way into the talking machine stores where there are few young men salesmen now.

A. H. Snyder, manager of the Edison Shop, has put on several saleswomen to take the places of young men who have gone into the service. He said the Edison Shop is anticipating one of the best seasons this fall as far as business is concerned.

The selective draft continues to step in and take a man here and there. Harry Diehl, advertising and publicity man for the Stewart

Talking Machine Co., wholesale distributors of the Victor line, has gone to Camp Taylor, Ky. Fred Fisher, of the order department of the same company, also has gone to camp.

Ben L. Brown, manager of the wholesale department of the Columbia Co., was pleased at the recent visit of Frank K. Pennington, assistant general sales manager. Cupid stepped into the Columbia and Brunswick organizations in the last few weeks. Robert D. Duffy, assistant manager of the Columbia, was married to Miss Ruth Stickler, of Louisville, Ky. On condition that she still continue her work as book-keeper for the Brunswick Shop, George F. Standke, manager, gave his consent to Miss Rhoda Porterfield to marry H. C. Barnes, in the advertising department of the Indianapolis News. The marriage of Mr. and Mrs. Barnes follows a romance which had its inception in Mr. Barnes calling on Mr. Standke for advertising accounts.

W. E. Kipp, of the Kipp Phonograph Co., wholesale dealers in the Edison line, has returned from a trip to the Edison factory at Orange, N. J.

Frederick Aylesworth, manager of the Vocalion department of the Aeolian Co., combined a business and baseball trip to Chicago to see the opening game of the world's series.

J. L. Peters, manager of the retail branch of the Columbia Co., said he expected a good fall business—if he could get the machines.

INTRODUCE CIRCUS ORGAN RECORD

A Novelty Record Introduced In the October Supplement Issued By the International Record Department of the Columbia Co.

The international record department of the



Illustration of Circus Organ Record

Columbia Graphophone Co. announces in the regular October supplement of new records a novelty record featuring two selections recorded by a circus organ. This is the second record introduced by this department in the regular monthly supplement, and, judging from the advance orders, this innovation is a success.

This circus organ record was made abroad, although the music is the same well-known variety which "accompanies" our own American circuses and our popular merry-go-rounds. This record will not only attract the attention of the young folks, but also bring back pleasant memories to the young "grown-ups."

Reputation is a desirable thing, but character is the real thing to seek for, and a man's inner consciousness should serve as a guide to the distinction between the two.

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

HANDSOME NEW HOME OF THE PENN PHONOGRAPH CO., INC.

Now Occupying Well-Equipped Quarters at 913 Arch Street, Philadelphia—Four Floors Efficiently Laid Out for Various Departments—A Great Organization for Wholesaling Victors

PHILADELPHIA, Pa., September 5.—After twenty years of uninterrupted business at their former address, 17 South Ninth street, the Penn Phonograph Co., Inc., have moved to their new location at 913 Arch street, this city, but a short distance away. The growth of this firm has been continuous and increased space for increased business has been an absolute necessity in order that "Penn Service," which has been made to mean so much, might be kept to its high standard.

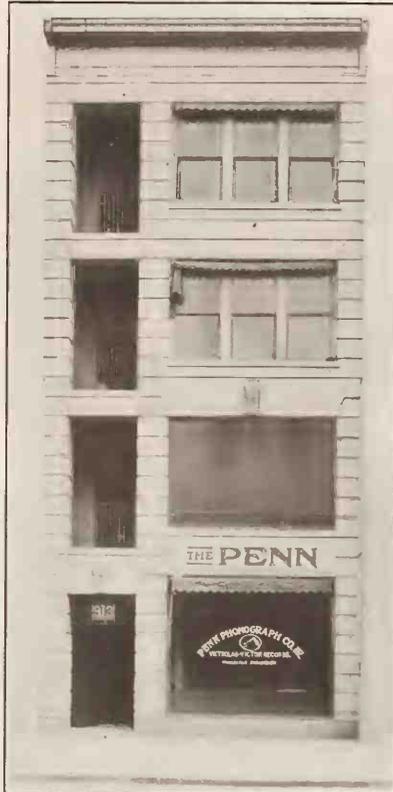
The Penn Phonograph Co., Inc., occupy four floors in this modern fireproof building on this busy thoroughfare. Previous to their occupancy each floor had been efficiently laid out with the idea in mind of handling a maximum volume of work with unnecessary labor eliminated. The basement of the new Penn Building is devoted to storage purposes entirely. The shipping department occupies the first floor, which allows the utmost convenience in receiving and shipping goods and does away with the elevator hauls to upper floors. As the Penn Phonograph Co., Inc., cater to the wholesale trade exclusively, they have no retail warerooms and are thus able to give the first floor over to shipping. It is also planned to devote the rear of this floor to the storage of cabinets.

On the third floor the offices of the company have been attractively fitted up. The executive offices at the front to be occupied by T. W. Barnhill, president and manager of the company, and Henry F. Miller, secretary, together with their assistants. The traveling sales staff will also have their headquarters on this floor, E. E. Hipple, L. P. Brown and L. Worrell constituting this staff. To the rear of these offices is the monthly record rack followed by the surplus racks to accommodate 100,000 records. At the extreme rear is the repair department.

The entire fourth floor is given over to records and is in charge of T. Ralph Clark, assisted by Victor Moore, specialist on Victor record order systems. The racks on this floor have accommodations for some 450,000 records. They are constructed and laid out with efficiency paramount and have, according to Mr. Barnhill, "the strength of Gibraltar." Several hand trucks have been put in service in this department to facilitate the gathering records to fill orders in hand. The building is modern in every respect, fireproof, and is equipped with an outside staircase for further protection. Elevator service is provided for the upper floors. When daylight wanes the building is attractively lighted by the indirect system.

In a removal announcement sent to the trade there is printed their business creed, which undoubtedly is the secret of their singular success and which we quote herewith:

"Our Creed—We believe that a strict adherence to the equitable distribution of Victor



New Home of Penn Phonograph Co., Inc.

product will enable us to continue to satisfactorily serve our dealers, many of whom we have served without interruption for twenty years. Their confidence in us intensifies our obligations to them, makes us more determined to increase our efficiency and to further cement the existing bond of friendship and satisfaction, by constructive business methods. Courtesy, efficiency, integrity and ability are the powers behind our service, which we believe will justify a continuance of your confidence and dignity our relations."

Facing this creed is "The American's Creed,"

which patriotic utterance is familiar to many.

Mr. Barnhill and Mr. Miller state: "We have a strong affection for our former location, where we spent twenty years in pleasant intercourse with our Victor dealers. We will endeavor to make them feel at home in our new building and want them to enjoy with us the pleasures and advantages which these quarters provide."

"FAIR SEX" IN RECORD DEPARTMENT

New York Talking Machine Co. Utilizing Women to Take Place of Men Who Are in the Service—Roy J. Keith's Chicago Visit

Roy J. Keith, vice-president and general manager of the New York Talking Machine Co., Victor wholesalers, spent a few days in Chicago recently, attending the regular quarterly meeting of the Board of Directors of the Chicago Talking Machine Co. and the New York Talking Machine Co. While in Chicago Mr. Keith was glad to have an opportunity of welcoming one of his former associates, W. C. Griffith, who was formerly assistant sales manager of the Chicago Talking Machine Co. Mr. Griffith is now a corporal in a machine gun corps of the U. S. Army and visited Chicago on his last furlough before leaving for an Eastern port and embarking for France.

In order to partially meet the unprecedented demands made upon its sales and clerical staffs by the departure of thirty-eight men for Uncle Sam's service, the New York Talking Machine Co. has engaged a number of young ladies, who act as clerks in the record stock department. The members of the "fair sex" have entered upon their new duties with vim and enthusiasm and are working indefatigably to give efficient service to the company's dealers.

W. H. Nolan, of the Louis Buehn Co., Philadelphia, Pa., Victor wholesalers, was a visitor to the offices of the New York Talking Machine Co. last week, bringing with him pleasing reports of the general business activities in the Quaker City.

NEW BAD CHECK LAW IN NEW YORK

New Statute Defines Negotiation of "Not Good" Checks as Larceny

Under the new statute designed to increase protection against bad bank drafts and checks which became effective in New York State recently, the negotiation of "not good" checks, with intent to defraud, is defined as larceny and punishable accordingly. Under this law it will not be necessary to prove that money or property was obtained in order to establish the commission of a crime. Acts similar to the New York law are now on the statute books of several other States.

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

\$125



"A music lover will never hesitate to pay \$10 for a reproducer that trebles the musical value of his records."

Is the only reproducer giving sounds proper intonation and rhythm, combined with such naturalness and "warmth" of color as to make them a true resurrection of the original.

Using loud tone needle it gives greater clearness and volume of sound and fully 50% less surface scratch than any other reproducer; with a soft tone needle or fibre needle the beauty of the reproduction will satisfy a musical critic.

Prominent dealers, upon testing this supreme reproducer, state that they had not heard their records before. Superb in voices—colossal in instrumental, orchestras and bands. The "Resurrectone" makes your records more saleable.

One model fits Victor Victrolas, Sonoras, and attachment for Edison's. Other model fits Columbia machines exclusively. Send for samples. Unless our claims are justified, return at once. Fully guaranteed. Net dealers' prices, \$5.40 nickel plated; \$6.75 gold plated. Retail prices, \$10 and \$12.50, respectively.

Write for exclusive territory proposition.

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



Height, 44
Width, 20 1/4
Depth, 20 1/4
Other Models
\$175, \$225, \$275

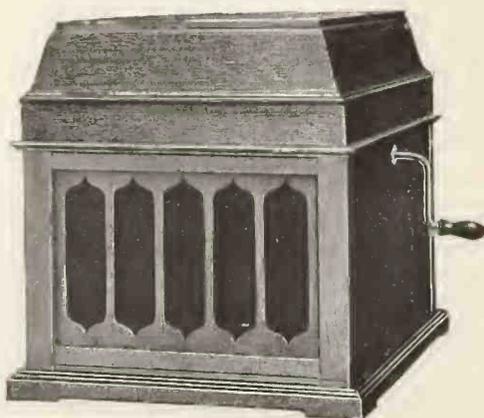
NINETY PER CENT
of
**New Edison
Diamond Amberolas**
placed on trial are sold

An instrument on trial in the home generally has to stand comparison with at least one of its competitors. The best satisfied Amberola owners are those who purchased after such a test.

A thoroughly and permanently pleased instrument owner is a good record buyer.

Record sales mean profits for you.

THOMAS A. EDISON, Inc.
Amberola Department
ORANGE, N. J.



THE NEW EDISON DIAMOND AMBEROLA
MODEL 50

You can make a clean sweep with the New Columbia Non-Set Stop. Nothing like it ever seen on a phonograph.

**Columbia Graphophone Co.
NEW YORK**



A LIVE PUBLICITY CAMPAIGN

The Lair Co., Charleston, Mo., Adopts Clever Idea in Advertising the New Edison, Pianos and Other Lines Carried by That Concern—Gets Inspiration from Talking Machine World

The Lair Co., piano, phonograph and house-furnishing dealer, of Charleston, Mo., has built up a most substantial business through the adoption of original sales and publicity methods, a recent instance of which is the presence in local newspapers of a full page headed: "Lair's Store News," five columns of the page are given over to straight advertising, with the Apollo player-piano featured strongly. The interesting feature of the ad, however, is one column headed "Editorial Comment," in which appear small paragraphs regarding the visitors to the store, thus making purchasers of special note and news items about the various lines handled by the house. One paragraph in a recent ad, for instance, listed several purchases of Apollo player-pianos, while another paragraph advised the early purchase of New Edison phonographs in order to take advantage of present prices, bound to advance.

"Lair's Store News" appears once each week, and is sufficiently interesting to make a ready appeal to readers. The Lair Co. has ascribed much of its success in the creation of new and original publicity plans to The Talking Machine World, and took occasion to say:

"This letter is to give you a 'pat on the back' by saying that you are getting out a splendid paper and the furniture dealer who does not get enthusiasm and information from its pages that will make him a better merchant must be a fellow who does not read it.

"We try to gather the cream from the plans you publish that have been successfully used by firms in various parts of the country and have tried a number of them with success."

AN ATTRACTIVE WINDOW DISPLAY

Dealers Service Department of the Columbia Co. Arrange Display of October Records

The dealer service department of the Columbia Graphophone Co., New York, has prepared for



Attractive Columbia Window Display for October

LOUISIANA A LIVE TRADE CENTER

W. H. Booth, of Booth Furniture & Carpet Co., Shreveport, Doing Well With New Edison

A recent visitor to New York was W. H. Booth, of the Booth Furniture & Carpet Co., Shreveport, La., a prominent Edison dealer, who is now touring the Eastern States by automobile, accompanied by his wife and son.

Mr. Booth spoke most enthusiastically regarding business in his section of the country and declared that although a carload of new Edisons had been delivered to him recently by his jobber, the Diamond Music Co., of New Orleans, he had already wired for another carload, as he needs well over one hundred new Edisons for delivery early this month.

The Booth Furniture Co., although located in Shreveport, with only 40,000 population, is said to possess the largest and finest store of its kind in the State of Louisiana, even including New Orleans, which is ten times Shreveport's size.

**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

the use of Columbia dealers a very attractive window display featuring the October records. This display is somewhat different from the series heretofore presented, as instead of using a combination of fine art work and effective poster design, the October display presents a series of outlined multi-colored figures on each card, constituting an idea with an effective sales punch. The outstanding feature of the display is the unusually large number and varied assortment of cards which are so designed and arranged as to contain the names, numbers and prices of nearly the entire October list. While in some of the windows that are available for use by the dealer in the small town the display may be too large as shown complete, it retains its effectiveness even when reduced by two or three units; which may be held and used to replace other cards of the display.

The display is lithographed on eight-ply coated cardboard in nine brilliant colors, and is complete in all details, including easels, etc. The large figure is particularly impressive, as it bears in the heading the pertinent suggestion that "Everyone Needs a Grafonola in the House." A balancing window poster lists the latest, dance hits and other cards and cutouts serve to draw particular attention to individual records and individual artists represented in the October list.

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.

WAR WORKERS BUYERS OF TALKING MACHINES IN BUFFALO

Dealers Report Increased Demand From This Source—August Business of Satisfactory Volume—
New War Tax Discussed—Machine Shortage Still Evident—Women Added to Sales Forces

BUFFALO, N. Y., September 3.—Buffalo dealers are sounding the warning that the Government war tax will become effective shortly and that to buy talking machines now at the present prices means a substantial saving. This warning is being heeded by many prospective customers and has a stimulating effect on the trade. The dealers are emphasizing the fact that besides an advance in prices there will be a positive shortage of machines. Reports of August trade are favorable, a dominating feature being a heavy demand for models at \$75 and upward.

The trade of munition workers flows without interruption to the stores. The business of these customers is regarded as more profitable than that of the aristocratic or so-called "carriage trade." Many laborers are earning two and three times more than store or factory workers and are proving prodigal spenders. Unlike conditions in the old days, a customer handicapped with a foreign accent, especially if he bears evidences of toil, is sure to receive courteous, snappy service from talking machine salesmen.

The Utley Piano Corp. announced an advance in the price of New Edisons on September 1. The company emphasized the advantage of buying before that date. Neal, Clark & Neal have sent broadcast the word that "genuine Victor-las will advance in the very near future."

Buffalo dealers are not regarding with smug contentment their chances of getting a sufficient supply of talking machines for their holiday trade. They are consoled with the belief that if there is a great shortage of instruments all the stores will be "in the same boat"

The office of the Hoffman Piano Co. has been removed from the front to the rear of the store. At the front phonograph demonstration and record rooms have been built. This concern handles the Sonora and Brunswick machines.

"Our August business was curtailed considerably because of the machine shortage, in particular," was the report of the Buffalo branch of the Columbia Graphophone Co. "Last month produced lots of orders but we weren't able to take care of them. We have notice of shipment of several carloads of new model machines. These will be disposed of to fill back orders in the trade. Our record business was unusually good, showing a healthy increase over August of last year. Our Pershing record continues to sell exceedingly well."

Several young women have joined the sales forces of talking machine stores in this city. It is expected the number of saleswomen will increase after the men register under the new eighteen-to-forty-five-year rule of the Government and are called to do war work.

O. M. Kiess, Buffalo manager of the Columbia, has returned from a fishing trip. On account of a rush of trade he has refrained so far from relating to his co-workers at the branch one of his promised "fish stories." With all the necessary embellishments these will come later.

John Schuler, Sonora dealer, is planning to exhibit some of his "prize vegetables" at the fall fair at Hamburg, N. Y. They were grown on his farm on Ellicott Creek, near this city.

Private Harold Verbeck, secretary and treasurer of the Verbeck Musical Sales Co. of this city, is with the Motor Mechanics at Gerstner Field, Lake Charles, La. In a recent letter he says he is in excellent health and hopes to be overseas shortly. The Verbeck Co. handles the Columbia and Delphon talking machines. George H. Verbeck, president, and G. F. Pinzel, vice-president of this firm, have returned from their vacations.

It is said that the Buffalo office of the State employment bureau must be consulted by a young man before he applies for a position in a local talking machine store. At the bureau he is likely to be advised to do war work of some kind.

Manager Gardner, of J. N. Adam & Co.'s talking machine department, has closed his fiscal year with a considerable increase over the preceding year's trade. Ray Ottinger, head repair man for this concern, is at Cambridge, Mass. He is a member of Co. 31, U. S. Navy Radio School.

M. Truda has permanently closed his retail piano store at 238 West Ferry street.

Many talking machine records and other merchandise have been stolen from freight cars in the local railroad yards. The thieves are being rounded up and punished by the Federal authorities.

George Goold, of Goold Bros., has returned from a vacation trip. This firm has plenty of Sonoras to supplement its Victrola stock. Instead of seeking long-term business Goold Bros. are going after cash contracts.

As a believer in early buying Charles Hereth has received a heavy shipment of New Edisons for fall business.

To conserve labor several of the talking machine stores are making only one delivery a day. This is at the request of the War Industries Board at Washington, D. C.

Effective window displays for "food conservation week" were featured by Victor & Co., and Adam, Meldrum & Anderson Co., who handle the Pathéphone, and the William Hengerer Co. and J. N. Adam & Co., Victor dealers.

There is plenty of good business in sight for Niagara Falls talking machine dealers because the Government will spend \$1,250,000 there in building hundreds of new homes for war workers.

Fraudulent advertising to attract trade is becoming as scarce in the talking machine business as admirers of the Kaiser. In the past the public has paid dearly for its knowledge that despite the alluring baits offered by "get-the-money-quick" dealers, it is really impossible "to buy something for nothing."

H. W. FILDES SUCCEEDS H. W. HESS

Becomes Manager of the Piano and Talking Machine Departments of the Tilden-Thurber Co., Providence, R. I.—Capable Executive

PROVIDENCE, R. I., September 5.—Herbert W. Fildes has been appointed manager of the piano and talking machine departments of the Tilden-Thurber Co. of this city. Mr. Fildes succeeds H. W. Hess, who has left for New York to assume a managerial position in that city. The Victor and Aeolian-Vocalion lines are handled in the Tilden-Thurber department, and Mr. Fildes, who is well known in talking machine circles in the East, expects to institute an aggressive campaign in behalf of these two lines. Before joining the Tilden-Thurber staff Mr. Fildes was associated with the Vocalion Co. in this city, and is therefore thoroughly familiar with the retail situation in Providence.

"KNIGHTS" APPRECIATE GIFT

W. J. Mulligan, Chairman of K. of C. Committee on War Activities, Writes Otto Heineman

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, received recently an interesting letter of thanks from Wm. J. Mulligan, chairman of the Committee on War Activities of the Knights of Columbus. Mr. Heineman recently presented this committee with fifteen Vanophones, together with a supply of "OkeH" records, needles and sapphires, and Mr. Mulligan, in behalf of the committee, wrote as follows:

"This will acknowledge receipt of the fifteen Vanophones, records and sapphires for which, on behalf of the committee, I want to express sincere thanks. Respectfully yours, (Signed) Wm. J. Mulligan, Chairman."

Mr. Heineman has quite a number of letters on file from military, fraternal and social organizations throughout the country, expressing their appreciation of the generosity of the Otto Heineman Phonograph Supply Co. in providing them with machines, "OkeH" records and supplies. At the present time, the gifts presented by Mr. Heineman are in use in many points in Cuba, where the U. S. Marines are located, and also at different aviation fields in this country, as only a short while ago Mr. Heineman gave machines and a supply of records to several of the regiments in training in the aviation camps.

EASY TO MAGNIFY TRIFLES

It is easy to magnify trifles—to worry about the possibility of unkind criticism from others. It is easy to find little flaws in the amber and from a focusing of attention on these to take such a distorted view of the amber that its clear yellow light will be no longer beautiful. To be happy, be glad of the chance life offers you for work and achievement.



Hire the Man Who Can Do It Better

—That's how Carnegie says he got there

CABINETS BUILT FROM YOUR BLUE PRINTS

Or will submit designs if desired

— LET BROWN DO IT RIGHT —

—and it'll be done *right* for you to turn over the most profit at the least expenditure of time, trouble and producing effort.

Prices fitted to your selling proposition.

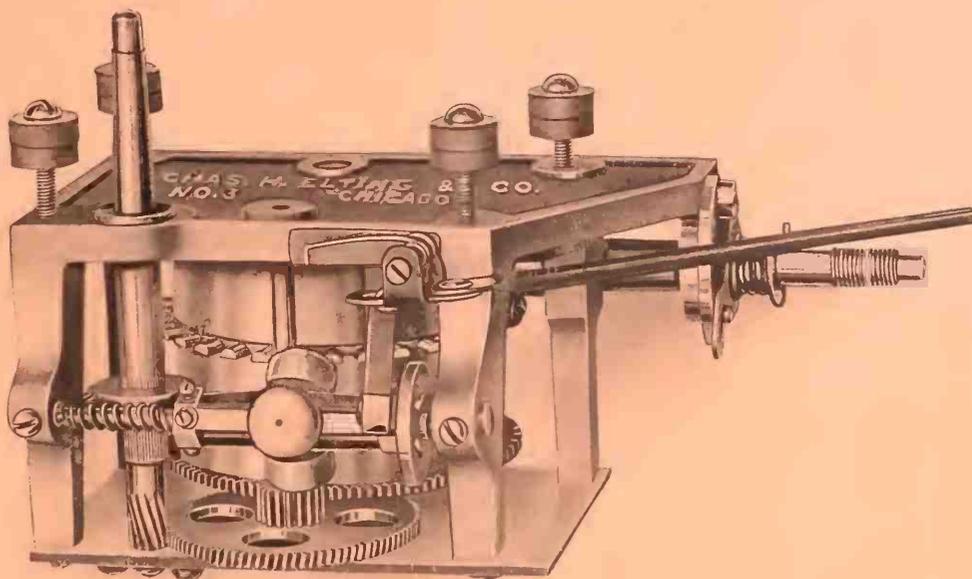
Building cabinets is my specialty—I've put all my time into it for years. I've accumulated a valuable experience that's at your command.

*Why Worry Along on a Hunch—
My Knowledge is a Sure Thing
Get in Touch With Me Today*

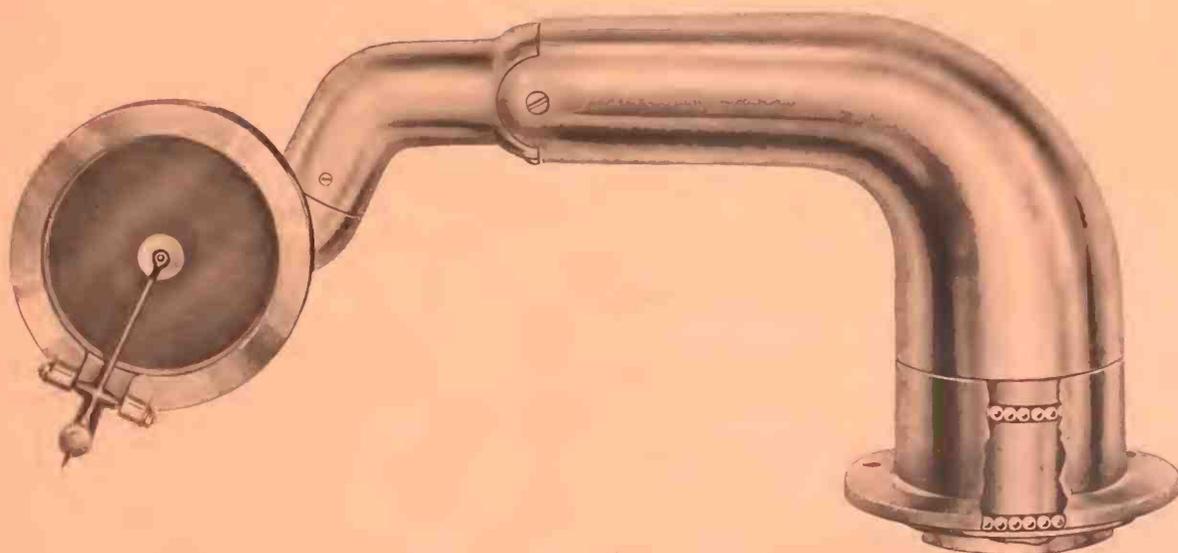
CHAS. C. BROWN

350 E. Water Street Milwaukee, Wis.

PROMPT SHIPMENTS



No. 3—Cast Frame, Ball Bearing, Double Spring Motor Playing about four 10" Records



No. 2—Universal Ball Bearing Tone Arm with Extra Large Reproducer

CHARLES H. ELTING & COMPANY
1516 South Wabash Avenue
CHICAGO

Canadian Distributors: Canadian Symphonola Co., Ltd., 31 to 37 Brock Ave., Toronto, Ont.

HOW MICKEL BROS. CO. ENTERTAINED

Victor Jobbers Have a Number of Dealers as Their Guests at Luncheon in Des Moines—Also Visited Iowa State Fair

DES MOINES, IA., September 8.—The regular annual Iowa Victor Dealers' convention of August 27 and 28 was postponed, owing to the opinion of the executive committee, due notice of which was sent to each member of the association by the secretary.

The executive committee expect to call a convention some time later in the fall, at which time the necessary information sought from the Victor Co. will be forthcoming as to the future output and possibility of greater deliveries of Victrolas and records, and at which time the original program instituted by the membership committee can be safely carried out. Furthermore the co-operation of the Victor Co. will be better assured later on.

Notwithstanding the fact of the postponement of this convention, Mickel Bros. Co., of this city, through the general manager, Geo. E. Mickel, extended an open invitation to each and every member of the association, as well as other dealers not members, to visit Des Moines during the Iowa State Fair week, Mickel Bros. Co. offering their office as headquarters for any of these dealers. Also an invitation was extended to each dealer and member of the association to lunch with the management of Mickel Bros. Co. Several members took advantage of this invitation, they being Chas. Bawden, Lake City, Ia.; P. K. McKee, Indianola, Ia.; Miss Laing, of John Mesing Co., Algona, Ia.; E. E. Hobbs, Peacock & Baxter, Atlantic, Ia.; Walter Bussler and assistant of the James Black Dry Goods Co., Waterloo, Ia.; Mr. Schultz, of the Schultz Drug Co., Belmond, Ia.; Mr. Strombeck, of the Strombeck Drug Co., Maxwell, Ia.; E. M. Lilves and wife, Grand Junction, Ia.; Melvin H. Porter and family, Jewell, Ia.; R. A. Nietzel, manager of Lohr & Bristol, of Muscatine, Ia.; Miss Fannie A. Nichol, Mt. Ayr, Ia.; Mr. Osborn, of Osborn Pharmacy, Knoxville, Ia., and the Audubon Music Co., of Audubon, Ia.

Quite a number of other dealers answered the invitation and stated they regretted that, owing to the shortage of labor and their inability to get away, they were not able to take advantage of the courtesy extended by Mickel Bros. Co.

HYATT CO. IN NEW QUARTERS

PORTLAND, ORE., September 6.—Twelve demonstrating and machine rooms will be ready for customers in the fine new store which the Hyatt Talking Machine Co. has secured at 350 Alder street, where the firm is now engaged in moving. Every comfort and facility will be provided. Well-lighted rooms and a system of ventilation which will change the air in each room every ten minutes will be part of the modern equipment of the new store. The firm will continue to handle the three standard lines—Victrola, Edison and Columbia. A complete and comprehensive stock of records will be carried by the store. Much interest is being evinced by the many customers who deal exclusively at Hyatt's and all the talking machine dealers, who have the highest regard and respect for E. B. Hyatt, the manager, wish him success in his fine establishment.

THE ECHO OF AN ATTRIBUTE

"A tribute is usually the echo of an attribute," says Edward Earle Puriton, who has written a great deal on salesmanship, and when you think it over, isn't there a great deal of meat in this aphorism?

"Big enough to serve you; not too big to appreciate you." With this slogan a bank in Spokane assures its customers of its adequate facilities for handling their business in a personal way.

GUTTENBERGER GOES TO MOBILE

Will Have the Management of the Talking Machine Department of the Reynolds Music House in That City—Popular in the Trade

St. LOUIS, Mo., September 8.—Emmett W. Guttenberger, manager of the Vocalion department at Aeolian Hall, will sever his connection with that company September 15 to take the management of the talking machine department for the Reynolds Music House at Mobile. Mr. Guttenberger came here from Mobile twenty-six months ago to take the management of the department here, succeeding Harry Levy, now wholesale manager of the Chicago Vocalion department. Mr. Guttenberger began his talking machine career here with the Columbia Co. about fourteen years ago and later served the Columbia Co. at many points, leaving that service in 1912 to go with O. K. Houck at Memphis. From there he went to Mobile. He is attracted back to the Gulf town by the war industries prosperity there. At Mobile he will sell Vic-

tor machines. His successor has not been named. Harry Levy was here from Chicago the first week of the month.

HEMPEL SINGS FOR THE RED CROSS

Frieda Hempel's concert for the Red Cross brought more than \$2,200 to the Lake Placid Chapter and the Lake Placid Club Auxiliary, under whose auspices it was given. Not only the famous Edison artist herself, but her photographs and the re-creations of her exquisite "voice of gold and magic," shared in the success of the concert at the club September 1.

An autographed photograph of the Metropolitan soprano, as "Marta," holding "The Last Rose of Summer," brought \$500, and one of her signed records of the immortal melody started the \$250 receipts from that source. A small post card photograph of the singer as Marie in "The Daughter of the Regiment," brought \$25 and other copies sent the sale up to \$139. Miss Hempel was assisted by the Boston Symphony Septet.

FAULTLESS CASTERS

Perfect construction and inviting in appearance—**FAULTLESS** Casters are still more pleasing in actual use, in moving phonographs.

Their gentle, easy moving qualities are most essential and agreeable.

Send for Samples

"Move the **FAULTLESS** Way"



FAULTLESS CASTER COMPANY
Evansville, Indiana

WHOLESALE EXCLUSIVELY



Victrolas-Victor Records
the 2 Largest Wholesalers
IN
the 2 Largest Cities

CHICAGO
Talking Machine Co.
12 N^o Michigan Ave.
CHICAGO

NEW YORK
Talking Machine Co.
119 W. 40th Street
NEW YORK



FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN,
Manager

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

CHICAGO, ILL., September 10.—With the opening of the big War Exposition here this week the people of this city as well as those visiting from adjacent towns are for the first time being given actual demonstration of just what is meant when "Music in the War" is spoken of. Due to an idea suggested by a representative of The Talking Machine World to Mrs. Anne Shaw Falkner Oberndorfer, manager of the Western branch of the National Bureau for the Advancement of Music, the visitors to the big Exposition were given an opportunity to see just where the player-pianos and player rolls, talking machines, records and other musical instruments that they were donating to the cause of "Music in the War" were being sent and how they were received by the boys at the front as well as in the various camps. The idea as originally set forth by a representative of The World was to construct and equip with musical instruments a replica of the dugouts in actual use on the battle fronts. This idea was not carried out according to original plans for a trench dug out, but the plan was so favorably received by the men in charge of the Exposition that they issued orders for the establishment of ten music booths throughout the showgrounds. Due to the good work of Mrs. Oberndorfer, booths were established in the Y. M. C. A., K. of C. and Salvation Army concessions as well as several other places, and as a result of this actual demonstration more music and musical instruments have been pouring into Mrs. Oberndorfer's office in room 819 Fine Arts Building than ever before.

The Trade Situation Reviewed

As for the trade situation here there is not much to speak of other than what has been said in previous issues of The World. Both the machine and record situation occupy the same position as last month, that is, the records, while coming in a little steadier than heretofore, are not being received in quantities large enough to fill the demand.

Locally there is much activity with the wholesale trade. Many new concerns are springing into existence here and as a natural result many new machines are appearing on the market. Some of the instruments are decidedly original and give every evidence of being favorably received by the public.

Griffith P. Ellis Promoted

At the annual election of officers of both the Chicago Talking Machine Co. and the New York Talking Machine Co., Griffith P. Ellis, who is sales manager of the Chicago concern, was elected secretary of both establishments. The following re-elections took place also: A. D. Geissler, president; Roy J. Keith and D. A. Creed, vice-presidents. Due to his promotion Mr. Ellis has been receiving the congratulations of his many friends in the trade who regard him as one of the hardest workers and best fellows who ever entered the talking machine game. Six years ago Mr. Ellis began with the sales department of the Musical Instrument Sales Co., of New York, and after a while was transferred to the Victor department of the Scruggs-Vandervoort & Barney Co., of St. Louis, as manager. From there he went to Louisville, Ky., to open the Victor department of the Stewart Dry Goods Co. of that city. In the meantime his work attracted the attention of A. D. Geissler, president of both the Chicago Talking Machine Co. and the New York Talking Machine Co., who offered him the position as sales manager of the Chicago concern. Mr. Ellis accepted the position offered by Mr. Geissler and was so successful in his new undertaking that two years ago he was elected a director of both companies. His present office, that of secretary, will in no way interfere with his former duties as sales manager and director, as he will continue to discharge the duties of these positions.

New Cheney Shop

A new talking machine shop which is known under the title of the Cheney Shop was formally opened to the trade of Minneapolis on Saturday, September 7. These new warerooms are said to rank among the most beautiful of any in the city and will be under the personal supervision of L. L. Lawson, as manager. Mr. Lawson, while recently paying a visit to the Chicago headquarters of the Cheney Talking Machine Co., stated that the sales of Cheney talking machines had grown to such proportions in Minneapolis that it was decided by the company to open this new branch, wherein the Cheney phonograph would have exclusive representation in a retail way. The new store is located near the corner of Fifth street and Market avenue.

Another well-known Cheney man who visited Chicago recently was G. G. Robinson, the Cheney wholesale representative who covers the territory in western Illinois and Missouri. Mr. Robinson, while a young man, is old in experience and knows the talking machine game thoroughly. At one time in his career he traveled the northern Ohio territory for the Columbia Graphophone Co. as wholesale traveler. He stated that the business in his territory was going on in a very satisfactory manner and that the trade outlook, as judged from the opinions of the various retail dealers throughout his section, is very promising.

Corporal W. C. Griffith Visits

Corporal W. C. Griffith, U. S. A., who was formerly assistant sales manager of the Chicago Talking Machine Co., while in Chicago on a short furlough recently, paid his respects to his many friends in the trade here. Since enlisting in the army Corp. Griffith has been stationed at Camp Wheeler, Macomb, Ga. After spending several days here he paid his mother and family a visit at the family home in Indianapolis. He stated that he expects to be actively engaged in overseas duty within a few weeks.

"Good-bye, Boys"

H. E. Whitman, formerly floor salesman for the Chicago Talking Machine Co., but now manager of the Victor department of the Pierson Piano Co., Indianapolis, was a Chicago visitor this week. Mr. Whitman surprised his friends of the Chicago trade by introducing a beautiful, blushing young lady, who became his bride on August 3. The cigars were on him, of course, but the congratulations were on the crowd. Bless you, my children.

Establishes Headquarters Here

L. R. Yeager, Victor Co.'s representative for Illinois and Wisconsin, has established a temporary headquarters in Chicago and will probably remain here for the next four or five months. This is the first time in the history of the Victor Co. that one of their representatives has established headquarters in Chicago for such a length of time.

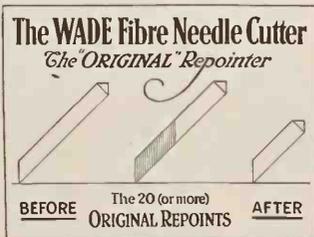
L. C. Wiswell Attends Meeting

L. C. Wiswell, manager of the Victor department of Lyon & Healy, left on Monday of this week for Philadelphia, where he went to at

(Continued on page 75)

THE "WADE" FIBRE NEEDLE CUTTER

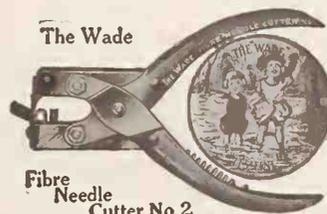
assures "20 or more" Original New Points to each Fibre Needle



—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

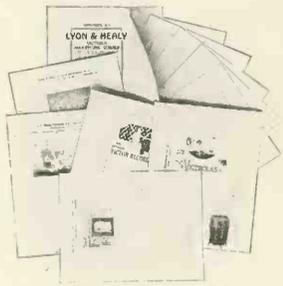


Price \$2.00

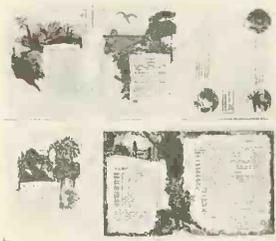
WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

SERVICE That Sells!

Lyon & Healy offer the Victrola dealer selling co-operation which helps to move the goods and at the same time makes yours the best advertised name in your community.



1. An exclusive newspaper advertising cut service of 52 cuts per year, \$8.33 per month. An exclusive service, half of the above, 26 cuts per year, \$4.17 per month.



2. An exclusive art cover service which is used instead of an envelope to mail the monthly supplement. A service which cannot be duplicated. Prices on application.



3. Art Window Posters, featuring the new records. Four illustrated cards, two 14x22 inches in size, and two 14x11 inches, printed in colors, \$1.25 per month.

4. Big 24 sheet bill posters, 10x25 feet in size, lithographed in colors. Complete with name strips. Cheap and effective publicity.



5. "Soldier Songs," a booklet 3x6 inches. Everybody wants them, each 2c.



6. Small instruments newspaper advertising, 36 cuts per year, per month, \$4.17.



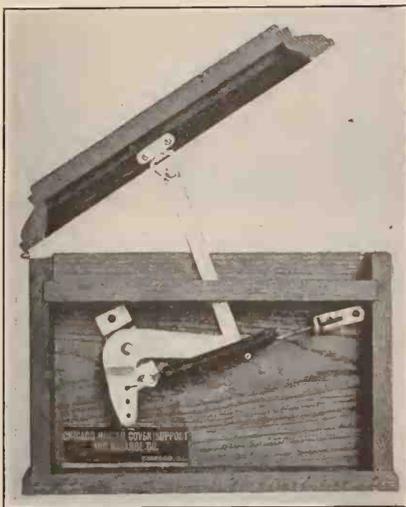
7. Piano newspaper advertising service, consisting of 48 live illustrations and copy—FREE to our dealers, write for our proposition.

LYON & HEALY

Victrola Distributors

CHICAGO

Samples of our services sent without charge



(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 73)

tend the meeting of the executive board of the National Association of Talking Machine Jobbers. If business matters did not interfere, Mr. Wiswell contemplated a visit to the Victor factories at Camden.

Takes Up Training in New York

George Wiswell, who was connected with the Victor department of the West Music Co., Joliet, Ill., and brother of the well known L. C., of Lyon & Healy fame, left Chicago on Sunday, August 4, for New York, where he went to enter Columbia University to take up final training as a Y. M. C. A. secretary before leaving for the front.

Fred A. Aylesworth Visits

Fred A. Aylesworth, manager of the Vocation department of the Aeolian Company's branch at Indianapolis, is spending a few days' vacation in Chicago calling on his many friends in the trade. Mr. Aylesworth, prior to his appointment as manager of the Vocation department at Indianapolis, was manager of both the Sonora and Vocation departments of the Julius Bauer Piano Co., Chicago. Manager Aylesworth stated that he was very pleased with the business conditions now prevailing in Indianapolis and that the "Music in the Home" propaganda is broadening the field for talking machine men of the country to a great extent.

Liberty Loan Chairman

L. C. Wiswell, manager of the Victor department of Lyon & Healy, has been appointed chairman of the talking machine division of the County of Cook for the coming Liberty Loan campaign. Mr. Wiswell is at present mapping out his plans for the campaign and expects to appoint a committee of several men in the trade, each man to look after his individual company and its clientele.

W. C. Fuhri Optimistic

W. C. Fuhri, manager of the Chicago branch of the Columbia Graphophone Co., has just re-

turned to his desk after spending a few weeks' vacation in Michigan accompanied by his family. After looking over the trade situation upon resuming his duties, Mr. Fuhri became very optimistic regarding the business outlook for the coming season.

Columbia Girl Enlists

Miss Florence Bell, secretary to W. C. Fuhri, manager of the Chicago branch of the Columbia Graphophone Co., has enlisted as a stenographer in the Red Cross overseas unit which leaves for duty in France and England within a few days. Miss Bell is an exceptionally brilliant business woman and has been in the employ of the Columbia Co. for the past eight years. Her fellow employes of the company presented her with a handsome traveling bag before she left Chicago.

Another old-time employe of the Columbia Co., who left this week to take up war activities, was Scott Smith, the colored porter, who had been a Columbia employe for the past sixteen years. Mr. Smith is now employed in an ammunition factory near Chicago.

"Good Pickin's"

V. K. Tremblett, who represents the Chicago Talking Machine Co. in Indiana and Illinois, while aboard a train bound for Indianapolis recently, had the misfortune of being thoroughly "frisked" by a member of the light-fingered gentry who happened to be traveling in the same direction. Mr. Tremblett was comfortably ensconced in an upper Pullman berth, having visions of lots of orders and plenty of goods to supply the demand, numerous singing birdies, flowers and—but, when he awoke he discovered that he had been "touched" for his wallet containing \$150, Government identification card, baggage checks and other trinkets. No one aboard the train seemed to know just who the gentleman was who had such taking ways, but the railroad detectives as well as the Indian-

apolis police department have hopes of making his acquaintance at an early date.

Was a Busy Man

L. E. Noble, manager of the wholesale Victor department of the Rudolph Wurlitzer Co., is spending the remainder of his vacation in visiting his home town at Edgerton, Wis., this week. Mr. Noble was unable to spend his regular two weeks of vacation visiting his folks, owing to the shortage of help and other business reasons, and this necessitated his splitting his vacation time in two periods. He spent one week around the latter part of July vacationing and returned to his desk, awaiting a favorable opportunity when he could return and complete the "respite."

Empire Phono Parts New York Agency

C. L. Stevenson, whose headquarters are at 1133 Broadway, New York, has been appointed Eastern representative for the Empire Phono Parts Co. for New York and vicinity. Mr. Stevenson has already been successful in interesting a great number of Eastern manufacturers with the Empire tone arms, sound boxes and repair parts, and at present states that he has quite a number of new firms considering the adoption of Empire Phono Parts equipment as their standard. Mr. Stevenson is a man of much experience in the talking machine field and is well known not only to the Eastern trade but to the Central West as well. He is in a position to render valuable assistance to his clientele, owing to his vast fund of knowledge gained by long experience, and is now in a position to take care of all inquiries received from the manufacturers relative to the Empire Phono Parts products.

The Empire Phono Parts factory at Cleveland has been turning out their products in large quantities, and is at present in good position to take care of additional new business. Every

(Continued on page 77)

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

Telling the Public the Truth About Phonograph Values

IT is a conceded fact in the phonograph world that the coming of The Brunswick brought about a new era

both in reproduction and in selling.

Previously, the main stress had been placed on records, on exclusive artists. The record business appeared primary, the phonograph secondary.

Each make of phonograph had its own make of records.

A dealer and his customer had to make a choice, and then forego all other records.

The Brunswick Method of Reproduction created its first sensation by including an all-record player of unusual simplicity, and we called it The Ultona.

Our announcement of this advanced idea, and the subsequent advertising was on a large scale. Prospective buyers everywhere gained new standards by which to judge.

In all Brunswick Advertising we state compelling facts—and no thinking prospect can afford to ignore them. We call attention to the handicaps of the old methods, how one must be content with a limited selection of artists.

We show how The Ultona is adjustable at a turn of the hand to play any record, exactly as it should be played, with the proper diaphragm and needle.

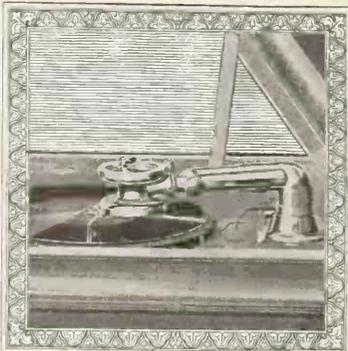
All this creates confidence and curiosity. We have sent thousands of people to Brunswick Dealers this way.

We also spotlight another feature of The Brunswick Method of Reproduction: The Brunswick Tone Amplifier. We tell how this advanced designing in an all-wood chamber brings better tone.

Such frank arguments as these, gentlemen, are the very same arguments which thousands of Brunswick Dealers and their sales people use in their talks to customers. And so their force is doubly strong.

We intend to keep on with this successful way of helping our dealers. Forthcoming advertisements will reiterate these arguments, and we are reaching millions.

If you are interested in joining our group of money-making dealers, and if there is an opening in your town, let us hear from you. You'll be interested in our proposition



The Brunswick
ALL PHONOGRAPHS IN ONE

THE
Brunswick-Balke-Collender Co.

General Offices: CHICAGO and NEW YORK

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

Canadian Distributors: MUSICAL MERCHANDISE SALES CO.
Excelsior Life Building, Toronto



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

department of this factory is under the personal supervision of W. J. McNamara, president of the company, and this insures not only an analytical inspection before being shipped but insures that only the highest qualities of supplies will be permitted to be shipped.

Empire Talking Machine Co. News

John A. Steinmetz, president of the Empire Talking Machine Co., has been receiving many interesting letters recently from Empire dealers, telling of their experiences in selling Empire talking machines. A letter received this week tells how one Empire dealer sold his customer.

The latter called late on Saturday night and stated that, after seeing a great number of the other machines that made their appeal by means of prices only, he was impressed by the unusual tonal qualities and workmanship as well

furnish this copy to their dealers on request.

The new Empire records, as announced elsewhere in this issue of The World, mark a new epoch in Empire achievements. These records are vertical cut and are played by either the steel or fibre needle. The composition of the material used has been perfected to such a degree that it practically eliminates the surface noise.

The company have also had designed for them a new label for these records, the label being a black background, printed in gold, and the records will be known as the Empire "Black" label. The first release contains forty numbers, embracing a wide range of subjects, such as popular and late war songs, the latter predominating. In addition some of the latest jazz band numbers and unusual selection of marimba pieces are also included in the list. The October numbers are now ready for shipment, and in connection with these records the Empire Co. have had prepared for them an exceptionally handsome wall hanger heralding the latest releases. This supplement is a very artistic example of the highest grade of printcraft, and a liberal quantity is supplied with all orders.

Open New Department

Barnhart Bros. & Spindler are rapidly completing the reorganization of their plant and from present indications expect to have their talking machine department in full operation by the fifteenth of September. This department has been equipped with entirely new machinery and arrangements have been made for a larger output of die castings which will permit of increased production. It is expected that the new plant will be able to clean up accumulated orders on hand by at least the first of October, and they will then be ready for new business.

In designing the new department the architects took into consideration the demand for the Barnhart Bros. & Spindler talking machine motor and have provided for ample space for this department to handle this part of their product.

R. N. McArthur, sales manager, stated that orders were coming in in large numbers and all the manufacturers seem to be willing to wait for a few weeks until the October delivery as they have been made aware of the reorganization of the entire plant, which makes for conservation of man power as well as space. The engineers of this company are rapidly completing the new set of multiple dies for die casting, which have a capacity six times greater than the old method and allows an additional number of castings to be made at once, where there was formerly one. The main elbow of the new cast is spherical in shape and extra weight is added to the lower end, which tends to give more balance to the tone arm and thereby eliminates any possibility of rattling. A new heavy base ring, which is practically nondestructible and makes a more substantial and

foolproof anchorage, is also a part of the new die castings being turned out.

Campaigning for War Exposition

On Thursday of last week a number of the cast of the "Oh, Look" company, which is now playing at the LaSalle Theatre in Chicago, toured the streets of the loop in a ticket-selling campaign for the benefit of the War Exposition now in progress. The members of the company who composed the party boarded a large auto truck on which was placed an upright piano and a Columbia graphophone. The tourists began at the LaSalle Theatre and made numerous stops at various of the busy loop corners and whenever a stop was made, Harry Fox, who is having such phenomenal success singing, "I'm Always Chasing Rainbows," sang in accompaniment to his record, which is just being issued by the Columbia Co. The Dolly



"Oh Look" Co. Selling War Expos. Tickets. Richard Carroll, Author at Piano—Dolly Sisters in Truck—Extreme Right, Harry Fox Dancing.

sisters helped attract the large crowds by dancing on the sidewalks. Richard Carroll, author of "Oh, Look" was kept busy a great deal of the time in supplying music for the dancing. The event proved such a success that the idea was carried out on Friday, Saturday and Sunday.

The Brunswick Dealer Service Portfolio

The Brunswick-Balke-Collender Co., manufacturers of the Brunswick phonograph, are not surpassed by any rival in the thoroughness of their preparation for assisting the retailer in carrying out successful selling campaigns. Under the direction of S. J. Turnes, their well-known advertising manager, this company has just put forth a new and entirely unique publication, which cannot fail to provide a weapon of high potency to all Brunswick retailers everywhere.

"The Brunswick Dealer Service Portfolio" is a handsome and sumptuously gotten-up collection of illustrations, specimen ads, sales arguments, descriptions and general ginger-producing matter, intended to show the Brunswick dealer in how many and how effective ways he may co-operate with the company in working up a demand for the Brunswick line.

Mr. Turnes' work in the preparation of advertisements for general dealer use is always

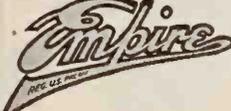
(Continued on page 79)



Cut of Empire Style for Use of Dealers

as materials used in the Empire and that he could see no reason why he should purchase a machine the only merits of which were counted by the cheapness of dollars and cents.

The Empire Co. have just had produced for them a number of new electrotypes, which they supply to Empire dealers for local newspaper service. The Empire Co. have been carrying out this plan of supplying new cuts to their dealers at regular intervals, and the results reported by these dealers show a very marked increase in their business. The new electros are very effective, as may be seen by the accompanying illustration, and the Empire Co. are advising their dealers to avail themselves of these cuts as soon as possible. The Empire advertising department is also getting out some very effective copy to be used in conjunction with these cuts and is also preparing at present to



UNIVERSAL TONE ARM



**NO SPRINGS
NOR WEIGHTS
TO ADJUST**

**MADE IN
FOUR
LENGTHS**

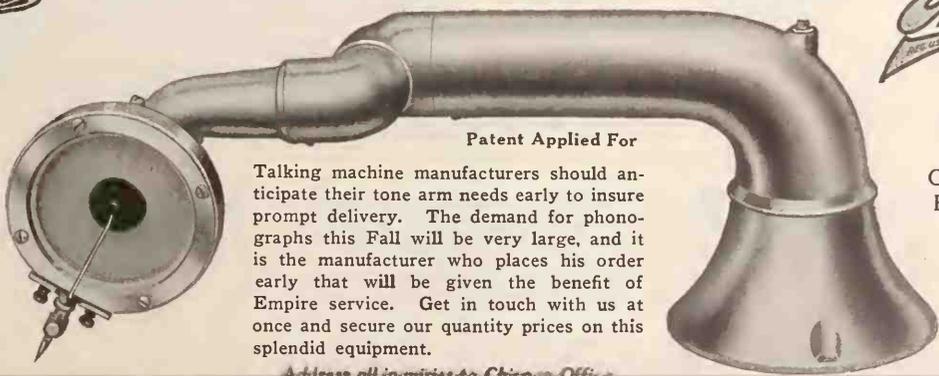
Patent Applied For

Talking machine manufacturers should anticipate their tone arm needs early to insure prompt delivery. The demand for phonographs this Fall will be very large, and it is the manufacturer who places his order early that will be given the benefit of Empire service. Get in touch with us at once and secure our quantity prices on this splendid equipment.

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

PHONOGRAPH DEALERS ENDORSE HIAWATHA QUALITY



Style 100

Hiawatha Phonographs Repeat

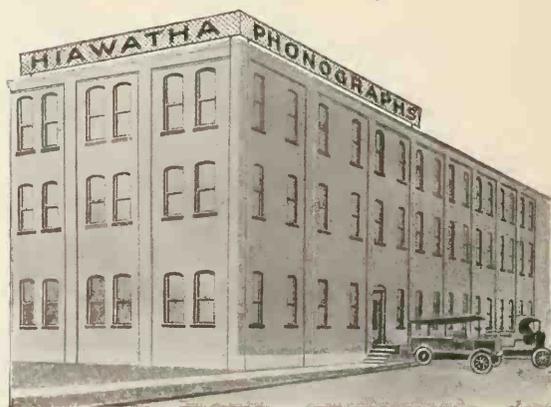
Any phonograph you sell that will bring you repeat business is honest merchandise.

Dealers endorse the Hiawatha by their repeat business, service and satisfaction.

They can sell Hiawatha Phonographs with every confidence that they will be satisfactory in tone, finish and equipment.

FIVE HIAWATHA MODELS
\$50, \$75, \$95, \$125 and \$175

IMMEDIATE DELIVERY



Hiawatha Phonograph Company

209 South State Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS (Continued from page 77)

clean and telling. His copy has the knack of saying something pointed always; and of saying it in a way that produces results. Among the various specimen pieces of copy offered to the Brunswick dealers in this portfolio is a series of small newspaper ads, each one featuring a single point in the Brunswick equipment or in the tonal and architectural advantages of the machine. The series is intended for successive publication at regular intervals in newspapers, and is in every sense telling and sharp-pointed.

The Brunswick machine possesses many highly interesting features, as everybody knows. Probably the one most interesting of all, to the dealer, is the remarkable Ultona sound box, which permits the use of records which take any one of the three accepted styles of reproducing stylus, diamond-point, sapphire-ball or steel needle, without detaching parts or removing needle points (save, of course, the regular Victor type steel needles, replaceable after playing one record). By means of the duplicate diaphragms the sapphire and the diamond point reproducers may remain in place permanently, each having its own proper separate socket, which is therefore always pitched at exactly the right angle. This feature of providing not a mere changeable attachment but an actual separate permanently installed reproducing equipment for each and every requirement is one of the principal Brunswick sales weapons, and naturally receives the greatest amount of attention in the very ably written advertisements built specially for the dealer and exhibited in the Dealer Service Portfolio.

At the present time, when so many talking machines of varied type, price and style are on the market, it becomes each day more necessary for dealers to become thoroughly acquainted with the exact meaning and the relative sales-promoting strength of each and every mechanical, acoustic or architectural feature of the machines they are pushing. When this education has been gained by the dealer it must be brought before the public and driven home. It is the mission of the remarkable series of advertisements contained in the Dealer Service Portfolio to put the Brunswick message across to the retailer first, and then to the consumer.

The Brunswick-Balke-Collender Co.'s advertising department has prepared and stocked matrices and cuts covering the various advertisements contained in the portfolio, in convenient sizes to suit all requirements.

Endeavoring to Supply Needs of Customers

The only complaint that has been made for some time past by W. G. Fricke, of the Lakeside Supply Co., manufacturers and jobbers of talking machine supplies, has been regarding inability to obtain sufficient stock of their various parts to supply the demands of their customers. Within the last few days, however, they have received a further shipment of one thousand of a very popular type of two-spring motor with which they have had much success, and this came in time to enable them to satisfy some specially insistent demands. The company reports being one thousand orders behind in tone arms and has been experiencing much difficulty in getting sufficiently large shipments on these items.

The questionnaire which was sent out recently by the Music Industries Chamber of Commerce, which manufacturers were invited to fill in, in order to bring out clearly before the Government the actual needs of the musical industries in the way of raw material for the winter, occupied the attention of all concerned at the Lakeside offices last week for more than a day. Mr. Fricke made a special point of turning in a model statement, hoping to give a good example to other manufacturers who have been, unfortunately, negligent.

Big Repair Part Stock

The Consolidated Talking Machine Co., 227 West Lake street, this city, who market several popular makes of talking machines of their own production, also carry in stock a very complete

line of repair parts for all makes of talking machines, new and old, current and obsolete. Mr. Fern, the genial president of the company, says that their facilities are such that if they cannot obtain a repair part for a certain machine they can make it, and make it quickly and well. The company also do repair work, and a visit to their shop convinces the caller that they are equipped for the best of service. They make a specialty of doing expert repair work for dealers.

New Wilson Manager

A. L. Spring assumed the responsible position of manager of the talking machine department of Thos. E. Wilson & Co. early last month. Mr. Spring is to be congratulated on his appointment, especially in view of the fact that Thos. E. Wilson & Co. is a direct subsidiary of Wilson & Co., the many-time-millionaire packing concern. The Thos. E. Wilson & Co. corporation devotes itself exclusively to sporting goods, gut strings and musical merchandise, such as ukuleles and talking machines. The

talking machine business has grown to very large proportions in a comparatively short time since the inception of this house.

Mr. Spring is a very experienced man. He has been for a number of years with the Aeolian Co., first on the pianos and players and for the last few years on the talking machines in the Vocalion division. He has had extensive experience both in the wholesale and retail end of this branch of the business and is therefore eminently fitted for the important position he now fills. The present Wilson line of talking machines is a very complete one and well worthy of investigation by energetic dealers.

The Fulton Alden Reproducer

The new Blood reproducer, the latest product of the Fulton Alden Co., Inc., of Waukegan, Ill., which is now being exhibited on the second floor warerooms of that company in the Atheneum Building, Chicago, is receiving much favorable comment from members of the trade who have investigated. The new reproducer,

(Continued on page 80)

An Old Story About a

VITANOLA.



8 Models
\$27.50 to \$250.00



Trade Mark Registered

LAFAVETTE, IND.

VITANOLA TALKING MACHINE Co.,
Chicago, Ill.

GENTLEMEN:—It may be an old story with you, but I want to tell you we came into competition with a \$200.00 — machine with a Style 100 Vitonola last Monday, in the home of one of our prominent citizens here and the Vitonola was purchased BECAUSE IT HAD A RICHER, MORE MELLOW TONE than the — machine.

We are frank to say we expected to lose when we found the competitor had placed such a large machine in the home alongside of ours.

The fact remains, however, that eight members of the family, all adults, agreed verbatim that the Vitonola was richer and more mellow than the competitor's gold plated product.

We are playing this up for all we can and we venture the assertion that we are going to do a big business with you.

Yours very truly, (Signed)

The Vitonola has met with this very same experience time and again.

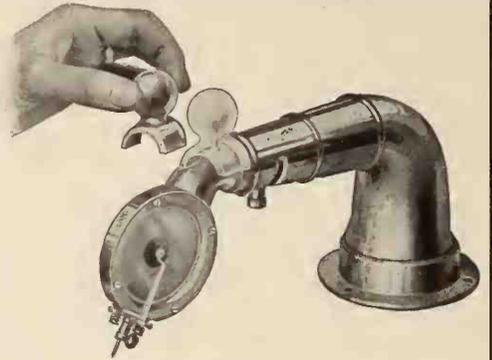
Get in touch with us at once and get this valuable agency while there is opportunity.

It will make you some good money.

VITANOLA TALKING MACHINE CO.
501-509 W. 35th Street - - - 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 79)

which, by the way, is the invention of B. B. Blood, is in size larger than the ordinary type, but at the same time the design is such that there is no appearance of clumsiness. The inventor lays his claims as to priority of patent rights upon the stylus bar. This part consists of a special mounting of the bar which contains a hollow space fitted with a small spring, against which plays a minute plunger held in place by a small screw. This arrangement allows for plenty of freedom and self-adjustment of the stylus bar, resulting in an unusually large range of governing tone from the high soprano voice to the deep bass. A tapered condition of the inner back plate, together with oversized diaphragm, materially helps in producing volume containing the slightest graduations of tone.

A Remarkable Instrument

Wm. Tures, head of the Combination Attachment Co., manufacturers of the well-known Oro-

tund products, has just completed a new model laboratory talking machine which has set those members of the Chicago trade who have seen it to talking as to just what the possibilities of a talking machine are. The design of the new instrument is along the lines of a high long-legged table whereon is placed the motor, tone arm, etc. The throat of the sound chamber, together with the tone amplifier, is of special design, made in such a way so as to produce an unusually large volume of tone, at the same time embracing all the modulations of the voice or musical instrument. The tone emitted is full, mellow and of a richness that is said to be truly remarkable. Mr. Tures stated that the instrument was built for demonstration purposes only and the present design is not practical for commercial purposes at present.

B. & H. Fibre Needle Service

The advertisement of the B. & H. Fibre Mfg. Co. in this issue of The World is especially in-

teresting. It outlines a campaign for the dealers and the ad itself furnishes some good ammunition for carrying on a profitable talking machine business these war days.

Hold Enjoyable Picnic

The entire advertising department of the Brunswick-Balke-Collender Co. held a fine picnic the other afternoon and evening at Lincoln Park. It was a basket picnic and there were plenty of good eats and lots of fun. Sam Turnes, who is advertising manager, said he had the time of his life with his capital young women assistants, who were very enthusiastic. Mr. Turnes has a most efficient force and is doing some excellent work for the B. B. C. phonograph and other departments.

Enter the Brownie Grand

"The talking machine with a silvery voice" is the effective slogan adopted by the Garvin-Brown Co., 2501 to 2503 North Western avenue, in a description of the Brownie grand, a very meritorious talking machine, which they are now placing on the market. The Garvin-Brown Co. have the distinction of being one of the two factories which make their own cases. Their building is a new two-story brick structure, well lighted and well equipped throughout. The first floor is devoted to the mill room and to the offices, while the second floor is given up to the varnishing, the finishing and assembling departments.

The company at the present time are concentrating on a single model. Mr. Garvin has had some seven years' experience in the talking machine trade, first as a dealer and later as a manufacturer. Mr. Brown and the president of the company, P. T. Ward, are business men of long experience. The trio constitute a fine, well-balanced team and are destined to be of much importance in this trade.

THE MOTOR TRUCK AS BUSINESS AID

Timely and Interesting Volume on This Subject Just Issued by the A. W. Shaw Co.

"The Motor Truck as an Aid to Business Profits" is the title of a timely, carefully compiled and interesting volume just issued by the A. W. Shaw Co., Chicago. The book, which contains 540 pages, is replete with photographs, drawings, charts, etc., and the information contained therein has been supplied by men who have had extensive and practical experience in the handling of motor truck service. The book handles in detail systems of installation, the relative efficiency of different types of trucks, costs of installation, maintenance and service, and traffic and loading information that should serve to prevent costly mistakes. S. V. Norton, the author, has been associated with the motor truck industry from its inception and has as his collaborators several men who have been and are prominent in that field. The price of the volume is \$7.50.

A Tonal Wonder

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

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

The Morenus cases are superb productions in every respect.

The MORENUS is in 3 STYLES

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

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



Style B

The MORENUS PIANO CO.
 342 West Huron St. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 80)

TIME TO CULTIVATE TRADE OF THE FARMING ELEMENT

Agricultural Districts Offer the Real Field for Talking Machine Sales at the Present Time, Declares Arthur E. Lewis, of Salt Lake City—Bringing Music to the Farm

CHICAGO, ILL., September 10.—The Mandel Mfg. Co., makers of the Mandel talking machine, have a very aggressive and hustling representative out in Salt Lake City by the name of Arthur E. Lewis. M. B. Silverman, of the Mandel Mfg. Co., had occasion some time ago to ask Mr. Lewis to tell him something about the sales methods which the latter has so successfully carried out within his territory, and the reply is of so great interest, as well as so comprehensive and instructive, that The Talking Machine World presents it herewith in extenso. It should be mentioned that Mr. Silverman has made it his policy to seek out at all times any unusual sales methods utilized in the handling

of Mandel machines. These he values highly, and attempts to make them available to all Mandel salesmen. Mr. Lewis' letter is as follows:

"As per your request I am going to give you my opinion of the possibilities of the talking machine business and where I think the best field is, and the best way to reach it. I believe to date nine-tenths of the machines have been sold in the cities, the reason for which, in my opinion, is that the city man has been educated to it. He does not have any more money, in fact, at the present time not as much. It is only a few years ago that the automobile was owned by the city man: the farmer had not been

educated up to it; in other words, he had not been educated up to turning loose real hard-earned money for what he termed a luxury, although he had ten times the use for an automobile that the city man had for electric street cars, cabs and good bicycle roads. In any way you take it the automobile has been the greatest benefactor to the farmer. The condition was the same ten years ago, but the farmer had not been convinced of the fact. To-day I believe the majority of automobiles are owned by the country gentleman; in fact, he would not be without it.

"The phonograph, to my judgment, is identically the same proposition, only more so. Music is absolutely essential to mankind, as it brings cheer where gloom predominates, just the same as the sunbeams dispel darkness. Now then, our agencies for this inspiration naturally
(Continued on page 83)

**The Wonderful New
Empire Records Are Ready**

The October release consists of 40 splendid numbers, the selections being divided among the latest popular war songs, jazz band, instrumental and several favorite ballads. For the complete new list refer to another page in this issue.

Ten-Inch Double Face Records Retail at 85c

We pride ourselves in having produced an excellent vertical cut record which can be played with a steel needle. Each and every one of the new numbers will meet with instant favor. Dealers have an opportunity to secure a high class line of records without the necessity of investing a large amount of money in order to secure our agency.

**Dealers: Write Us At Once For Our New
Record Supplement and Agency Proposition**

Empire
PORTABLE \$35.00

That this little machine quickly proved a big seller is shown by the fact that dealers all over the country have ordered them and the demand is becoming larger every day. If you do not handle the Empire portable as yet, write us immediately for dealers' prices and our proposition on same. Plays all makes of disc records. Weighs 17½ pounds, and when closed is 7 inches high, 14 inches wide and 15 inches deep.

11 Other Models Retailing from \$32.50 to \$500

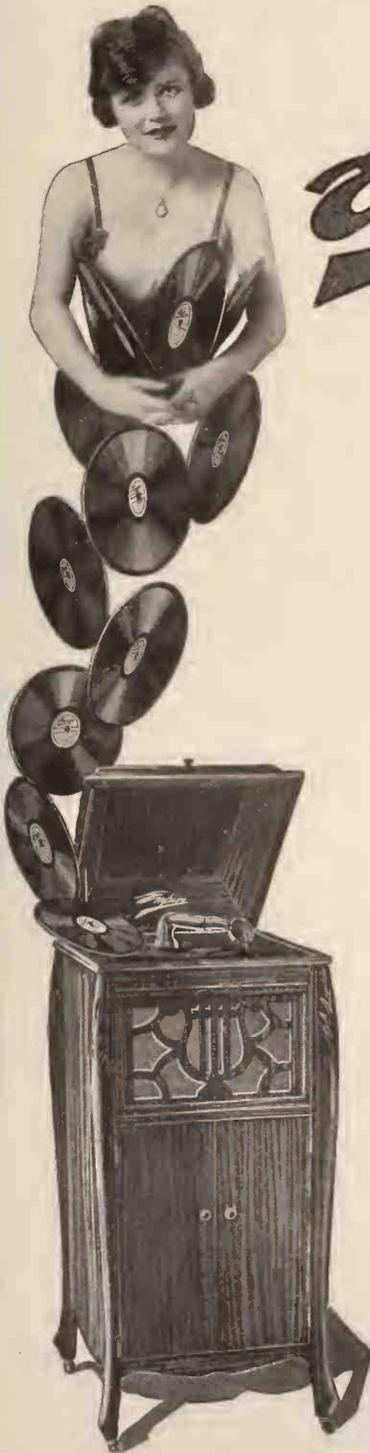


Showing the Empire Portable set up ready for operation

EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President

429 South Wabash Avenue, Chicago, Ill.



Holding Fast to the Nightingale

It is our ambition to build the *one phonograph* whose *dealers* do not change.

That ambition concentrates our thought on *quality* rather than the *sale*. We have figured that if we can build **Nightingale Phonographs** so that they stand up and stay sold, dealers surely will find it out.

If they find it out—and those who find it out do not change—sales will, of course, increase enormously in volume. The past year in particular has proved that we figured wisely, for **Nightingale Sales** have more than *doubled*. It took time to prove that the genuine *solid wood* in our cabinet, combined with the *Stephenson Precision-Made Motor, Scotford Tone Arm and Reproducer*, gives to the dealer prestige and profit, satisfaction to the user.

Two years ago, the soundness of this position we had taken could already be seen.

Now the harvest is at hand!

Dealers have discovered the truth! They are increasing in numbers steadily!

AND THEY ARE STICKING—CLOSE!!!

Write to me to-day and let me cite you facts!!!

Harry B. Holfer
President

Nightingale Manufacturing Co.

422-26 Armour Street, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

are from those sources that have the greatest education and talents along these lines, namely, from our great artists who have given up a lifetime to the development of this great God's gift. This we find in the city for the benefit of the city man, the city man gets this privilege, he gets all the new music through vaudeville musical sketches, operas, concerts, chautauquas and various and numerous other sources. The country man does not have these advantages: he gets a little taste of the old-time church hymn played on the church organ once a week, occasionally a melody from an ill-tuned automatic piano in the small nearby village picture show, and possibly once a year a rough imitation of Sousa's Band at the circus.

"Now then, asking ourselves how can 'Mr. Farmer' get real music? How can he get a taste of the real artists, either vocal or instrumental? Elocutionists or light enjoyable vaudeville sketches from artists in that line? The answer is, from the phonograph. He can bring through this avenue the great artists and their developments of the musical arts right into his home, where he, his wife, children and friends can enjoy them and make them and their art a part of their daily life and satisfy that natural craving that every normal man has for music.

"In my judgment, all we have to do is to get directly in touch with this fellow and convince him that the phonograph will do this very thing and not only tell them so, but put the machine right into his home and give him a real example. Put on a live vaudeville sketch for the small children, a little new popular music, one or two dance selections for the young ladies of the family and then drop in on some of the old-time melodies, with which the average farmer is familiar, and then give a selection or two of Hawaiian music, and advance to a little semi-classical operatic music, and the demonstration has been made. While you are going through this, lay aside the selections that please him the most and give him a little repetition, because music, pleasing to the ear, will always sound better the second time.

"By these means a desire to have music in the home is created. The task is then to convince him not to look on every investment from a dollars-and-cents standpoint, that there is something more in life than the silver dollar. He must be shown that music in the home is one of the things that really make life worth while, that it makes a better farmer, sheepman or cattleman out of him. It is one of the things that makes a home out of a house, brings cheer, keeps your children home, brings friends and happiness. Reference should not be made to him or his home, but you should call his attention to the practical, or rather the man with the 'Dollar God,' who has not had musical advantages and has not permitted music or any other of the better things to come into his life, excepting that which shows profit. Point out that some men would ridicule the idea of Uncle Sam sending strong, healthy men out with every regiment of soldiers with musical instruments in place of guns, thereby, in his way of thinking, risking their lives and using up some of the good Government Liberty Bond money in buying musical instruments in place of bullets and powder, and that such men do not realize that music is power, and one of the elements of good which inspires a man to do a man's work in the right direction.

"With a little of this line of reasoning you are gradually convincing your prospect that he is really justified in his own mind to turn loose the price of a cow for music in his home."

WALTER ROGERS WITH PARAMOUNT
Prominent Musical Director Will Assume Important Position in Paramount Laboratories

CHICAGO, ILL., September 7.—Walter Rogers, who for very many years was the musical director of



Walter Rogers one of the largest Eastern talking machine companies, has been appointed to assume this position with the New York Recording Laboratories, makers of the Paramount records, with recording laboratories in New York, general offices at Pt. Washington, Wis., and pressing plant at Grafton, Wis. The Paramount company have gained a great deal of prestige on account of the excellent records they are producing, although they have only been in this field a comparatively short time. They are backed by the enormous capital which is behind the great Wisconsin Chair Co., of Port Washington. They are going about the manufacturing and marketing of Paramount records in a big, broad manner. Their acquisition of Mr. Rogers furnishes new evidence of this fact.

The "Brownie Grand"

"The Talking Machine with a Silvery Voice"



Retail Price, \$150.00

Specifications

Unusually large, massive and handsome Cabinet made from the finest selected foreign and domestic hardwoods; size, 50 inches high, 23 inches wide and 24 inches deep; finished in a genuine piano polish, mahogany only. Has finest double spring motor; universal tone arm; playing perfectly any disc record made. Equipped with the latest style tone amplifier and modifier. Special resonant sound chamber scientifically constructed on acoustic principles. Unusually large record filing space.

Unusually liberal discounts to dealers, thereby insuring unusually good profits. Write us for full particulars—also about our exclusive agency in your territory.

Jobbers Attention

We make special machines under your own name, on contracts of sufficient size, when desired.

GARVIN-BROWN CO.
2501-2503 N. Western Avenue
CHICAGO, ILL.

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 Pathe 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.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

A MAN OF EXPERIENCE AND ABILITY

Is Ernest C. Cook, Secretary and General Manager of the World Phonograph Co.

CHICAGO, ILL., September 9.—As announced in last month's World, Ernest C. Cook is now secretary and general manager of the World Phonograph Co., of this city. Mr. Cook is a man of long selling experience, the result of which is shown in the number of big houses he has landed



Ernest C. Cook

as distributors for World phonographs. These concerns range in capital from \$500,000 to several millions. Houses of this character naturally would not take up the World phonograph unless they thought it worthy of their steel. The company has just issued a new catalog showing designs of very beautiful new cabinet phonographs.

AN UNUSUAL BOOK

New History and Treatise on the Talking Machine Issued by the Western News Co.

CHICAGO, ILL., September 9.—The Western News Co., of Chicago, experts of good literature of every kind, have issued a remarkable book regarding the talking machine. It gives the history from the gestative period to the present time, traces its development through all its evo-

lutionary stages and makes a legitimate prophecy as to the future. It is written by an acoustic expert, and not only an acoustic expert, but one skilled in the practical application of acoustical principles to the talking machine industry. This really remarkable brochure is of genuine interest to the dealer and to the public with which the dealer comes in contact. That the book contains, in addition to its general acoustical and phonographic information, illustrated descriptive matter of the new aspirant for phonograph honors, the Tel-O-Tone, does not in the least detract from its value.

Another rather startling thing about it is that it is free. The Western News Co. advises everyone legitimately connected with the talking machine industry to write for a copy.

ATTRACTIVE STRADIVARA POSTER

Compton-Price Co. Issues Three-Color Display Advertisement for Window Use or Bill Posting—Catalog Another Aid to Dealers—Other Advertising Aids Coming Out Soon

The Compton-Price Co., of Coshocton, Ohio, in exploiting the Stradivara talking machine, has published a very attractive poster which may be used for either window display or bill posting purposes. The poster shows one of the popular models of the Stradivara attractively displayed, the printing being in three colors; the background in blue and the machine and outlines in buff. The Stradivara note border, a distinctive characteristic of the Stradivara advertising, is also used in this design, while the text states "The Subtle Beauties of All Records Are Brought to Life Only When Played on the Stradivara." A reduced reproduction of this poster appears in The World this month. The size of the original for window display and other purposes is seventeen inches by twenty-three inches. The contrast of colors is of that nature to attract the immediate attention of the passerby and the poster constitutes one of the forceful advertising aids to dealers which the Compton-Price Co. is now perfecting.

The new Stradivara catalog is also another piece of publicity which may be used to good advantage by Stradivara dealers. It has been prepared with great care and each style of the machine is clearly reproduced, while the details of construction as well as the various individual features incorporated in the machines are simply but clearly explained in the text. The cover

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

shows the Stradivara name in its usual style in gold-embossed lettering under which is the slogan "Known for Tone." The volume is in truth a gem of art.

The company is working on other advertising aids for the dealer which will be announced within the near future.

The Rudolph Wurlitzer Co., of Chicago, on September 3 discontinued the practice of sending out talking machine records on approval, explaining as one of the reasons for the action the fact that the delivery of the records utilized the services of men who could be engaged in more essential work, and likewise proved very expensive.

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

NEW and OLD

Repair parts for EVERY make of machine—EVERY make of motor—new or obsolete.

We are the only concern in the United States that specializes on this line of work.

If we haven't the repair part in stock, we will make it QUICK—and good.

We do expert repair work for the trade.

INCORPORATED UNDER THE LAWS OF ILLINOIS



SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aratino Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227 W. Lake Street, CHICAGO, ILL.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
CONSOLA

We Make Stamped Steel SOUND-BOXES

in View of Shortage in Die-Casting Market

Chicago Recording Scale Co.
WAUKEGAN ILLINOIS

CANADIAN EDISON DEALERS MEET

Large Attendance at Third Annual Convention in Toronto This Month Where a Number of Special Features Were Presented

TORONTO, CAN., September 7.—Edison dealers from all sections of Canada were drawn to the King Edward Hotel here on Thursday and Friday of this week to attend the third annual convention of the Canadian Edison phonograph dealers. The convention was under the immediate auspices of the R. S. Williams & Sons Co., Ltd., Canadian Edison jobbers, and the company was most enthusiastic over the response of the dealers to the convention call, particularly in view of existing national and trade conditions.

A most interesting program had been prepared and was carried out to the letter. After the visiting dealers had been welcomed on Thursday morning, W. A. McIntyre, of St. Mary's, Ont., read his chairman's address, after which T. J. Leonard, general sales-manager of Thomas A. Edison, Inc., delivered the greetings from the Edison Co. Particular interest was displayed in the demonstration of the new Velvet Surface Re-Creation, the latest Edison product which aroused so much enthusiasm among the dealers at the recent general convention in New York.

Among those who read papers were: Glenn B. Petch, whose subject was "Improvement in Supply and Distribution of Re-Creations"; J. D. Ford, "The New Prices and Their Effects"; H. G. Stanton, of R. S. Williams & Sons Co., "Music and the War"; Gordon H. Gray, of the same company, "Mechanical Inspection"; James H. Imrie, advertising department of Williams & Sons Co. on "Advertising"; T. J. Leonard, Thomas A. Edison, Inc., "Records and Record Production"; D. S. Cullen, Kitchener, Ont., "An Attractive Store as an Asset to Your Business"; S. C. Thornton, Dundas, Ont., "How I Get Prospects"; Miss Laura Scribner, Thomas A. Edison, Inc., "Tone Tests," and a number of others. Practically all the papers had direct reference to selling and advertising problems of Edison dealers, and were, therefore, most pertinent and helpful, a particularly interesting paper being that on "Finance," by Harrison Durant, of the Commercial Trust and Investment Co., New York. John A. Fullerton, of Toronto, secretary of the "Music In the Home" propaganda, was asked to explain and outline what progress had been made in the campaign, which he did in his usual able manner.

On Friday there was a cornet tone test by E. E. Farringer, a motion picture theatre novelty violin act by Percy Sky, of Toronto, and the presentation of William Maxwell's latest sales comedy, "The Dotted Line," which proved the feature at the New York convention earlier this year.

Philip E. Layton, of Layton Bros., played the accompaniment for Mr. McKay, one of the Williams road men, who played Mr. Layton's latest composition, "Soon You'll Be Coming Home, Lad," which made quite a hit.

The balance of the sessions were given over to general discussions between the dealers on general business matters.

Have you bought a Thrift Stamp to-day?

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.

Chas. Passow & Sons
2121 to 2141 ALLPORT STREET CHICAGO, ILL.

GENERAL MANAGER OF LYRAPHONE

Maurice C. Rumsey Appointed to Important New Post With Lyraphone Co. of America

Maurice C. Rumsey, formerly assistant general manager of the Lyraphone Co. of America, has been appointed general manager of the concern. The Lyraphone Co. have commenced a big fall campaign featuring the records in the fall catalog as well as those from the standard lists. This includes advertising, new colored cut-out holders for the monthly lists and monthly supplements with the imprints of the dealer and jobber. J. M. Kohner, sales manager of the company, is now making a Western trip, visiting the trade in all the larger centers of the Middle West and Pacific Coast. He reports the fall sales to be very large and that the Lyraphone Co. expect to have one of the biggest seasons in their history. One of the records from the standard list which the company is now making popular is the "William Tell" overture, complete on a double-faced record. This record has been created with great care and the Lyraphone laboratories are very proud of its production.

HOFFAY DISTRIBUTOR IN UTAH

George A. Lowe, of Ogden, to Feature Hoffay Products in That Territory in Big Way

The Hoffay Talking Machine Co., Inc., have appointed the Geo. A. Lowe Co., of Ogden, Utah, distributor of the Hoffay products in that territory. The Geo. A. Lowe Co. is one of the biggest firms in the State of Utah and is well known throughout the West. Large shipments of both Hoffay talking machines as well as "Resurrectones," the patented sound box produced by the Hoffay Co., have been forwarded to their new agents. A special campaign will immediately be put forth in the local papers of Ogden and adjacent territory and the Hoffay products are to be featured in a series of advertisements over a period of many weeks. Much of this publicity will be given through the Ogden Examiner, one of the largest papers in that part of the country. Joseph Hoffay, president of the Hoffay Talking Machine Co., Inc., is well pleased with the acquisition of the Lowe Co. to the growing list of his company's agents.

IMPORTANT CORTINA MOVE

Four New Courses to Instruct Italians, Slovaks, Poles and Hebrews in English

The Cortina Academy, 12 East Forty-sixth street, New York, whose method of language instruction through sets of phonograph records is being successfully marketed by many talking machine dealers, is planning to issue shortly four new courses.

These new courses will follow the popular plan to Americanize the foreigner within our gates and will enable him to more easily break away from his mother tongue and to use the language of his adopted country. The various courses will instruct Italians, Slovaks, Poles and the Yiddish-speaking race how to speak the English language.

Reproducers

Mr. Manufacturer:

We are prepared to furnish a limited number of reproducers for immediate delivery.

Write us what tone arm you use and we shall be pleased to submit a sample ready for attaching: if, after trial, you do not pronounce our reproducer **THE VERY BEST IN QUALITY AND VOLUME YOU EVER LISTENED TO**, we ask you to return the sample at our expense, and we thank you for the granting of this hearing.

Yours very truly,
FULTON-ALDEN CO.
Waukegan, Ill.

P. S.—Ready in 30 days: our new balanced cover-lift. Will not warp cover. Easiest to attach.

Ask for sample

FULTON-ALDEN CO.
INC.
WAUKEGAN, ILLINOIS

AEOLIAN-VOCALION IN CANADA

Dealers Visiting Toronto Exhibition Entertained by the Nordheimer Piano & Music Co.

TORONTO, CAN., September 9.—Assuming that many Aeolian-Vocalion dealers would be visiting the Toronto Exhibition, the Nordheimer Piano & Music Co., Ltd., Canadian representatives, tendered an informal luncheon at the National Club to all dealers and which was taken advantage of by all who were in the city at the time. The guests were received by E. C. Scythes, general manager, and Thos. C. Wright, wholesale manager of the Aeolian-Vocalion department.

The gathering was looking forward to a visit from W. H. Alfring, general manager of the Vocalion division of the Aeolian Co., but unfortunately owing to business reasons he was unable to be present. A. C. Barg, of the Vocalion wholesale department, New York, who was on hand, was immensely pleased with the enthusiasm and spirit shown by Canadian dealers. During the luncheon the guests were treated to new Vocalion records played on the Aeolian-Vocalion and listened to by all with unusual interest.

THE WISDOM OF BENNIE

"My boy Bennie is lazy, but I must say he is smart," said the musician.

"Is he going to follow in your footsteps?"

"No, I learned to play the trombone and I've got to march about eight miles every time there is a parade. Bennie is learning the harp so they will have to let him sit down."

NEW PERIOD MODEL OF NEW EDISON

Eighteenth Century English Model Just Announced Is Genuine Work of Art

A new art model of the New Edison phonograph has been announced by Thomas A. Edison, Inc. It is known as the Eighteenth Century English Model, is designated as C-450, and lists at \$450. The finish of the instrument in every particular is most artistic, and the beauty of its design cannot be shown in a black and white cut. The Wedgwood decorations are the work of capable artists in the Edison laboratories, and are distinctly rich in their effect. The new C-450 has two compartments, the one at the right containing the mechanism, and that at the left being fitted with a filing device with a capacity for sixty-eight Re-Creations. The motor is the official laboratory model—the C-250 type.

Dealers who have seen this new Edison period style are enthusiastic over its sales possibilities and expect to book large orders for it during this fall and the coming winter.

COMBINES BUSINESS WITH PLEASURE

B. R. Forster, president, and H. W. Acton, secretary of the Brilliantone Steel Needle Co., combined business with pleasure in a motor trip taken through New England. The route lay through some of the prettiest parts of Massa-



Eighteenth Century English Model New Edison chusetts and New Hampshire and the country seemed at its best. Many calls were made en route and a large volume of orders were accumulated. B. R. Forster has closed his summer home at Atlantic City.

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.

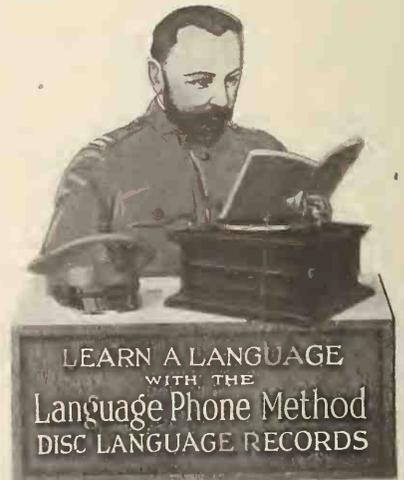
Send for our trial package assortment including window display and regulation catalog book.

Operaphone Co., Inc.
LONG ISLAND CITY, NEW YORK

NEW LANGUAGE PHONE AGENTS

Many Dealers Now Featuring the Language Phone Method in Energetic Manner

P. J. Doherty, sales manager of the Language Phone Method, the makers of disc language records, states his firm is constantly adding well-



Language Phone Display Card known dealers to the list of agents for their products. During the fall some of the leading houses are giving window displays featuring the language courses put out by the company. Many of these displays have recently been placed in stores in well-located parts of the city and have attracted much attention. In most of the displays a large cut-out figure, in many colors, a reproduction of the company's trade-mark, has been shown. This trade-mark has recently been changed to represent an officer of the United States Army, who is presumably studying the "French Military Course" now being featured by the company especially for our forces about to go overseas. It has a great attention-getting force.

W. H. ALFRING'S NEW POST

Appointed Manager of All the Aeolian Co.'s Domestic Wholesale Departments

The Aeolian Co. announced this week the appointment of W. H. Alfring as manager of all the company's domestic wholesale departments. Mr. Alfring has been manager of the wholesale Vocalion department for the past two years, and in his new position will be in charge of all the company's domestic wholesale activities, including Pianolas, Duo-Art Pianolas, pianos, music rolls, etc.

W. H. Alfring has been associated with the Aeolian Co. for many years, having occupied several important posts prior to his appointment as manager of the wholesale Vocalion division. He has been in charge of the Aeolian branches at Indianapolis and St. Louis, and is generally recognized throughout the country as one of the best-posted piano and talking machine men in the trade. He is admired and esteemed by the dealers and his co-workers, and friends and from coast to coast have congratulated him upon his well-deserved promotion to the important position that he now occupies.

As manager of the wholesale Aeolian-Vocalion department Mr. Alfring has been an important factor in the splendid success achieved by the Aeolian-Vocalion phonograph. He has organized a capable and efficient sales staff, and has left nothing undone to co-operate with the dealers throughout the country in profitably merchandising the Aeolian-Vocalion. He has worked indefatigably to further the interests of Vocalion representatives, and in his new post will have an opportunity to co-operate with Pianola dealers along the same intensive lines.

MEIKLEJOHN CO. OPENING

New Phonograph Department One of the Handsomest—W. W. Longfellow Is Manager

PROVIDENCE, R. I., September 5.—The Meiklejohn Co., of this city, will have a formal opening of their new phonograph department some time this month. This department, which is under the management of W. W. Longfellow, formerly of the Pardee-Ellenberger store in New Haven, Conn., is very handsomely arranged with special display rooms for Edison and Starr machines. There are attractive demonstration booths and the entire furnishings are conducive to interest and hold visitors. Mr. Longfellow will have a capable staff in his department with Allen D. Waite as outside representative. Special window displays will be a feature of the opening, and nothing will be left undone to let the people of Providence know that a live up-to-date store is in "their midst."

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Twelve Months Ending June 30, Totaled \$4,684,329

WASHINGTON, D. C., September 10.—In the summary of exports and imports of the commerce of the United States for the month of June, 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 June, 1918, amounted in value to \$45,028, as compared with \$49,669 worth, which were imported during the same month of 1917. The twelve months' total ending June, 1918, showed importations valued at \$355,785, as com-

pared with \$485,417 worth of talking machines and parts imported during the same period of 1917.

Talking machines to the number of 2,978, valued at \$104,249, were exported in June, 1918, as compared with 9,448 talking machines, valued at \$190,850, sent abroad in the same period of 1917. The twelve months' total showed that we exported 91,297 talking machines, valued at \$2,610,866, as against 78,669 talking machines, valued at \$1,987,878, in 1917, and 42,261 talking machines, valued at \$1,198,647, in 1916. The total exports of records and supplies for June, 1918, were valued at \$216,584, as compared with \$210,461 in June, 1917. For the twelve months ending June, 1918, records and accessories were exported, valued at \$2,073,463, as compared with \$1,660,439 in 1917, and \$939,790 in 1916.

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.

The Lundstrom "Converto" Cabinet converts the small "Victrola" into a handsome cabinet type, completely enclosing the machine. It takes the place of a stand and provides a dustproof record rack for 60 records. It re-creates interest in records. It helps you meet low-price competition in cabinet machines and gives you a *good profit*. It costs the customer no more than a good stand!



Setting Victrola into Cabinet

Sound Doors Open for Playing

DEALERS

Make Big Money

On Our Language Records



**French
Spanish
Italian**

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 Dealers Near War Camps

Send for Particulars

THE LANGUAGE PHONE METHOD

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

FOR YOUR OWN SAKE as well as FOR OURS

Get Acquainted With

The
BUSH & LANE
 Phonograph

"Built by men who have made a life study of tone production"

The Case Designs

are worthy products of the artistic originality which has marked BUSH & LANE work at all times.

The Tone Modifier

is an original and *efficient* means for controlling tone volume.

The Motor

is extra well built and extra long-running.

The Workmanship

is as nearly perfect as such work can be.



The Principle of the Piano Sound-board

has been utilized in the construction of the marvelous BUSH & LANE **Tone Chamber**, which neither cracks, nor swells, which is designed on *correct* acoustic principles, and which is one of the **great features** of a great machine.

The Tone-Arm

is delicately balanced and rightly shaped.

The Reproducer

plays all makes of records, without special attachments.

Send for our handsome illustrated catalog. It describes the goods and gives a topping sales argument besides

BUSH & LANE PIANO COMPANY

HOLLAND, MICHIGAN

Get out after those Vacation Models you sold last Summer. Every one should be traded in for a New Model Grafonola with the Non-Set Stop.



Columbia Graphophone Co.
NEW YORK

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has 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.]

SOME QUERIES AND ANSWERS

Adjustment of the Mica

Sheboygan, Wis., August 27.

Editor, Talking Machine World: Can you advise us as to the relation or the effect the distance of the mica from the back of the sound box has on the sound which the same produces? If there is any marked difference, will you kindly refer us to some book or table showing what distances the various sizes of mica should be from the back of the sound box?—U. P. C.

ANSWER—Do not know of any book or table giving this information. The distance of the mica from back of sound box should be determined by experiments. The size of the hole in the back through which the sound passes, the width and thickness of the mica and the method of tensioning the needle bar are all factors to be considered.

In "The Phonograph Book," by Lloyd Macfarlane, page 83, is the following: "The distance between the inner side of the metal casing or cup and the inner side of the diaphragm is of the utmost importance, as it is in the construction of a recording sound box. About one-sixteenth of an inch is the usual practice, although the distance between the mica and metal face of the cup varies according to the size of the sound box, the record it is adapted to be played with and other considerations, so that there is no particular rule governing the so-called 'air space.'"

A Polishing Formula

Somerville, Mass., August 26.

The Talking Machine World: Kindly send formula for a first-class all-around polish for piano and phonograph cases, with such suggestions as you may have to offer for its use. There are numberless preparations on the market, also formulas, very few of which are worth while. I want something which will do the work well and quickly, as I handle quite a few trade-ins and it is not always profitable to spend a great deal of time on them.—G. H. D.

ANSWER—The polish preparations on the market to-day are all of about the same formula with an added coloring matter or perfume to make them appear different from one another. Crude oil as the base, with benzine, rottenstone and lemon oil in varying proportions, a coloring matter and a perfume is a sample combination. However, these preparations only wash the dirt

off and put a temporary polish on the varnished surface. The only reliable method of cleaning and polishing the cabinet is by the usual hand-rub with pumice-oil, rottenstone, etc.

Cause of Noisy Motors

Somerville, Mass., August 26.

Talking Machine World: What is the most common cause of a noisy phonograph motor? I understand, of course, that an old worn motor would naturally be noisy, but I find this trouble in motors which have been in use a year or two. Any information you can give me on these matters will be greatly appreciated.—G. H. D.

ANSWER—The most common cause of noisy motors is the lack of graphite on the springs. The

main springs should be taken out of the cages, cleaned with gasoline, replaced, and fine flake graphite mixed with heavy oil to the consistency of molasses placed in the leaves of the springs, using about two tablespoonfuls to each spring. A worn governor drive gear and governor spindle is another cause for noise in a motor used for a year or so.

The Stephenson Motor

New Britain, Conn., August 26.

The Talking Machine World: Can you inform me where I can obtain one Stephenson motor?—J. A. L.

ANSWER—Stephenson, Inc., 1 West Thirty-fourth street, New York.

RECORD RECRUITING CORPS FORMED

People Prominent in Musical World Back of Movement to Collect Machines and Records for Distribution to Units in Service

The National Phonograph-Records Recruiting Corps has been organized in New York for the purpose of collecting talking machines and records for the men in service, and to see that they are distributed among the various camps, cantonments and ships. Major-General J. Franklin Bell, Commander of the Department of the East, is honorary president of the corps, and Vivian Burnett is chairman of the national committee, the membership of which consists of men and women of much prominence in the musical world, including Enrico Caruso, Frank Dam-

rosch, Mrs. Carrie Jacobs-Bond, Daniel Frohman, Mme. Galli-Curci, Victor Herbert, John McCormack, Lieut. John Philip Sousa and others. The corps is arranging for a recruiting week for records from October 26 to November 2.

On the back covers of the September magazines appears a most striking advertisement of the Victor Talking Machine Co. emphasizing in no uncertain manner the part played by the Victrola in cheering the lives of our fighting men on the high seas. The caption of the advertisement is "Carrying the Song of Victory Across the Seas," and the attention-commanding illustration shows a battleship in action. An insert offers a view of a group of naval officers enjoying a Victrola concert in the wardroom.

IMMEDIATE DELIVERIES

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



809

Mahogany, Golden Oak, Fumed Oak, Weathered Oak, Nickel-plated trimmings. Lock and key. Height, 33 inches. Top, 22 1/2 x 19 1/2 inches. Holds 192 twelve-inch records. Matches New Victrola IX. Highest type of cabinet, both in construction and finish. Average weight crated, 80 lbs.



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.

Our Bigger Partnership

IT MATTERS little, today, what our individual business is, yours and mine. That business may seem to us, as individuals, to be most important, but its true worth is determined by its relation to the greatest business of all—the *business of winning this war.*

We are proud of the fact that, in this great business, we are active partners with Uncle Sam *active*, because in yonder room, where yesterday skilled craftsmen were working on Stephenson Precision-made motors, today only munition parts are made.

And this influence makes itself felt in many ways on our product in reduced production, in increased difficulty in obtaining raw materials in many ways.

But we are partners, active partners, with Uncle Sam. And we are proud, and content to slack our own business until our bigger partnership is dissolved until all is over, over there.

Cordially yours,



Vice-President

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

Manufacturers of the Stephenson Precision-Made Motor

PLANNING BIG TRADE DRIVE FOR FOURTH LIBERTY LOAN

J. Newcomb Blackman, Chairman of Talking Machine Division of Allied Music Committee, With H. L. Willson, Roy J. Keith, E. N. Boykin and C. G. Child as Sub-Chairmen

The local talking machine trade is preparing to participate actively with the other branches of the allied music trades in putting the coming Fourth Liberty Loan "over the top" in a manner to surpass all previous records along this line. It will be remembered that members of the talking machine trade during the Third Loan drive rounded up subscriptions that came close to eclipsing those of any other branch of the industry, tying the piano men, through courtesy, it is said, for first place. The drive on the Fourth Liberty Loan begins on September 28.

Benjamin Strong, director of the Federal Reserve Bank, has appointed Mark P. Campbell, president of the Brambach Piano Co., chairman of the Allied Music Committee, Industrial and Professional, with J. Newcomb Blackman, president of the Blackman Talking Machine Co., as vice-chairman; Charles Jacob, of Jacob Bros.

Co., treasurer, and Albert Behning, secretary. The headquarters of the committee will be at 105 West Fortieth street, New York.

Mr. Blackman, in addition to being vice-chairman of the general committee, will also be in direct charge of the campaign in the talking machine trade, a tribute to his efforts during the last drive. Under his direction will be sub-chairmen to take care of each division of the trade, and under them in turn will be captains and lieutenants to solicit subscriptions. The entire trade has been carefully card-indexed in order to make the work most systematic and effective.

In the talking machine trade the sub-chairmen will be H. L. Willson, general manager of the Columbia Graphophone Co., in charge of the manufacturers' division; E. N. Boykin, Thomas A. Edison, Inc., sub-chairman in charge of the

talking machine dealers' division; C. G. Child, Victor Talking Machine Co., in charge of the talking machine musical artists' division, and Roy J. Keith, of the New York Talking Machine Co., in charge of the wholesalers' division. The appointments of captains in the different divisions are now being made, and the organization arrangements will be completed at a meeting of the general committee to be held shortly. It is very probable that some sort of rally similar to the wonderfully successful affair held in Carnegie Hall during the last drive will be staged in connection with the work on the Fourth Loan, but nothing definite along this line has yet been announced.

The subscriptions of the talking machine interests will go in with those of piano manufacturers, merchants, musical merchandise houses, music roll manufacturers, music publishers and the professional music interests, including teachers, band and orchestra men, etc.

IMPORTANT COLUMBIA CHANGES

Dictaphone Sales Division Placed Under the Direction of General Sales Manager Geo. W. Hopkins, Who Announces a Number of Important Appointments—Gifts for Milnor

H. L. Willson, general manager of the Columbia Graphophone Co., of New York, announced this week that beginning September 1 the activities of the Dictaphone sales division are placed under the direction and supervision of General Sales Manager Geo. W. Hopkins.

Mr. Hopkins has announced the appointment of N. F. Milnor, formerly sales manager of the Dictaphone division, as manager of the Columbia Co.'s San Francisco branch. Mr. Milnor is now en route to the Coast. C. K. Woodbridge, formerly connected with the Kellogg Food Products Co., Buffalo, N. Y., has been appointed Dictaphone sales manager. Mr. Woodbridge will assume his new duties September 16. F. A. Denison, formerly manager at San Francisco, is expected at the executive offices in New York very shortly, when he will be assigned to a managerial position which will be announced at that time.

Before leaving for the Coast Mr. Milnor was presented with a handsome solid gold watch by the New York Sales Managers' Club, of which he was one of the founders. His former associates in the Columbia Co. gave him a beautiful brass desk set, and some of his intimate friends in the Columbia executive offices presented him with a solid gold chain. Mr. Milnor was one of the most popular members of the Columbia Co.'s forces, and he leaves for the Coast with the good wishes of every one of his former associates and his many friends in the trade.

EDISON TONE TESTS IN ST. LOUIS

Vernon Dalhart Gives First of Series in Silverstone Music Co.'s Studios and His Performance Arouses Much Enthusiasm

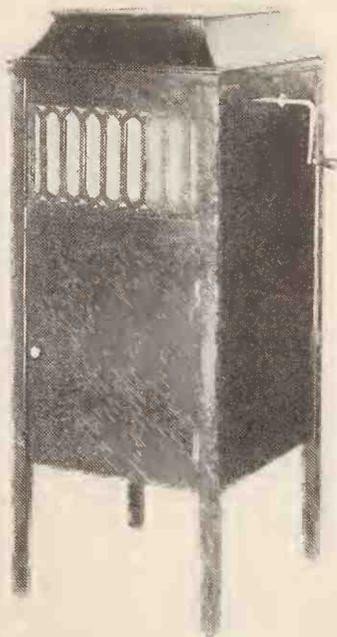
St. Louis, Mo., September 10.—Vernon Dalhart, the well-known artist, began a tone test in this Edison trade district at the studios of the Silverstone Music Co., Edison jobbers, on last Saturday night, and his performance proved a distinct success, winning high praise from various newspaper representatives, as well as from members of the audience in general. In telling the story of the tone test the St. Louis Republic said in part: "Only by watching the lips of Dalhart could one be sure when he sang and when he did not. There was a slight difference in volume when he stopped singing, but was not noticeable, for the voice which came from the cabinet was round and sweet with all the vibrant, pulsating quality of that which came directly from Dalhart's throat."

Several other tone tests will be given in the St. Louis district by Mr. Dalhart in the near future.

Talking machine men get in line for the Fourth Liberty drive—everyone together.

Western Made for Western Trade

**THE
HAWTHORNE
Phonograph**



**Plays any
Kind of
Record—**

**Unexcelled
Cabinet
Work—**

**High
Standard
Mechanical
Equipment**

*Send for
Catalogue*

**Showing
Other
Styles and
Description—**

**Liberal
Discounts
to Dealers**

\$65 MODEL

**SOUTHERN CALIFORNIA
HARDWOOD & MFG. CO.**

1430 So. Alameda Street

Los Angeles, Cal.

Mr. Talking Machine Dealer

ARE YOU OVERLOOKING THE ONE BEST BET FOR MAKING ADDITIONAL MONEY
THIS FALL? *YOU CERTAINLY ARE*—UNLESS YOU
HAVE BOUGHT YOUR STOCK OF



LYRIC RECORDS



LYRIC RECORDS appeal because of their wonderful natural tone and musical quality—and because there is no surface scratch.

LYRIC RECORDS can be played without an attachment on all machines equipped with the universal tone arm; and on old-style machines, by using a standard attachment.

THE LYRIC CATALOGUE includes all that is best in the world's literature of standard songs, operatic arias, instrumental solos, band and orchestra records, etc.

NEW BULLETINS issued monthly, giving the best of the new song hits and dances.



INQUIRE OF YOUR JOBBER

OR WRITE TO

Lyraphone Company of America

Manufacturers

12-14 WEST 37th STREET

NEW YORK, N. Y.

**You've wanted it for years—
Here it is—
The Columbia Non-Set Stop!**

**Columbia Graphophone Co.
NEW YORK**



EXECUTIVES OF JOBBERS' ASSOCIATION HOLD SESSIONS

Over Two Score Members of National Association of Talking Machine Jobbers Attend Meeting in Philadelphia on September 9-10—Discuss Many Matters of Vital Importance, Including Questions of Supply and Increase in Prices—Hold Conference With Victor Co. Officials

PHILADELPHIA, PA., September 10.—The meeting of the executive committee of the National Association of Talking Machine Jobbers, which for a time threatened to reach proportions of a general convention, owing to the fact that the members in general had been invited to attend and had accepted, was held at the Hotel Adelphia, this city, yesterday and to-day.

It was a genuine wartime convention. There were serious problems to be considered and solved, and serious questions to be answered, but the wholesalers were apparently an optimistic lot, and felt that the trade situation could be trusted to work out all right in the end.

Yesterday morning the session was open to all members, and the executive committee took occasion to report to those present regarding the many developments in the trade since the last general convention, what action had been taken by the executive committee in the various cases, and what problems were confronting the talking machine men at the present time.

Discuss War Conditions

The members at large discussed the general situation and how the industry has been affected, owing to the war conditions and the curtailment of output occasioned thereby. They also talked over the best means for adjusting their respective businesses to meet the situation, how to overcome the problem of reduced production and the other developments that have already occurred or promise to occur in the near future. It was, of course, realized that the wholesalers would be obliged to act singly, and without regard to each other's actions, although it was felt that each one could profit through a general interchange of ideas.

It was the consensus of opinion of the wholesalers that an early increase in the list prices of Victrolas and records was not only desirable, but would prove necessary in order to cover coming increases in the war excise taxes and production costs. It was also emphasized that higher list prices were necessary to provide a sufficient margin between the wholesale and list prices to enable both wholesalers and retailers to finance their business successfully on a greatly decreased turnover. It was pointed out that, although the trade was going along right now, even in the face of loss of income, there was a danger point beyond which it was not safe to venture, and this danger point could be avoided only by increasing the income of those in the trade to offset decreased output.

Some Light on Legal Situation

At an open session in the afternoon the feature was the appearance of Gilbert H. Montague, attorney for the association, and counsel for the co-defendants in the suit brought against various Victor distributors in New York and vicinity by the Macy interests. Mr. Montague explained simply and unaffectedly the various

phases of the legal situation as it affects the talking machine trade, interpreted briefly the sense and scope of various recent important court decisions covering price maintenance and other matters, and cautioned the jobbers to so conduct their businesses so that they should not offer even circumstantial evidence of seeking to evade existing statutes and court rulings. The counselor explained at considerable length the rights that exist in the selection of customers by the individual, and then spent some time in answering legal questions of all sorts put to him by various members present.

At a subsequent session of the executive committee Mr. Montague was retained as association counsel, and the secretary was instructed to notify the membership that his services were available to the individual jobbers along the same lines in which his exhaustive experience had so well qualified him to act.

Following the open session the executive committee held a meeting for the consideration of matters to be brought up and discussed with the factory officials to-day, the meeting finally being adjourned until this morning.

At 1 p. m. to-day the visiting jobbers were entertained at luncheon at the Victor factory in Camden by the company officials, following which there was held a lengthy conference between the association officers and the officials and department heads of the Victor factory regarding questions of production, record exchanges and other matters of trade interest.

Victor Co. Officials Talk

Louis F. Geissler, general manager of the Victor Co., addressed the jobbers at some length regarding current conditions in the field, and explained particularly the effects of the war program in curtailing the output of Victrolas and records, as well as what might be expected along that line in the near future.

Ralph L. Freeman, secretary of the company and one of the organizers of the war committee of the talking machine industry, also addressed the jobbers regarding the situation in Washington and the attitude of the Government toward the trade. Mr. Freeman held a most optimistic viewpoint and declared that the offer of the talking machine men to co-operate with the Government in every particular had made an excellent impression on Government officials. He declared that there was apparently no desire to cripple the manufacture of talking machines and records, but that the trade was only subjected to curtailments and regulations in the matter of labor, materials and fuel to an extent found necessary in the case of all non-war industries.

Mr. Freeman stated that in the case of the Victor Co. the wishes of the Government had been anticipated and the curtailment of production was considerably beyond the official

minimum fixed, while at the same time the company was actually assisting the Government in filling contracts for war materials. During the course of the meeting it was brought out that there would probably come occasional readjustments of prices of Victrolas and records, to cover increased taxation and other higher costs of production and distribution.

Those Who Attended Meeting

Those present at the meeting included: President, J. Newcomb Blackman, Blackman Talking Machine Co., New York; vice-president, I. Son Cohen, Cohen & Hughes, Baltimore, Md.; treasurer, Arthur A. Trostler, Schmelzer Arms Co., Kansas City; secretary, J. C. Roush, Standard Talking Machine Co., Pittsburgh; E. C. Rauth, Koerber-Brenner Co., Kansas City; George E. Mickel, Mickel Bros. Co., Omaha, Neb.; James F. Bowers and L. C. Wiswell, Lyon & Healy, Chicago; W. H. Reynolds, Reynolds Music House, Mobile, Ala.; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; C. N. Andrews, Syracuse, N. Y.; Louis Buehn, Louis Buehn Co., Inc., Philadelphia; Emanuel Blout, New York; W. H. Buescher, W. H. Buescher & Sons Co., Cleveland; Harry Goldsmith and S. E. Ruez, Badger Talking Machine Co., Milwaukee; C. F. Bruno, C. Bruno & Son, Inc., New York; Fred P. Oliver, Blackman Talking Machine Co., New York; J. G. Corley and Fred Kesnick, the Corley Co., Richmond, Va.; H. A. Winkelman, Oliver Ditson Co., Boston; T. H. Towell and C. K. Bennett, Eclipse Musical Co., Cleveland; A. A. Grinnell, Grinnell Bros., Detroit; J. F. Houck and W. S. Christian, O. K. Houck Piano Co., Memphis; Max Landay, Landay Bros., New York; E. Paul Hamilton, Frederick Loeser & Co., Brooklyn, N. Y.; C. Alfred Wagner, Musical Instrument Sales Co., New York; Jack Fisher, C. C. Mellor Co., Pittsburgh; A. D. Geissler, New York Talking Machine Co., New York; C. L. Price, Ormes, Inc., New York; T. W. Barnhill and H. F. Miller, Penn Phonograph Co., Philadelphia; Fred H. Putnam, Putnam-Page, Inc., Peoria, Ill.; Ernest Urchs, Phillips & Crew Co., Atlanta, Ga.; Thomas F. Green, Silas E. Pearsall Co., New York; Lester Burchfield, Sanger Bros., Dallas, Tex.; L. J. Gerson, John Wanamaker, New York; Perry B. Whitsit, Perry B. Whitsit Co., Columbus, O.; Rudolph Wurlitzer, Rudolph Wurlitzer Co., Cincinnati; Robert C. Rogers, Robert C. Rogers Co., Washington, D. C.; and A. Steinberger, Lit Bros., Philadelphia.

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.

Machines Will be Mighty Scarce This Fall

Build up your record business; train your sales force to understand the tremendous value of a profitable record business and be prepared to give your patrons efficient service and maximum convenience.

Van Veen Bed Set Booths

Will help you develop record business and enable you to give your customers 100% service.

Let us show you how our booths can aid you.

Send for a copy of our catalog.

Be a trade booster during war times; plan now for the future and your business will be in the front ranks when conditions become normal.

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

HEARING ON STEEL FOR TALKING MACHINE TRADE

War Service Committee of the Talking Machine Industry Attend Hearing Before Priorities Committee of War Industries Board on Saturday Last to Discuss Steel Allotment

H. L. Willson, general manager of the Columbia Graphophone Co., and chairman of the War Service Committee of the Talking Machine

Industry, returned from Washington on Thursday morning of last week and reported that a hearing would be held before Judge Parker, of the Priorities Committee of the War Industries Board, on Saturday, September 14, to determine the basis upon which an allotment of steel and iron will be made to the industry for the coming six months' period. The procedure will probably be the same as that taken by the Priorities Committee in the case of other industries, including that of piano manufacturing, where a 33 1/2 per cent. allowance was made.

The members of the War Service Committee of the Talking Machine Industry who will attend the hearing on Saturday will include: H. L. Willson, chairman; Ralph L. Freeman, Victor Talking Machine Co.; E. A. Widmann, Pathé Frères Phonograph Co.; Charles A. Edison, Thomas A. Edison, Inc.; Arthur L. Cushman, Emerson Phonograph Co., and Joseph Schechter, secretary of the committee. Prospects for a fair allowance of steel and iron to meet the requirements of the industry are looked upon as being very favorable.

NEW YORK TIMES REVIEWS TRADE

Declares That There Is a Growing Demand for Machines of the Table Style

The New York Times of September 7 published the following review of conditions in the local phonograph trade, the interesting feature of which is a reference to the growing demand for table models of machines. The paragraph reads:

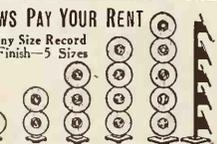
"Business in phonographs is becoming more active as the season develops. There has been during the last few weeks quite an increase of interest in the better quality machines. Some very expensive table cabinets in period styles have been sold. It is said that this type of cabinet, whether in period styles or in simple but artistic modern designs, is coming more and more into general favor. Though it is not anticipated that this table variety will displace the upright type of cabinet, there is every indication that it will figure prominently in the season's business."

MAKE YOUR SHOW WINDOWS PAY YOUR RENT

Record Display Stands, Hold any Size Record Golden Oak or Mahogany Finish—5 Sizes

- *No. 341. 1 Record \$1.00 ea.
- No. 342. 2 Records \$1.25 ea.
- No. 343. 3 Records \$1.50 ea.
- No. 344. 4 Records \$1.75 ea.
- No. 345. 5 Records \$2.00 ea.

THE OSCAR ONKEN CO.
No. 6651 4th St., Cincinnati, O.



INCREASE IN HOFFAY PRICES

Hoffay Talking Machine Co., Inc., Announces New Price Schedule on Machines, etc.

The Hoffay Talking Machine Co., Inc., announce the retail prices of the four types of Hoffay machines which they manufacture have been raised to \$125, \$175, \$225 and \$275 respectively. The wholesale discounts will remain the same as heretofore, but the Hoffay Co. will pay the war tax.

The retail prices of the \$10 nickel-plated and \$12.50 gold-plated "Resurrectones" remain the same, but in view of the advantages brought about by several improvements made in the new models, which means a reduction in assembling costs, the wholesale prices to dealers have been reduced, thus increasing the dealers' profits on this patented reproducer.

WANT MUSIC FOR SAILORS

Business Men Appeal for Instruments, Including Jews-harps

Many amusements which were formerly enjoyed by American sailors in the war zone are denied them now. For diversion at sea the men in the navy want mandolins, harmonicas, violins, banjos, talking machines and records, or even jews-harps.

An appeal is made to the public for such instruments by the Lower Wall Street Business Men's Association, 124 Front street, which will give them to sailors who are able to play them. Pianos, organs and melodeons will be received by special arrangement and through the Y. M. C. A. will be sent to a naval cantonment or ships in the war zone.

WANTS HIS EDISON STOCK AT ONCE

B. W. Smith, of The Phonograph Co., Cleveland and Cincinnati, Visits Edison Factory

B. W. Smith, of The Phonograph Co., of Cleveland and Cincinnati, large Edison jobber, made a special trip recently from Cleveland to the Edison factory in West Orange, N. J., to get earliest possible shipment of the Edison phonographs that he has on order.

Mr. Smith's dealers have made so heavy a demand upon him this summer that he was impelled to visit personally the Edison officials, hoping against his better judgment that he might obtain a much larger immediate shipment than he had been promised.



The Indoor Season

will be used by many for the study of languages. This spells opportunity for you, Mr. Dealer, through the

CORTINA Phone-Method

Sell them the records, the talking machine and the text books. The Cortina Military French-English course is especially adapted for those going "over there."

Send for full information. Advertising matter and window displays free.

The Cortina Academy
12 East 46th Street :: New York

BROOKS AUTOMATIC REPEATING PHONOGRAPH



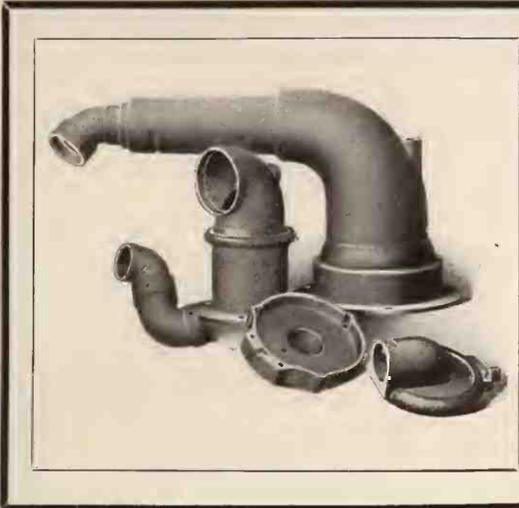
THE WONDER INSTRUMENT

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.



DOEHLER DIE-CASTINGS

for tone arms, sound boxes and talking machine attachments are STANDARD throughout the industry.

Of the many instruments produced to-day from the most prominent makes down, the greater number, by far, are equipped with Doehler die-cast tone arm and sound box.

The enormous output of our three large plants permits of advantages to the users of die-castings, as regards prices and deliveries, not otherwise possible.

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT
BROOKLYN, N.Y.
WESTERN PLANT
TOLEDO, OHIO. NEW JERSEY PLANT
NEWARK, N.J.

DEVELOPING SALES ENERGY

A Timely Essay on a Timely Topic That Conveys a Timely Moral

There is a lot of meat in the following little essay upon developing sales energy which is well worth reading and then reading again, because it points out that to achieve we must work, and intelligent work means results. The article under the caption, "Don't be a Garabedian," appeared in the Peptimist and ran as follows:

"Garabed, you know, is the gentleman who thought—untill an unkind and practical Congressional investigation dashed his hopes to bits against our ever present wall of hard facts—that he had discovered a method of summoning 'free energy' from the atmosphere.

"He hadn't. No one can.
"The energy which does things in this life isn't pulled out of air. It doesn't grow on trees. It is made out of sweat, muscle and hard work—years of them—and nothing else. Man has created energy from the powers around him—steam, electricity, fire, water—but the power was already there.

"Get the idea. You will never develop your sales energy out of nothing. You won't find it. It will not come like a rich uncle's will. You must create your own energy by seizing on all the powers around you and putting them to work. Here are a few:

"Books—read the good ones. Study biography. Learn from the records and achievements of others.

"People—associate with the successful ones. Study the methods of winners. Learn from men who know.

"Work—the one absolutely essential basis in every formula producing energy.

"And in all your generating of energy don't be a Garabed. Don't rely on luck, faith, chance or the gods. They may exist all around you but they are not the powers which create energy. You are the only power which can do that.

"YOU are your own energy maker.
"YOU are POWER."

PLAN BIG PROGRAM FOR MEETING

St. Louis, Mo., September 8.—After a meeting of the directors of the Tri-State Victor Dealers' Association it was announced that several members of the home office force of the Victor Co. would attend the annual convention of the association in this city October 23. Also that a Victor exclusive artist would be here to supply music for the convention. Caruso will sing at a concert given under his own auspices October 22.

It was stated by the directors that several members of the Victor home office staff had expressed a desire to meet the dealers when they gathered here and because so many wished to come, it would be necessary to decide who could be spared.

THE VIVITONE IN GREAT DEMAND

The New Tone Controller Introduced by the Vivitone Co., of Cincinnati, Wins Favor

CINCINNATI, O., September 6.—Talking machine dealers throughout the country are showing considerable interest in the invention of a well-known resident of this city, who has perfected a tone controller called the "Vivitone." This device has many distinctive features, and judging from the inquiries already received from the dealers, it will meet with signal success.

The Vivitone Contoller Co., 400 Bell Block, is manufacturing this device, and in a recent letter to the trade it stated as follows: "There is not the slightest tendency to deaden or muffle the tone. All the harshness and mechanical stridency which so often mar fine records in their reproduction are taken away, while the richness of the natural voices and the true tones of the instruments are insured by the Vivitone. This much desired improvement in tonal quality is as marked in the machines that are costly as in the less expensive phonographs. Dealers are urged to give a practical demonstration of the device, not alone because the demonstration means a quick sale for the Vivitone, but for the added reason that records themselves take on unusual tone qualities, and therefore a greater desire for them is created."

The "Vivitone" is easily placed in the needle

post of any phonograph. It is not made of rubber, but is a tiny contrivance of fibre, specially treated for the purpose of bringing out phonograph tone quality. The Vivitone Contoller Co. has been sending samples of its tone controller to established dealers in all sections of the country, and in return has received good-sized orders, together with many expressions of approval.

WILL REPRESENT VAN VEEN & CO.

Arthur L. Van Veen, president of Arthur L. Van Veen & Co., New York, manufacturers of "Bed-Set" booths, announced this week the appointment of Martin Katz as traveling representative for this company. Mr. Katz succeeds Leon F. Tobias, who is now a member of Uncle Sam's navy at Newport, R. I.

During the past month Mr. Katz has been visiting the dealers in metropolitan territory, and has assured them that he will co-operate with them in every way and endeavor to give them the same high degree of service extended by Mr. Tobias during his successful stay with the company. Mr. Katz is familiar with the dealer's problems anent store equipment, and he spent some time with Mr. Tobias visiting the trade before the latter joined the navy. Van Veen "Bed-Set" booths have been installed by dealers throughout the East, and numerous repeat orders testify to the satisfaction they are giving.



BEE CROFT

Record Cabinets

Made by
Nanes Art Furniture Co.
New York City

Record Envelopes



PIANO CREAM

is wonderful for restoring the lustre to Talking Machines

"READY FILES" FOR RECORDS

CLEMENT BEECROFT

309 W. Susquehanna Ave.
PHILADELPHIA

Thirty desirable records. You may not have all of these selections. We will gladly play any record for you.

INSTRUMENTAL	VOCAL
1001 - (Victor) - "The Merry Widow" - 25	1002 - (Victor) - "The Merry Widow" - 25
1003 - (Victor) - "The Merry Widow" - 25	1004 - (Victor) - "The Merry Widow" - 25
1005 - (Victor) - "The Merry Widow" - 25	1006 - (Victor) - "The Merry Widow" - 25
1007 - (Victor) - "The Merry Widow" - 25	1008 - (Victor) - "The Merry Widow" - 25
1009 - (Victor) - "The Merry Widow" - 25	1010 - (Victor) - "The Merry Widow" - 25
1011 - (Victor) - "The Merry Widow" - 25	1012 - (Victor) - "The Merry Widow" - 25
1013 - (Victor) - "The Merry Widow" - 25	1014 - (Victor) - "The Merry Widow" - 25
1015 - (Victor) - "The Merry Widow" - 25	1016 - (Victor) - "The Merry Widow" - 25
1017 - (Victor) - "The Merry Widow" - 25	1018 - (Victor) - "The Merry Widow" - 25
1019 - (Victor) - "The Merry Widow" - 25	1020 - (Victor) - "The Merry Widow" - 25
1021 - (Victor) - "The Merry Widow" - 25	1022 - (Victor) - "The Merry Widow" - 25
1023 - (Victor) - "The Merry Widow" - 25	1024 - (Victor) - "The Merry Widow" - 25
1025 - (Victor) - "The Merry Widow" - 25	1026 - (Victor) - "The Merry Widow" - 25
1027 - (Victor) - "The Merry Widow" - 25	1028 - (Victor) - "The Merry Widow" - 25
1029 - (Victor) - "The Merry Widow" - 25	1030 - (Victor) - "The Merry Widow" - 25
1031 - (Victor) - "The Merry Widow" - 25	1032 - (Victor) - "The Merry Widow" - 25
1033 - (Victor) - "The Merry Widow" - 25	1034 - (Victor) - "The Merry Widow" - 25
1035 - (Victor) - "The Merry Widow" - 25	1036 - (Victor) - "The Merry Widow" - 25
1037 - (Victor) - "The Merry Widow" - 25	1038 - (Victor) - "The Merry Widow" - 25
1039 - (Victor) - "The Merry Widow" - 25	1040 - (Victor) - "The Merry Widow" - 25
1041 - (Victor) - "The Merry Widow" - 25	1042 - (Victor) - "The Merry Widow" - 25
1043 - (Victor) - "The Merry Widow" - 25	1044 - (Victor) - "The Merry Widow" - 25
1045 - (Victor) - "The Merry Widow" - 25	1046 - (Victor) - "The Merry Widow" - 25
1047 - (Victor) - "The Merry Widow" - 25	1048 - (Victor) - "The Merry Widow" - 25
1049 - (Victor) - "The Merry Widow" - 25	1050 - (Victor) - "The Merry Widow" - 25

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

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

DIFFERENT MODELS

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

CONSULT US

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

SPECIAL TERMS TO JOBBERS

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

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C. ENGLAND

How Best to Keep the Prospect Interested in Your Selling Argument :: :: :: :: By Henry Jenkins

The local agent for a high-grade talking machine in a small town had a prospect with whom he had no success. The man was a weather-beaten old farmer who admitted that he was planning to buy a good talking machine for his daughter, but it was impossible to get him down to a definite selection. Perhaps he could not make up his mind to part with so much money. The general agent of the manufacturer happened into that territory and the local man brought him and the farmer together. The general agent was a super-salesman in his field. Agent and farmer sat down in the local man's office and the high-priced salesman began on the rugged prospect. As a demonstration in scientific salesmanship, the selling talk was a wonder. The old farmer sat there, looking now at the salesman, now at the local agent

and now at the gnarled and knotty hands he was somewhat nervously twisting. The salesman approached the culminating point in his talk. He began to unfold his order blank. The local agent got out his fountain pen and removed the cap, placing it on the other end. At the right psychological moment the general agent paused in his talk, reached out with the order blank and the old farmer spoke for the first time. "Say," said he, "d'you know of anything that'd take that wart off my thumb?" Every salesman knows what it is to be putting forth his best efforts to interest the prospect, only to have that prospect's attention wander and his gaze turn to the window or elsewhere. That is the end of many a selling talk.

When the prospect's mind begins to wander it is the time for emphatic and immediate initiative on your part. You must start something interesting to him and important in its bearing on his interests, and you must do it right away or give up. If you have nothing up your sleeve you are not a resourceful salesman and you will not land the difficult prospect, no matter how hard you try. If you have anything else to offer, that is the time to offer it and to bring back the wandering interest of the customer. There is no sale to be made to the man whose attention you are not keeping and it requires high tension brain work on your part to hold attention when there is a tendency for it to drift to other things. You cannot let up on your own interest and retain the prospect's interest.

SOME NEW RULES FOR EXPORTERS

Conditions Under Which Pianos and Phonographs May Be Shipped to Denmark and Holland Announced by War Trade Board

Following the announcement of the War Trade Board to the effect that certain specified articles, including phonographs, pianos and records, could be exported to European Holland and Denmark, the following regulations have been issued covering the exportation of goods to those respective countries: Prospective importers in European Holland should obtain from the Netherlands Overseas Trust Co. an import certificate. Upon receipt of the certificate, the importer should notify the prospective exporters that such a certificate has been obtained and advise him of the serial number thereof. The exporter should thereupon apply to the War Trade Board, Bureau of Exports, Washington, D. C., for an export license, using Application Form X and such supplemental information sheets concerning the commodity as are required, and, in addition, furnish on Supplemental Sheet X-102 the gross weight of the proposed shipment and the serial number of the Import Certificate of the Netherlands Overseas Trust Co. All shipments to European Holland, except those consigned to the Government of the Netherlands, must be consigned directly to and only to the Netherlands Overseas Trust Co. (W. T. B. R. 77, March 15, 1918).

In the case of proposed shipments to Denmark, the prospective importer abroad first should obtain an import certificate from the Merchants' Guild of Copenhagen or the Danish Chamber of Manufacturers. When this certificate is received, the prospective importer should advise the exporter in the United States of the serial number. Application for export licenses should be made on Application Form X, and the applicant should attach thereto the appropriate supplemental information sheets, and also Supplemental Information Sheet X-105, upon which should be noted the Merchants' Guild of Copenhagen, or the Danish Chamber of Manufacturers' Import Certificate Serial Number. Such shipments need not be consigned to the Merchants' Guild of Copenhagen or the Danish Chamber of Manufacturers, but may be consigned to an individual or company in that country.

Licenses will be valid only for shipment on vessels flying the flag of the country to which commodities are destined.

ALBERT NEWBAUER'S NEW POST

Albert Newbauer has been appointed manager of the dealer service department of the local wholesale branch of the Columbia Graphophone Co., 55 Warren street. Mr. Newbauer

succeeds Wm. A. Schreiner, who resigned from this position the first of the month. The Columbia dealer service department in New York has been meeting with considerable success, and as Mr. Newbauer has been associated with the local branch for some time he

has an intimate knowledge of the dealer's requirements. This department has introduced many practical ideas during the past year, which have served to stimulate the demand for Grafonolas and Columbia records throughout local territory.



THE IMPROVED No. 10



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



RECORD BRUSH

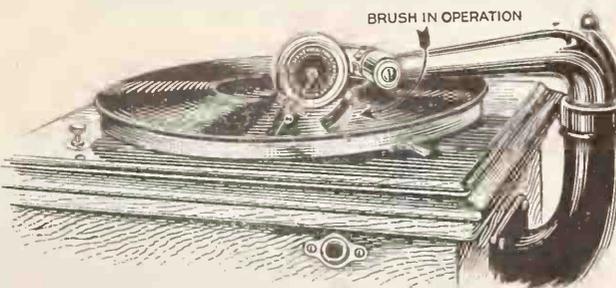
NICKEL PLATED
35 CENTS

For Victor Victrolas

GOLD PLATED
75 CENTS

DOES THE WORK

Automatically Removes Every Particle of Dust and Grit from the Record Grooves



BRUSH IN OPERATION

**Your Customers Need Them
You Should Have Them**

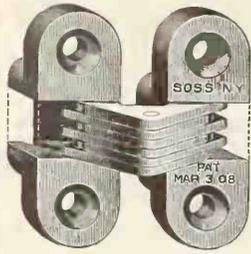
Order From Your Distributer

Manufactured by



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

Victor Distributers



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—600 Metropolitan Bldg.
CHICAGO—John C. Bold & Co., Clark and Washington Sts., Conway Bldg.



No. 100



No. 101

THREE NEW BEAUTIFUL MODELS OF PERIOD GRAFONOLAS

New Styles Are Most Distinctive and Embody Many New Constructive Features Apart From Their Handsome Casings Which Will Merit the Approval of the Purchasing Public

The Columbia Graphophone Co., New York, has added to its extensive period cabinet line the three new models shown in the accompanying illustrations. These new designs have vari-

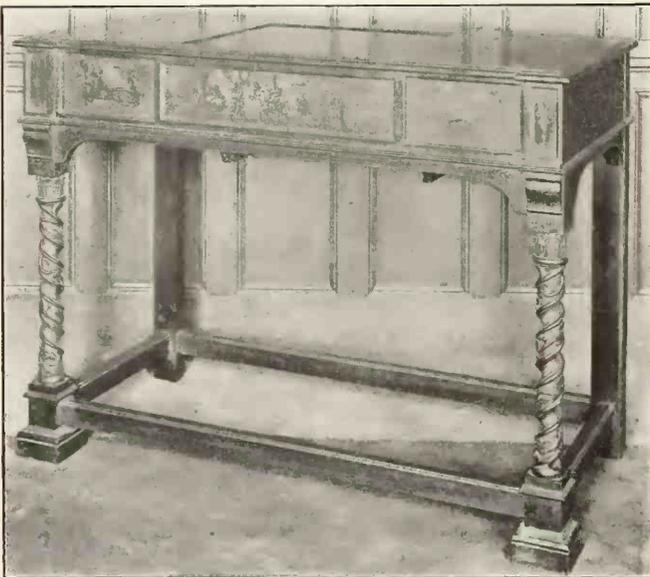
ous distinctive features, and Columbia dealers have evidenced their approval of these instruments by placing large-sized orders for immediate delivery. The company expects to have these models in the hands of the dealers October 1.

console tables from a manufacturer of the most expensive high-grade furniture. These tables were sent to the Columbia Co.'s period model factory, where they were faithfully reproduced in every detail.

After the models had been completed the installation of the Grafonola mechanical equipment received the attention of the Columbia experts. The tone passes through two horns and these horns are covered by panels on each end. The center panel in each model is stationary. The construction of these horns was an interesting and difficult feat, as they were built exactly like a pair of animal horns. The experiment was a decided success, and the tone quality in the console table models has won the approval of hundreds of visitors to the company's showrooms.

These console table designs have been on display in the Columbia Co.'s Fifth Avenue Shop for the past two weeks, and Manager Speare, of this establishment, has booked numerous or-

ders for these instruments for well-known music-lovers. In fact, the entire Columbia period model line is meeting with a ready sale,



Columbia Console Model, Decorative Italian



Columbia Console Model, in Mahogany and the company has been congratulated by its dealers upon the artistic qualities and sales possibilities of these instruments.

ADVERTISING AND PROSPERITY

The Influence of Advertising Most Potential, as Pointed Out Recently by J. H. Neal

Advertising is not a luxury in which pride-puffed manufacturers indulge themselves, but is a force which has been responsible for American prosperity, declared Jesse H. Neal, of New York, executive secretary of the Associated Business Papers, Inc., in addressing the Ways and Means Committee of the House of Representatives recently on the postal zone rate law.

"More than any other one force," he said, "modern advertising is responsible for the prosperity of United States industry. The great majority of our improved manufacturing, selling and distribution methods have been the outgrowth of advertising; advertising which has scrapped obsolete machinery; advertising which has standardized production operations; advertising which has made better merchants and distributors; advertising which has provided consumer markets at a minimum of cost.

"All of this has enabled quality production, by economical processes, and has enabled us to pay higher wages than any other country and yet to be able to compete in the markets of the world, with the low-paid and oppressed workmen of less progressive countries."

ARTHUR E. NEALY GOING OVERSEAS

Arthur E. Nealy, formerly connected with the Chicago office of The Talking Machine World, and who entered the military service last September, visited The World office this week while on the last leg of his journey "over there." Private Nealy is a member of the Signal Corps, and since entering the army has been in training near Rockford, Ill.



Columbia Console Model, in Oak

ous distinctive features, and Columbia dealers have evidenced their approval of these instruments by placing large-sized orders for immediate delivery. The company expects to have these models in the hands of the dealers October 1.

For several months past the Columbia Co. had received requests from its dealers to include in its period cabinet line console table designs, and the company decided recently that these designs would be welcome additions to the series of Columbia art models, which have already achieved remarkable success throughout the country. In order that the new models be absolutely true in their design, arrangements were made to purchase three artistic

SONORA DEALERS IN CANADA MEET

First Annual Convention of Canadian Dealers Held Under the Auspices of I. Montagnes & Co., Sonora Jobbers for the Dominion

TORONTO, ONT., September 7.—The Sonora dealers in Canada were the guests of I. Montagnes & Co., of this city, this week to attend the first annual convention of Sonora dealers in this territory. I. Montagnes & Co. are Sonora distributors in Canada and number among their clientele some of the largest music dealers in the Dominion.

About seventy-five dealers accepted the company's invitation to attend this convention, and assembled at the King Edward Hotel on Tuesday, September 3. At luncheon an address of welcome was extended by I. Montagnes, and the opening session was marked by the reading of several interesting papers prepared by George E. Brightson, president, and Joseph Wolff, treasurer of the Sonora Phonograph Sales Co., New York. Frank J. Coupe, advertising and sales director of the Sonora Phonograph Sales Co., attended the convention personally, and gave a splendid address entitled "Special Sales Helps for Dealers." John Fullerton, publisher of the Canadian Music Trade Journal, also favored the dealers with an excellent talk under the heading of "Music in the Home." The opening day came to a close after the party had visited the Toronto Industrial Exposition.

On Wednesday afternoon the dealers heard several practical talks, among which were the following: "Romance of Advertising," by Mr. Solomon and Miss Hansler, of the Advertising Service Co., Toronto; "Repairing and Adjusting," by Mr. Farb, superintendent, Sonora Phonograph Sales Co.'s factory; "Retail Merchandising of Yesterday and To-day," H. V. Kautzmann, wholesale representative, I. Montagnes & Co.; "Methods of Securing and Following Up Prospects," H. R. Braid, manager Sonora Retail Studios, Toronto; "How Orders Should Be Placed," E. H. Van Gelder, I. Montagnes & Co.

GREAT MANUFACTURING PLANT IN SOUTHERN CALIFORNIA

LOS ANGELES, CAL., September 4.—The Southern California Hardwood & Mfg. Co., of this city, has been achieving splendid success with its line of Hawthorne phonographs. The company

The Southern California Hardwood & Mfg. Co. occupies the largest and oldest woodworking plant in the West; this plant covering eleven acres. The company has won country-wide



View of the Plant of the Southern California Hardwood & Mfg. Co.

has placed this line with some of the most successful dealers on the Coast, and judging from the orders on hand the factory will be obliged to work to capacity this fall to fill orders booked.

The success of the Hawthorne phonograph is a tribute to the prestige of this company in manufacturing circles.

On Wednesday evening a banquet at the King Edward Hotel was one of the most enjoyable events of the convention, and every dealer present expressed his appreciation of the splendid program which had been prepared for the convention and evinced keen interest in the informal addresses at the banquet.

On Thursday morning the dealers attended demonstrations of the Sonora products in the

warerooms of I. Montagnes & Co., and in the afternoon were the guests of the company at various forms of entertainment. The convention was a decided success, serving to indicate the tremendous popularity of the Sonora phonograph in Canada, and reflecting the spirit of co-operation which exists between I. Montagnes & Co. and the Sonora dealers throughout the Dominion.

TRIBUTE TO BRUNSWICK PUBLICITY

The life-size cardboard cut-out figure of the Brunswick girl has attracted attention wherever shown. In Danielson, Conn., it has attracted the attention of the daily press. The Transcript, published in that city, comments as follows: "Chicago has become famous for many things,

and among them is the large number of beautiful women who live there. One of these Western beauties is on a visit to Danielson and all who admire real perfection of face and figure should see her. Her name is Iona Brunswick, and she is visiting at 99 Main street, where she will be pleased to greet and entertain all who wish to make her acquaintance."

ADD TO YOUR FALL PROFITS



Style 70—Retail \$10.00

Figure the profits on your machines and then figure how much more could be added if an Eject-O-File was sold at the same time.

Eject-O-Files are built to fit:

- COLUMBIA Style 75
- VOCALION Styles F, G, H, I, J, K, and
- EDISON Styles C150 and 100.

A highly efficient record filing device that produces the record wanted at the touch of a finger. It appeals and very often sells itself.

Retails at \$10. In beautiful oak or mahogany finish. Polished, wax or dull finish. Write for descriptive circular and details so that you may see the opportunities this line holds for you.

EJECT-O-FILE SALES CO.

216 W. SARATOGA STREET



BALTIMORE, MD.



Competition can't touch the Columbia Dealer on the Non-Set Stop! It's protected by hundreds of claims—

**Columbia Graphophone Co.
NEW YORK**

PORTLAND'S EXPANDING POPULATION STIMULATES SALES

Talking Machine Men Enjoy Full Share of Increased Buying Power During Summer Months—Delays in Shipments Cause Losses—New Makes of Machines Appear in the Field

PORTLAND, ORE., September 4.—Rarely has Portland experienced such a summer as that just closing. Business in all lines has been big and the talking machine departments of the big music stores have been fairly swamped with orders which have made great inroads on the stocks of machines and records. Dealers are all wondering where they will possibly get enough stock to supply the fall trade, which is starting off with a whoop, and there is hardly a music house in town which isn't planning enlargements of space, employed force and stock to get ready for what promises to be the biggest fall and holiday trade the Pacific Northwest has ever experienced.

Recent estimates of population in Portland are 350,000, or 75 per cent. greater than the population of two years ago. The added population has been brought by 40,000-odd shipbuilders and their families, who are spending freely of the big wages, and thousands of lumber and mill workers who are in the same condition of financial ease as are the shipbuilders. This big added population has come to Portland without appreciably increasing the number of business houses, and as a result the talking machine dealers, who last year were supplying 200,000 people, are now being called on to supply a much greater number of far better paid workers. The answer is business beyond the dreams of the dealers, who find only two causes for worry—shortage of stock and scarcity of competent experienced help.

Business has been exceptionally good in the talking machine department of the Wiley B. Allen Co. Sales in August ran large with many C-250 Edisons being disposed of as well as a

large number of Brunswicks of the larger patterns. A shipment of Victrolas was received this week at this house and did something to ameliorate a severe stock shortage, but the house still falls far short of having enough Victrolas to meet the demand, in spite of recent big shipments. Paul B. Norris, manager of the Victrola department, sold fourteen machines in one day right off the floor, and he says the call for Victrolas is far in excess of the supply. Sales of Brunswicks have been a big feature of this house's business, the recently added line supplementing the Victrolas, Edisons and Cowan Classique, in all of which lines Wiley B. Allen's Portland house is now doing a splendid business. Splendid window displays have been the rule at this house for the last month, and Mr. Norris says the results have been appreciable.

Louis T. Older, assistant manager of the Columbia Graphophone Co., says his house could sell ten carloads of Columbia machines between now and Christmas if the machines could only be obtained from the factory. About all the records obtainable, too, could be disposed of, Mr. Older says. So insistent has been the call for records that all shipments are now coming by express. "The Columbia has increased its business 100 per cent. over that of a year ago," said Mr. Older. "We have interested dealers in the new non-set stop machine and the result has been a lot of business."

Sales of records dropped off a trifle in August, not quite reaching the July mark at the Columbia house, owing to stocking up by the public in July in preparation for the advance in price which had been advertised for August 1. Sales

toward the end of August, however, picked up remarkably and September business has started off in such fashion that the previous high-record month of July will probably be eclipsed.

The Columbia house received a carload of machines the first week in September, this being the first substantial shipment in six months. Nearly all these machines have already been disposed of. He reports unfilled orders in Portland of \$15,000. Stock is absolutely exhausted in many types of machines.

The C. F. Johnson Music House has been having a big run of business in its talking machine department, but has been experiencing trouble in obtaining Victor machines. The Cheney phonograph has been added to the line carried by the Johnson house and the Cowan Classique has also been put in. As a result the Johnson Music House has been able to meet calls for talking machines, but has been forced to turn down countless orders for certain makes and switch customers to other models. Robert Callahan, manager of the Victrola department, with the assistance of Miss Leda Hayes, in charge of the record department, has been busy taking an invoice of records and machines. The C. F. Johnson house has branched out and now has in operation a store at Vancouver, Wash., where pianos and Victrolas are sold. Without doubt the new store will share in the general prosperity of Vancouver, where 6,000 troops are stationed, 2,000 in the big Government cut-up plant, and where thousands of workers are engaged in the shipyards.

Bush & Lane has been having a good sale of the Sonora portable machine and the demand for this instrument is constantly increasing. An attractive display of these nifty little instruments in their leather cases in the Bush & Lane windows has attracted a great deal of attention. James Loder, manager of the Bush & Lane phonograph department, says many campers and automobile parties have been buying the portable Sonora since its appearance in Portland. A number of dancing clubs have also bought them and they are carried from house to house of different club members, who are well satisfied with the tone of the small but perfect phonograph. Bush & Lane has been feeling seriously the shortage of Victor machines. Sales during August have been large in the record department, Mr. Loder attributing much of the success of this department to the addition of Miss Beatrice Finzer to the sales and office force.

Business in the talking machine department of the Meier & Frank store has continued very good. W. J. Matney, head of the department, sold \$840 worth of instruments in one day and says that every day is good with business on the whole much better than it was at this time last year and collections far ahead of what they have ever been.

The Stradivara talking machine was not well known to the public of Portland until the recent opening of the Sahlstrom Corp. L. E. Gilham, manager of the company, says the prospects for business in September are better than any month

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

since the corporation has been in business—April. Many Stradivaras are being sold, and they are becoming more popular as the Portland public is becoming acquainted with them.

Graves music store reports an excellent talking machine business. C. A. Norman, of the talking machine department, reports trouble in obtaining enough popular records to meet the demand.

C. Guy Wakefield, of the Wakefield Music House, reports the sale of fifteen Brunswick phonographs in the last month. This is a small store whose business steadily grows.

Brunswicks also have been selling well at the Soule Bros. Music House, where there is a fine stock of machines on hand.

The talking machine trade has had quite a number of changes in Portland in the last month. Recent additions to the talking machine department of the G. F. Johnson Music House are Miss Gladys Bozlie and Mrs. J. C. Myers. Both supplanted men who had been taken in the draft and both are showing the value of women in carrying out the work formerly done by men.

L. S. Geer, formerly with Calef Bros. branch store at Salem, Ore., is now with the main store in Portland and is very much interested in the sale of Pathé phonographs which the firm carries.

J. R. Haight, of the Columbia Graphophone Co., is now managing the Dictaphone department during the absence of L. C. Callahan, who is at the officers' training camp at the University of Oregon at Eugene, Ore.

A marriage of interest to the trade is that of Miss Alma Hardman, formerly with the phonograph department of the G. F. Johnson Music Co., of Portland, and Howard Van Sweringen, of Chicago, who was formerly with the Cable Company, in that city.

Another woman who has taken a position in the talking machine field supplanting a man who has gone to the war is Miss Averil Temple, who has joined the forces of the Hyatt Talking Machine Co.

L. D. Heater, manager of the Columbia Graphophone Co. branch, is on a vacation. Mr. Heater is a great fisherman and can catch fish where no one else can hook any.

The assistant auditor of the Columbia Graphophone Co., T. A. Laurie, is spending two weeks in Portland looking after the business interests of his firm.

John Monroe, seventy-two years old, who, when a resident of Portland several years ago, made records that went to all parts of the United States and to foreign countries, was a visitor in this city at the National G. A. R. encampment. Mr. Monroe's home is at Portland, Me. Back in 1898 on September 1 Mr. Monroe gave a concert in the Portland Opera House with an old style phonograph, using the records he himself made, taking in \$400 in one hour and forty minutes.

The talking machine business was well represented in the B. P. O. Elks parade in Portland August 28, many of the talking machine men being Elks.

LETTERS "FROM THE FRONT"

Roy J. Keith Receives a Number of Interesting Letters From Former Members of the New York Talking Machine Co.'s Sales Staff

Roy J. Keith, vice-president and general manager of the New York Talking Machine Co., received during the past few weeks several interesting letters from abroad, written by the former members of the New York Talking Machine Co.'s sales staff. These boys are in active service on the Western front, and their letters reflect the spirit of enthusiasm and valor which is playing such an important part in the magnificent offensive of the Allies.

One of the most interesting letters received by Mr. Keith was sent by W. G. Porter, who was recently awarded the Croix de Guerre for signal bravery under fire. In addition, Mr. Porter has just been made a top sergeant, and the following paragraph from his letter to Mr. Keith tells how this happens:

"We had a bit of hard work and luck before entering this sector. For four days and three nights in the early part of June we were in the lines with our division behind Soissons and it's a cinch that they have been the hardest days of my young life. At the time our division occupied the sector, the fighting was fierce and the bombardments more intense and terrific than I had ever imagined. Every minute of the time in the sector every man of us was on the job, with no sleep and very little to eat. To work under these conditions along roads that old Fritz peppered with his big boys was a bit hard on the nerves. We all had our narrow escapes but everything was rosy until our very last morning in the sector, when Fritz came over and advanced some eight kilometers. There were nine of us covering the outposts at the time and four of us got through and the other five didn't; two of the boys were killed and two more captured, from the fifth we have heard nothing, but we're all hoping he, too, is a prisoner. One of the captured boys' ill fortune proved to be my good fortune, for our chief hopped me into his place as top sergeant of the tribe, which pleased me no little."

Charles Mason, who is a member of the Ambulance Corps, also somewhere in France, left Camp Green in this country some five weeks ago, and describing his trip across the ocean, says as follows:

"The first half of our journey across the big puddle was very pleasant and in fact the whole trip was pretty good with the exception of a few times when the boat rolled around a bit. It was decidedly inconvenient to be seasick, so nearly everyone refrained. Toward the end of the trip the monotony was relieved by a little argument with a submarine. I was fortunate enough to see the whole party, which, by the way, was over in less than a minute. The submarine will be very peaceful from now on."

Corporal Wm. C. Griffith, formerly assistant sales manager of the Chicago Talking Machine Co., who is now at Camp Wheeler, Ga., gives Mr. Keith an interesting account of conditions down South, and a paragraph from his letter read as follows:

"Thanks a lot for your letter and particularly for the wonderful sentiment expressed in it. You certainly have the right dope on this war. Geo. Ade sums up the whole situation when he says that 'Anyone who has more money at the close of the war than before it started automatically is put in a class of porchclimbers.'"

Max Gottlieb left New York four months ago and is now at La Courtine, France. He writes optimistically and seems generally pleased with conditions abroad. Some of his comments are as follows:

"I have received just one Voice of the Victor for May since I have been over here but no World. I found this very interesting and hope the Victor Co. will continue sending it."

"We expect to leave this place shortly and I hope it is to give us a chance at the enemy. I don't think it would be very healthy for them, as our boys sure did hit the target. Our battery

is an 8-inch howitzer battery, and she sure does tear some holes."

Wilbur Fox, one of the company's packers, went to Camp Upton in November, 1917, as a private, being appointed a corporal one month later. Two months later he was promoted to the post of sergeant, which position he held when the troops left for France. Word has just been received from abroad that in a recent engagement four toes were shot off Mr. Fox's right foot, and he distinguished himself for valor and leadership. He has in consequence been appointed a second lieutenant, and is being sent back to this country to act as an instructor.

BECOMES MANAGER OF DEPARTMENT

E. G. Bryson, who was formerly connected with the New York offices of the Brunswick-Balke-Collender Co., has joined the forces of Koch & Co., New York department store, where he has been made manager of the phonograph department which carries the Brunswick line.



Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

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., 427-429 W. Fourth Ave.
- Cleveland, O., Columbia Graphophone Co., 1375 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., 207-217 W. Washington 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., 206 Meadow St.
- New Orleans, La., Columbia Graphophone Co., 517-525 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., 428-431 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:

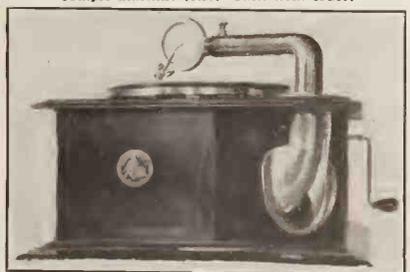
Columbia Graphophone Co., 54-56 Wellington St., West, Toronto, Ont.

Executive Office

COLUMBIA GRAPHOPHONE CO. Woolworth Building New York

MAESTROLA MAHOGANY CABINET MACHINES, SIZE 15 x 15 x 7 1/2

Motor worm gear plays 2 1/2 to 3 ten inch records, one winding. Prices \$4.50 in 100 lots, in dozen lots \$5.00 each, sample machine \$5.50. Cash with order.



Steel needles and phonograph parts selling at the old prices during September 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.

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.

SALES EXECUTIVE of high caliber with a past record of things accomplished and who has recently placed on the market with signal success one of the representative talking machine lines in the trade will consider new connection. My highly specialized services will be of particular value to some big live concern ambitious to become or continue real factors in the talking machine field. Address "Box 554," care The Talking Machine World, 373 Fourth Ave., New York.

CAN PLACE SALES PERSONS—We can place a number of local phonograph sales persons in towns of from 5,000 to 15,000. Experienced in phonograph or piano sales work, compensated by salary and commission. Address "Box 545," care The Talking Machine World, 373 Fourth Ave., New York.

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.

WANTED—Several wood wall cabinets for Edison cylinder records, horizontal styles preferred, to hold from 750 to 5,000 records. We can use several sound-proof booths, must be in A-1 shape and reasonable in price. Give size as well as finish in either case. Also disc record cabinets for Edison stock records. Address "Box 546," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Saleswoman, records and phonographs, desires position as department head or as manager of branch shop. High reference. Address "Effective," care The Talking Machine World, Republic Building, Chicago, Ill.

WANTED—Knuckle joints used to convert Rex tone arms for playing Victor records. State price. Address "Box 363," Salamanca, N. Y.

SITUATION WANTED—Record expert with twenty years' experience wants position as recorder lateral or vertical. Would like to become associated with concern desiring to manufacture records. Address "Box 547," care The Talking Machine World, 373 Fourth Ave., New York.

EXCEPTIONAL TERRITORY for men handling pianos and have established territory to sell our line of phonographs on commission. American Phonograph Co., 39 Fountain Street, Grand Rapids, Mich.

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

EXECUTIVE, accountant and office manager with wide experience in offices of manufacturers of machines and records, is looking for suitable connection. (Draft exempt.) Highest references. Address "Box No. 552," care The Talking Machine World, 373 Fourth Ave., New York.

PURCHASING AGENT, thoroughly experienced in talking machine field will consider proposition September 15. Capable and efficient and can also take charge of phonograph factory or assembling plant. Draft exempt. First-class references. Address "Box M," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Assistant manager of branch of America's largest phonograph supply factory, is open for executive position. Address "Box 548," care The Talking Machine World, 373 Fourth Ave., New York.

REPAIRMAN WANTED—Experienced repairman desired for permanent employment. State age and past experience. Brunswick-Balke-Collender Co., 94 Washington St., Boston, Mass.

POSITION WANTED—City salesman or department manager—by man of twelve years' experience. Best references. State particulars. Address "Box 549," care The Talking Machine World, 373 Fourth Ave., New York.

We have an opening for one or two good salesmen. Salesmen that are willing to work, hustle and bring results. Prefer man who will work on commission. Must come well recommended, send information and references in first letter. Address "Box 550," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE—Thriving business, Columbia Agency, with full line of records, also a few pianos. Store is equipped with demonstration booths. Ideal location. Will sell to purchaser at inventory. Address "Box 551," care The Talking Machine World, 373 Fourth Ave., New York.

REPRESENTATIVE exceptionally well known on Pacific Coast, already carrying several representative lines, offers representation to one or two more non-conflicting lines in that territory. Will be glad to consider your proposition. Address "Box 553," care The Talking Machine World, 373 Fourth Ave., New York.

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. B. 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.

POSITION WANTED—By wholesale phonograph and piano salesman. Open for position to travel east of Chicago. Held last position 2½ years. Phonograph position preferred. Best of references. Address "Box 536," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Salesman or tuner. Highest references. Capable branch house management or piano, talking machine or musical instrument department. Age 42. Salary and commission. Address "Box 537," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—By an experienced talking machine man, experience of ten years, Europe and United States. Has been doing work for some large manufacturing concern—live salesman; mechanic. Address Universal Talking Machine Co., 5021 Baltimore Ave., Philadelphia, Pa.

INCORPORATED

The Palace Talking Machine Shop, Inc., New York, has been chartered with capital stock of \$25,000 by S. Birns, A. Bendersky and M. Glossman.

The Lorphone talking machine, made by the Lorimer-Hicks Mfg. Co., of Troy, O., is represented in Washington, D. C., by the Helbig Piano Co., Inc.

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
MAIN SPRINGS	
For Edison Motors, size 1½", each	\$1.75
For Columbia Motors, size 1"x0.28x10", each	0.60
For Columbia Motors, size ¾"x0.23x9½", each	0.30
For Columbia Motors, size ¾"x0.22x8½", each	0.24
For Mermod Motors, size ¾"x0.22x8", each	0.35
GOVERNOR SPRINGS	
For Columbia Motors, bent, per 100	1.50
For Victor Motors, per 100	1.50
THUMB SCREWS FOR STYLUS BARS	
For Victor Soundboxes, per 100	1.50
For Columbia Soundboxes, per 100	1.50
MICA DIAPHRAGMS	
For Victor Soundboxes, each	0.15
For Columbia Soundboxes, each	0.25
For all standard Soundboxes, each	0.22
NEEDLE CUPS	
Needle Cups, nickel plated, per 100	2.00
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.

FOR SALE

50,000 double face 10 in. and 12 in. records, well assorted.

300 table phonographs with covers, 15 x 17 x 20 universal soundbox.

Suitable for special sale or regular line. For particulars address P. E. Haessler, 56 Bigelow St., Newark, N. J.

FOR SALE

A balance of a large stock 5,000 Victor, Columbia and Emerson records; 500 one-inch main springs at 28c; 500 micas for Columbia sound boxes at 20c; 10 and 12 inch turn tables, 10c and 20c. Complete large covered machines 18x20 at \$6.50, 14 inches high.

A large assortment of motors, parts, etc., for Victor and Columbia machines to be disposed of at any price at

144 LUDLOW STREET, NEW YORK
Tel. 6668 Orchard Near Rivington St.

WANTED

Records in all Languages, Talking Machines and Accessories. Spot Cash Paid

Victoria Record Exchange, 2104 Third Ave.
Phone 7848 Harlem NEW YORK CITY

UNICO BOOTHS WANTED

WANTED—To purchase four Unico booths 6x9. What have you? Price must be low—good condition. F. O. B. your depot.

BOX 605 MERIDIAN, MISS.

FOR SALE

Phonograph Records, lateral cut, 10 and 12 inch, standard make, a fine assortment of vocal and instrumental selections.

I. DECKINGER

3064 Albany-Crescent Ave. New York

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.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathé
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.

Business Prospects Despite War Conditions Are Quite Fair—Retailers, of Course, Are Suffering From Stock Shortage—The Gramophone Association Is Doing Good Work—The Bearing of the Luxury Tax on Gramophones—The Influence of Music on the War—Pathé Frères Issue Interesting Bulletin—Other Record Companies Issue Some Striking Numbers—Introducing the "Academy" Gramophone—News Budget of the Month in Detail

LONDON, E. C., ENG., September 1.—With the advent of September, traders rightly begin to look forward to what is regarded as the commencement of the season. During the war period, the line of demarcation between the busy season and the slack time, as measured in pre-war commercial periods, is somewhat less apparent, owing perhaps to the consistently large trade throughout the whole year with the military and naval forces. Our soldiers and sailors recognize no particular period as the gramophone season, for to them music is a recreation necessity all the time. Inland dealers feel the beneficent reflex of this by continuous all-the-year-round sales of gramophones and records. A great number of parcels are dispatched to the Front every day by relatives of soldiers and sailors. In the coast towns live dealers naturally experience an excellent trade, especially from ports of departure where last-minute sales are the rule. It may not be generally known that whenever an officer gets a pass for Blighty, it is a breach of an unwritten law of etiquette to return without half-a-dozen or more records of the latest songs or items from leading London plays. That accounts for quite a nice trade, and it is a byword that the fortunate West End London dealers

enjoy many sales of a substantial nature from this source. Be that as it may, there is nevertheless a speeding up of sales among the general public. The clock goes back at the end of September, summer time is o'er, and the long, dark evenings then set in with a suddenness of complete change. The average gramophonist turns to his instrument with a reawakened interest, looks up the dealer for a few new records, and gradually resumes the pleasurable habit of regular purchases. Whatever the delight of open-air music, a very small per cent. indulge themselves during the summer months. Very seldom is the gramophone taken out in the garden, and as during the fine weather the user is very seldom indoors, it is certain the instrument in too many instances is purely a winter feature of entertainment. Hence, the sales season, as we know it, is for the masses mainly when the long dark evenings prevail.

Of the business prospect much could be written. The times are peculiar; there are many precedents to build upon, and after a careful survey of all the circumstances in relation to past and present conditions, I am assured that there is no prospect of undue depression for the coming season's trade. Owing to war difficulties, too apparent to mention, but which may be regarded particularly in relation to the scarcity of labor, I am personally of opinion that we shall not experience anything in the nature of a boom. I do not know that it is, or could be, expected. There can be no doubt, however, that the manufacturers will have all their work cut out to keep pace with the almost certain big demand for records. The supply will be solely measured by the labor situation, and the factory that can run a night shift must regard itself

as very fortunate. That it may be done is conceivably possible for short periods, but the cost must be out of all proportion to the sales-price. There are in fact so many things to consider that it would be futile to embark upon any very definite forecast of the likely action of manufacturers. If they can supply the goods, the demand can be left to the dealers' activity.

On the instrument side, matters are not so bright. Outside an insignificant quantity of British-made motors, all the mechanism is imported. There are more restrictions on imports this year than last, so that this season sales must suffer proportionately. The production of gramophones at the present time is, one might truly say, entirely governed by the motor situation, as all other parts are by no means so difficult to obtain. If there be an impression that the machine situation is fairly easy, it must be due to the fact that during the past few weeks quantities of motors have been held in reserve for the season's trade. The best possible use will be made of them during the busy time when they will certainly go a long way to ease the situation.

Matters are somewhat difficult among the retailers. What with the loss of valuable employes and always the prospect of being "called," the average dealer of military age is in a quandary. Not feeling free to put ideas and business plans into effect, his interest slackens, and the business suffers accordingly. Whether or not this state of things will seriously affect the trade time alone will determine, though in any case it cannot make for stability.

The Gramophone Association at Work
To follow all the activities of our new associa-
(Continued on page 104)



"His Master's Voice"

Copyright

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnens, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramofono, 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, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: 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 103, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; 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 Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain :

The Gramophone Company, Ltd.
HAYES - MIDDLESEX - ENGLAND

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

FROM OUR LONDON HEADQUARTERS—(Continued from page 103)

tion is a real pleasure and a matter of valuable interest to all members, of whom the total is now well over a hundred. The firms enrolled comprise the cream of the trade, each in its way out to exert a powerful influence for the common good. Much useful work has already been done, and in connection therewith we are convinced that the right men are at the helm to carry through successfully that to which they commit themselves after a full and very thorough discussion in committee. One instance of the vigor with which the association is being conducted is the preparation of a petition to the Prime Minister urging "the absolute prohibition of import from enemy countries for a period of five years after the war of any musical instrument goods and component parts thereof, including gramophones, mouth organs and accessories."

The question of economic treatment will undoubtedly be a matter for the peace conference, and will necessarily represent an important subject over which our present enemies will attempt to bargain. In this regard, therefore, and as a mirror of public opinion, the petition makes a timely appearance. The pledge of the trade must carry a big influence in official quarters, and it should be made known without delay that we will brook never again the underhanded commercial methods of our present enemies. In Russia to-day the Germans are selling British goods under well-known British names, copied and of course "made in Germany." They dare not attempt a market for goods in their own name, so, from pre-war British samples, the trickery of spurious manufacture is adopted.

The first Trade Bulletin issued by the association has made its appearance. It is decidedly interesting throughout, the following notes being typical examples of its valuable contents:

British Music Trades' Industry Committee.—A concession of transatlantic tonnage was received from the Board of Trade Department of Import Restrictions, and this is allotted by the committee to the trade, allocation being made on a percentage of 1915 imports. The committee also hold a grant up to July 11, 1919, of Swiss tonnage for distribution under specified terms of reference.

Gramophone needles.—A special monthly grant of metal has been received from the Ministry of Munitions for needle wire.

Main springs.—The committee has also obtained a monthly allowance of steel for the replacement of these parts.

Metals.—After negotiations extending over many months the committee received from the Ministry of Munitions a grant of metals for the industry. This grant is distributed through an independent rationing authority.

French Ministerial Decision.—June 4, 1918, Article 11. By remission of the regulations of the decree of December 21, 1914, and subsequent decrees, products and articles hereinafter mentioned may be exported or re-exported without

special authorization when destined to be forwarded to England, Belgium, Italy, or to extra-European countries: Cylinders, discs, and rolls for gramophones and phonographs.

The Luxury Tax and Gramophones

It is understood that the Luxury Tax Committee has reached an agreement as to its final report for presentation to the Cabinet. The proposed schedule of articles which it is recommended should be taxed has been carefully compiled under two categories, i. e., articles subject to taxation whatever the price, and articles which are considered luxuries only when they exceed a given figure. Musical instruments come within the first named class, the duty rate suggested being 2d. in the shilling. Of the second list it has been left to the government to decide whether the tax shall operate on the whole price of the article or begin only when the luxury limit is reached. A majority of the committee favor the former plan, though a very substantial minority consider the tax should only be imposed on the luxury margin.

The whole case will be thoroughly threshed out in Parliament when it reopens in October. There is very strong opposition to the principle of the proposed bill; it is a kind of legislation which is unfavorably regarded by the people, and in more than one quarter an impression prevails that the proposals will have to be so drastically amended that the cabinet may even deem it advisable to drop the measure altogether. Whatever be the outcome, the bill cannot pass through all its parliamentary stages and become law much before the end of November, and should it pass, may not in the circumstances become operative until the New Year.

There is no suggestion that it is legislation designed purely for the suppression of trades which happen to manufacture articles known as luxuries. This is certainly not the Government's intention. It is simply a war measure to assist in meeting the cost of national expenditure. The committee has decided that musical instruments bought by the people are luxuries, so that further argument on that ground is more or less useless, even were one so inclined to indulge therein. Accepting the fact, it just means that two shilling records will probably cost the buyer sixpence extra. It may or may not affect sales—personally, I do not think it will beyond a very short period, but given that it does, a little propaganda work would go a long way to minimize the first effects of the tax. Put in the light that a buyer is indulging in something that he can reasonably do without; tell him the extra sixpence is for buying aeroplanes, tanks, or guns, in order to keep inviolate his country; to protect his home, his wife and little ones from the horrors suffered by thousands of Belgian, French, and other nationalities—sure that it with many others would pass like a flash of lightning.

The proposal has been made in these columns that the Government should see fit to exempt

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from taxation records and gramophones where it can be clearly shown that they are for the sole use of H. M. forces.

The Luxury Tax Committee's Report

Since writing the foregoing the report of the Select Committee, appointed to consider what articles ought to be classed as luxuries, has been published. I am precluded from making a detailed examination of the committee's findings, owing to the need for almost immediate despatch to catch the next mail, but in my next report the matter can be more fully dealt with. The chief points of interest are set out in the following paragraphs:

The schedule of the proposed taxable articles has been based upon the French lists which classify articles of absolute luxury under twenty-five heads, and articles with a price limit under seventy-seven heads.

Pianos, other than upright, player-pianos, gramophones, phonographs and records, musical boxes, and perforated music rolls, it is suggested, should be taxed whatever their price, with the exception of upright pianos below a £40 limit, harmoniums below £20, violins below £7, and all other musical instruments and accessories not specified (as above) below £1. Whether the tax will be levied upon the whole cost of the latter schedule, or only upon such amounts above the price-limit given, has yet to be settled when the Bill is dealt with in Parliament.

Exemption from the tax is suggested for musical instruments and accessories purchased by, and for, the use of students of music at any recognized college of music, or similar institution. The committee are of opinion that in such cases exemption should be confined to those who are studying music systematically, and not merely as amateurs, for amusement sake.

It is a matter for congratulation that the committee has accepted the suggestion put forth in these columns, and submitted also by the officials of The New Gramophone Association, that all musical instruments and accessories purchased by properly authorized bodies solely for the entertainment of, or use by, the forces of the Crown, shall be totally exempt from the tax.

As to the method of its collection considerable diversity of opinion exists, some favoring the use of stamps when the actual sale is made; while others put forward the alternative suggestion of opening an account with the treasury, under bond to make periodical settlements. All such proposals emanating from outside trade

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DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES**Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands
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FROM OUR LONDON HEADQUARTERS—(Continued from page 104)

committees have been embodied in the report in the form of an appendix.

A Fine Budget of "Popular" Records

The Sound Recording Co., makers of the "Popular" record, report the satisfactory news of an early opening of the home season's trade, retail and wholesale orders having already necessitated a considerable speeding-up of output. The company have been busily engaged during the past week or so in recording a representative number of the leading song hits, many of which by their present popularity will doubtless reach the standard required for presentation at the Pantomimes.

To oversea buyers the opportunity presents itself of being right up-to-date by the inclusion in their stock of these forthcoming Pantomime favorites, and to this end the time to investigate is now. Lists and trading terms may be obtained upon direct application to the company.

The Pathé Frères Bulletin

The American custom of issuing what is described here as a house organ has not been very much developed among British firms. The idea was certainly very much on the move before the war, but since, owing largely to the scarcity of paper and labor, it has fallen off very considerably. Nevertheless, Messrs. Pathé Frères have just embarked upon the issue of a chatty little sheet which goes under the title of The Pathé Frères Bulletin. Unlike most house organs that appeal directly to the firm's dealers, this one is more of a private character, particular to the Pathé staff. It contains many humorous notes, is brightly conceived, and will doubtless be much appreciated. We wish it all the success it so well merits.

Whilst on the subject, it is interesting to note that this firm has recently issued some splendidly recorded band and orchestral records of the leading plays, as, for instance, "Bubbly," "Arlette," "The Boy," "Yes, Uncle," "Pamela," "The Lilac Domino," "The Maid of the Mountains," and others. These records mark a distinct advance upon previous instrumental recordings; indeed, they may be characterized as at least the equal to any similar output, being in every way as perfect in balance or ensemble, and tonal quality, with the right degree of volume, as the most captious critic could wish for.

By the way, I am glad to learn that Mr. Beckett, the genial manager of the company, who has been very seriously ill with double pneumonia and its attendant complications, is now well on the road to convalescence. By the time these lines appear it is hoped he will again be in harness.

The "Academy" Gramophone Announced

Described as a new type of musical instrument, the "Academy" gramophone makes its bow to the Irish public through the columns of the Belfast and other newspapers. Its sponsor is Thomas Edens Osborne, who usually has something new to put before the great Irish

music-loving public. Put up in oak and mahogany cabinets, the Academy is of the hornless type, is equipped with cover to conceal the motor, which is of double-spring power, silent and true-running. The prices are based upon a competitive standard, and the Academy is a good selling line. Belfast trade is fairly brisk, there being a notable increase in sales as the season draws nigh.

Foreign Patent "Payments" Disallowed

It is announced that the Board of Trade have revoked the general licenses of December 7, 1915, and September 5, 1917, under which, subject to certain conditions, the payment was permitted of fees, etc., due in enemy countries in respect of the grant, registration, or renewal of patents, designs, and trade marks, and also the payment in the Dominions and Allied territory on behalf of enemies of similar fees, etc. All such payments are consequently prohibited in future.

"His Master's Voice" New Instrument List

This company's dealers are in receipt of a handy little folder containing a complete description of the season's "His Master's Voice" models, comprising horn, hornless, table and cabinet grand instruments.

All in the Family!

An amusing recording experience is given currency in "The Voice," published by the Gramophone Co., Ltd.: "A short while ago the recording department had an appointment to try the voice of an Italian artist. The day of the appointment arrived, and an artist came at the time arranged. His attempt at singing, however, was so mediocre, and even absurd—when we were expecting a fairly good Italian singer—that the artist was questioned as to why he had come. He replied that the appointment was not really for himself, but for his brother; his brother was unfortunately unable to come and therefore had sent him instead! The artist for whom the appointment was originally intended again wrote for an audition, but we decided not to grant him this request, as we feared that this time he might send his father."

The Zonophone No. 3 List

In connection with the issue of the latest program of records, this company aptly reminds dealers that there is no necessity to ration customers for Zonophone records providing a sufficient quantity of each title is ordered. Certainly there is no lack of new issues from which to choose, as the list under mention itemizes no less than sixteen double-sided ten-inch records—thirty-two titles, all up to date, and for which the cream of vocal and instrumental talent has been commandeered. It is really a wonderful program, both in choice of selections, which are of a varied nature, and artists.

How It Will Be Done—a Warning!

A Milan newspaper has gleaned information of a confidential German circular which has been prepared in the interests of post-war business. The following extract is tantamount to a clear

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

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recognition on the part of our present enemies that they will be up against a big proposition when, after the war, they hope to re-establish commercial relationship in Allied and neutral markets. Forewarned is forearmed, and we shall surely be fully alive to the methods they propose to adopt. How they proposed to resume export trade is disclosed by the extract in question: "It would be wise for all German houses having large interests abroad to employ in foreign countries representatives or travelers who may be able to successfully pass themselves off as French, or British, or American. We must undoubtedly be prepared to face a considerable amount of personal prejudice."

Entertaining Items on the Winner List

A varied and carefully chosen program of titles has been issued for July-August by the Winner Record Company. Vocal numbers predominate, but a representative sprinkling of band, orchestral, and other instrumental selections are contributed by such eminent talent as H. M. Irish Guard Band, the Royal Court Orchestra, and the not unattractive Hawaiian melodies by Lady Chetwynd and Lavaun. The great Revue "star," Lee White, tops the vocal bill with record 3232, "I've Got the Sweetest Girl in Maryland" and "The Island of By-and-By," two catchy and tuneful ditties which are very popular this side.

Two good songs are contributed by Norman Griffin, a leading comedian in the popular "Yes, Uncle" production. Ernest Rutterford, exclusive to Winners, presents some wonderfully fine concertina solos, and "hits" of the day are down to the credit of the Elliots and the Two Bobs;

(Continued on page 106)

GUARDSMAN RECORDS

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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.

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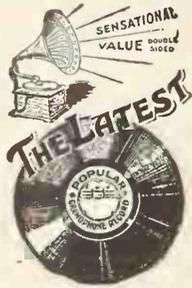
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SET OUT BELOW

Have Attracted Keen Overseas Houses

from SCANDINAVIA to PATAGONIA
AND THE PRINCIPAL
EAST and WEST MARKETS of the WORLD

REMEMBER You Can Have **CLOSE QUOTATIONS**
For 5,000 Lots and up Your Selection or a Sample
1,000, 75% "Bands and Orchestrals."

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POINTS

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- ➔ **Rock Quotations "Always"**
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- ➔ We attend to all Insurances "if Requested" to Buyers A/c
- ➔ Our Shipping Services, **this Side FREE**

FROM OUR LONDON HEADQUARTERS—(Continued from page 105)

also Winner exclusives. The cream of the songs and musical items from two recent London productions, "Yes, Uncle" and "Bubbly," are splendidly recorded by the Royal Court Orchestra on records 3234 and 3238. The list enumerates many other first-class records of high merit. Oversea traders are invited to communicate with the Winner Record Co., London, for particulars of trading, etc.

"The Lilac Domino" Boom

The success of the Columbia series of "Lilac Domino" records by the original artists has been so phenomenal that one is tempted to wonder what might have been the result if some enterprising company had recorded the original performance of the Gilbert and Sullivan Savoy operas with the same lavish care and enterprise as the Columbia Co. have shown in "The Lilac Domino." But in those days the gramophone was unknown. The analogy, however, is a very fair one, for very few such genuinely musical works as "The Lilac Domino" have been heard since the tuneful days of the Savoy operas.

Provincial Workers' Preference for Band Music
Few people in the South of England are aware of the hold exercised by brass band music upon the people in the north, where almost every factory, mill or colliery maintains a brass band recruited from among the employes themselves.

In pre-war times large sums of money were spent in providing prizes and trophies for contests, and the keenest competition was rife year by year to decide which of the many bands could claim pre-eminence. A unique achievement was that of the Wingates Band, the members carrying off in two successive years the Crystal Palace Thousand Guineas National Trophy and the Belle Vue Champion Challenge Cup. There are some thirty selections by Wingates Band now available on Regal records and they are generally conceded to be most successful and faithful examples of brass band recording.

"His Master's Voice" Notes

It is reported in "The Voice" that on one day alone during the recent epidemic of influenza over a thousand of the company's employes were absent from work.

A new idea for local publicity is disclosed by the announcement that a very effective set of colored lantern slides has been prepared by the company and will be sent upon application to their dealers. A profitable means of advertising in local music halls and picture palaces!

Much interest and pleasure has been caused by the news that Miss Olga Hale, whose brilliant career since her debut two seasons ago has brought her into the front rank, is now under a long and exclusive contract to record her golden voice only on "His Master's Voice" records. The company will publish her first records this month, September.

Steel Plate for Parts of Gramophones

A provincial firm has submitted samples of steel plates it is in a position to supply without an official permit certificate, it not being required for war munitions work. It can be rolled to any desired gauge, and can be supplied in sizes from 3 to 18 inches in width; 4 to 6 feet in length. This plate would be useful for turntables, gear wheels, motor plates, spring box plates, and other light pressings. Those inter-

ested should write the London office of this journal, when their letters will be forwarded to the right quarter.

Columbia Descriptive Records of Military Life

A new lease of life has been given to a very excellent series of Columbia records through the new Military Service Act. We refer to those three records "On Active Service" which in six sketches takes the hearer in company with two typical soldiers through scenes of army life. In light vein they deal respectively with incidents of Leaving for the Front, In the Trenches, The Night Attack, The Big Push, "For Valour," and Back Home in Blighty. Their drama and comedy are so well blended as to give a very accurate series of snapshots, as it were, of the life of a man with the colors, and have been abundantly popular in presenting active service scenes to those at home. As a serial story on records, the set is a complete success, and it is winning wide favor.

Rationing of Timber

By the Timber Order dated July 16, the Board of Trade have prepared for the introduction of a rationing scheme of imported soft wood timber which will commence on July 22. A schedule of maximum prices for imported timber will be issued, but will not apply to existing stocks, which will still be subject to the previous regulations as to price. Stocks which under previous regulations may not be sold at prices above those ruling at January 31, 1917, are to be notified to the Controller of Timber Supplies for his decision as to the price at which they may be sold. The permit system is extended to home-grown converted timber on lines somewhat similar to those which have for over a year applied to imported soft wood. Forms of application for permits and full particulars may be had on application to the Controller of Timber Supplies, Branch 2, at 80 Newman street, Oxford street, London, W. I.

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"



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TO URGE WORLD TRADE LAW

Beaumont Alexander Will Confer With Manufacturers Abroad

Beaumont Alexander, president of the Allied Industries Corporation, will visit European countries soon to discuss with British and French manufacturers and merchants the possibility and feasibility of enacting in all allied and neutral countries what may be called a "Country of Origin Law." Such a law would require that all goods imported into the countries having it in force be stamped with the land of their origin, as, for instance, "made in the United States of America." If the goods are made in one country with capital coming from another, Mr. Alexander would have the goods stamped in this fashion: "Made in Sweden with U. S. A. capital," or "made in Switzerland with German capital." Or, to cover another case, he would have the goods stamped: "Made in Holland with 75 per cent.

Dutch capital and 25 per cent. German capital."

Mr. Alexander has considered the need of some such law for a long time.

SOME INTERESTING TESTIMONY

The Pathé Frères Phonograph Co., Brooklyn, N. Y., recently sent out a letter to Pathé dealers stating as follows:

"In a recent suit of the American Graphophone Co. (Columbia Graphophone Co.) against the Emerson Phonograph Co., an interesting piece of testimony relative to the superiority of Pathé records was given by Professor Frank L. O. Wadsworth, appearing as expert for the Columbia Co., as follows: 'Pathé records were the best samples of recording and music on the market, and in his opinion excelled everything else in quality and that he could not testify conscientiously otherwise, although he could not expect in any way to profit by this testimony.'"

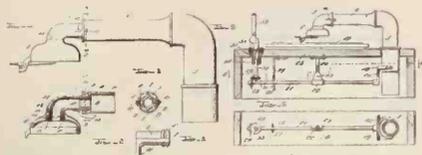
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 8.—TONE ARM.—Zena Ecklebarger, Goshen, Ind. Patent No. 1,269,266.

The present invention pertains to reproducers for use in sound-reproducing machines and more particularly to the tone arm of reproducers and means for moving the same.

In the accompanying drawings:

Figure 1 is a side elevation of a tone arm embodying the present invention. Fig. 2 is a detail vertical section of the same. Fig. 3 is a cross-section on line 3—3 of Figs. 1 and 2. Fig.

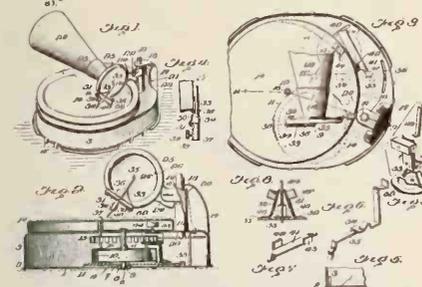


4 is a detail view of the arm section 5. Fig. 5 shows the arm and means for moving the same. Fig. 6 is a section on line 6—6 of Fig. 5.

TALKING MACHINE.—Harry T. Kingsbury and Edward J. Kingsbury, Keene, N. H. Patent No. 1,269,089.

This invention relates to improvements in talking machines. One object is to provide a miniature talking machine in which the horn is supported by the sound box and in which the needle holder and stylus can be readily removed and also providing the pivot of the reproducer arm as the stem for winding the spring motor.

Figure 1 is a perspective view of the improved talking machines; Fig. 2 is a vertical transverse sectional view of Fig. 1; Fig. 3 is a top plan view of Fig. 1 showing the motor and other interior working parts in dotted lines. Fig. 4 is an enlarged side elevation of the attaching means for the needle holder and stylus; Fig. 5 is an enlarged sectional view of the securing means between the base and the motor housing; Fig. 6 is a perspective view of the governor control lever; Fig. 7 is a perspective view of the



stop mechanism for the rotatable record supporting disc or table; Fig. 8 is a vertical sectional view of the governor; and Fig. 9 is a perspective view of the governor showing the several parts in their disassembled relation.

SOUND RECORD.—John Fletcher, Douglaston, N. Y., assignor to Operaphone Mfg. Corp., New York. Patent No. 1,269,696.

It is well known that the sound records, or talking machine records, now in general use, are divided into two types or classes which are known respectively as the "hill and dale" or vertically undulatory type and the "zig zag" or laterally undulatory type. Records of the "hill and dale" type are usually provided in each case with an undulatory spiral groove of uneven depth forming "hill and dale" undulations corresponding to sound waves, and records of the "zig zag" type are usually provided in each case with an undulatory spiral groove of substantially uniform depth forming "zig zag" or lateral undulations corresponding to sound waves.

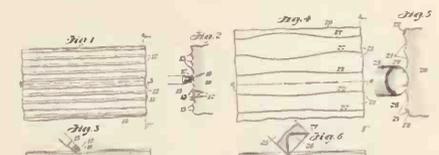
In the usual process of producing commercial records of either the "hill and dale" or the

"zig zag" type, it is customary to first form a master record by cutting in a record blank of wax or other comparatively soft wax-like material a suitable spiral groove by means of a suitable cutting tool or stylus vibrated by and in accordance with sound waves. A matrix or negative is then made from the master record by an electrotyping process and the commercial records are then formed by subjecting normally comparatively hard record material, rendered temporarily plastic by heat, to the action of the matrix under great pressure, and then cooling the record material while under pressure.

It has been suggested that in recording "hill and dale" undulations in a record the actual resistance to the action of the recording stylus varies with the depth of the groove being cut whereas in recording "zig zag" undulations there is no variation in resistance due to variation in depth of cut as the depth of cut is constant.

It has also been suggested that in reproducing sound from a "hill and dale" record the bottom wall of the record groove has to perform not only the function of supporting the weight of the sound box but also the function of vibrating the stylus and diaphragm and consequently is subjected to greater wear and must be considerably broader than the bottom of a "zig zag" record which is smooth and even and has to perform only the function of supporting the sound box.

Moreover, it has been suggested that the use



of a wide sound groove in forming a record is considered to be objectionable in that it requires the removal or displacement of a relatively large amount of material from the wax master record, and consequently causes a considerable resistance to the normal action of the recording stylus during the recording process; and that it is also objectionable in that it diminishes the number of words or the amount of sound measured in time which may be recorded upon a given area of record.

Prior to this invention, to avoid a rapid wearing away of undulatory walls of "hill and dale" records it has been customary to provide such records with much broader spiral grooves than are usually provided in records of the "zig zag" type and in an obvious effort to economize space as much as possible the spiral grooves of such "hill and dale" records have been so formed that the successive convolutions of the groove "overlap" or meet in sharp edges.

This invention provides a "hill and dale" record, having an extremely narrow undulatory groove, which may be used successfully in cooperation with an ordinary conically pointed steel needle in reproducing sound, and which has been found to be extremely durable in use and to have practically all of the advantages of a "zig zag" record.

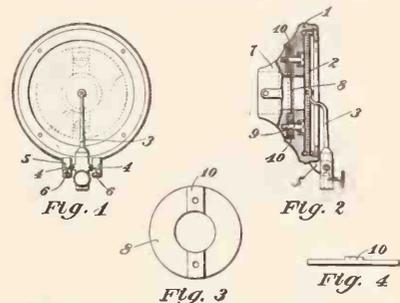
In the accompanying drawings, Figure 1 is a greatly enlarged fragmentary top plan view of a disc sound record constructed in accordance with this invention; Fig. 2 a transverse section of the same on line 2—2 of Fig. 1; Fig. 3 a longitudinal section of the same on line 3—3 of Fig. 1; Fig. 4 a fragmentary top plan view of an old form of "hill and dale" sound record, drawn to substantially the same scale as Fig. 1; Fig. 5 a transverse section on line 5—5 of Fig. 5; and Fig. 6 a longitudinal section on line 6—6 of Fig. 4.

SOUND BOX FOR PHONOGRAPHS.—Charles P. Trundy, Boston, Mass. Patent No. 1,269,659.

The present invention relates to an improvement in sound boxes for phonographs.

The object of the present invention is to reorganize and improve the construction of sound boxes for phonographs in general and especially in the direction of preventing undesirable vibrations from being transmitted from the needle to the tone arm. To the above ends the present invention consists of the sound box.

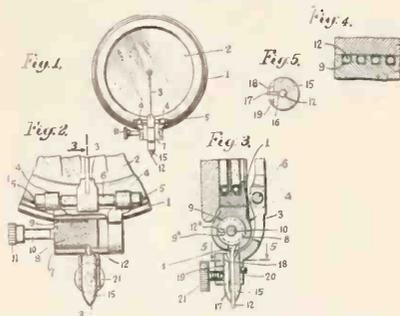
In the accompanying drawings illustrating the preferred form of the invention, Figure 1 is a front elevation of the sound box; Fig. 2



is a sectional elevation, taken at right angles to Fig. 1; Fig. 3 is a plan view of the rubber disc, and Fig. 4 is an elevation of the same.

SOUND BOX.—Charles H. Shaw, Babylon, N. Y., assignor to the Aeolian Co., New York. Patent No. 1,269,965.

The present invention relates to improvements in sound boxes, especially to means for employing a wire stylus in connection therewith and for quickly adjusting it at will to play the phonograph record with any desired degree of loudness or softness. The object and advantages of the invention will be apparent to those skilled in the art from an understanding of the following description in connection with the drawings. In these, Fig. 1 is a face view of a sound box embodying the invention; Fig. 2 is an enlarged detail view of the lower portion of Fig. 1, shown partly in vertical section



and partly in elevation; Fig. 3 is a sectional view on the line 3—3 in Fig. 2 looking in the direction of the arrows; Fig. 4 is an enlarged fragment of Fig. 2; and Fig. 5 is a horizontal section on the line 5—5 in Fig. 3 looking in the direction of the arrows.

RECORDING AND REPRODUCING PHONOGRAPH.—Ernest A. Ivatts, Paris, France, assignor to Compagnie Generale des Etablissements Pathé Frères, same place. Patent No. 1,269,607.

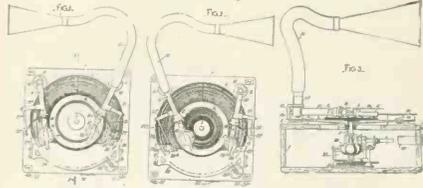
This invention has for its object a phonographic apparatus more particularly intended for postal correspondence, ordinary letters being replaced by phonographic discs which are recorded and sent through the post to the correspondent who hears upon his apparatus the phonic reproduction of the correspondence recorded on the disc.

In view of the special purpose for which it is more particularly intended, the novel apparatus is constructed in such a manner that it is at once possible by very simple means, either to record for dictating a letter, or to reproduce the sounds recorded for the purpose of reading over that which has been dictated, or to "read" the letter-disc received through the post. This result is obtained without the employment of

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 107)

any complicated mechanism owing to the fact that no nut and screw mechanism is employed for driving the recording and reproducing diaphragms, a method of driving already known per se being employed; this consists in providing the sound arm carrying the diaphragm with a guiding point which moves in a spiral groove formed upon a guide plate concentric with the disc over which the usual stylus of the recording or reproducing diaphragm is displaced.

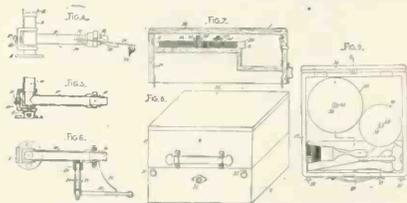
According to the invention the apparatus comprises two independent sound arms which respectively carry the recording sound box and the reproducing sound box, these two sound arms being guided by the spiral groove of one



and the same guide plate. This combination of two sound boxes, one for recording and the other for reproducing, with a single guide plate capable of displacing both of them with their sound arms in accordance with an angular translatable movement for producing the record and the reproduction, has great advantages as will be readily understood, because it allows of obtaining a recording and reproducing apparatus which is of exceedingly simple construction and is very compact and in which the number of elements is reduced to the strict minimum.

The novel apparatus is also characterized by the combination with the two sound arms carrying the recording and reproducing sound boxes and the single guide plate the spiral groove of which controls the two sound arms of a special phonic disc constituted by a core of cardboard, paper or analogous material covered on its two faces with a layer of wax or suitable composition for receiving the record. For the purposes of correspondence, this phonic disc has the advantage that it can be transmitted through the post without taking special precautions and without risk of damage so that its employment in combination with the device described above renders it possible to utilize the apparatus under the best conditions for the special object in view, that is to say for correspondence.

Figure 1 is a plan of the apparatus showing the position of the parts during recording. Fig.



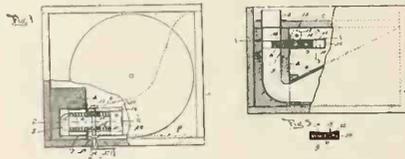
2 shows the position of the parts during reproduction. Fig. 3 is a vertical section on the line A-A in Fig. 1. Fig. 4 is an elevation of a sound arm. Fig. 5 is a vertical section thereof. Fig. 6 is a horizontal section thereof. Fig. 7 is a partial vertical section on the line B-B in Fig. 9. Fig. 8 is a perspective view of the case, containing the complete apparatus in the constructional form illustrated by way of example. Fig. 9 is a plan view with the lid of the apparatus raised.

SOUND MODIFIER FOR TALKING MACHINES.—Pinus Farb, Newark, N. J., assignor to the Sonora Phonograph Corp., New York. Patent No. 1,270,278.

This invention relates to sound modifiers for talking machines, for modifying the sound between the tone arm and the horn to any desired extent.

The object of the invention is to provide a device which will be simple and effective in operation, not likely to get out of order, and will be locked in the desired position.

In the drawings Figure 1 is a top plan view of a talking machine cabinet partly in section, the section being on the line 1-1 of Fig. 2, embodying the invention; Fig. 2 is a side elevation partly in section, the section being taken on



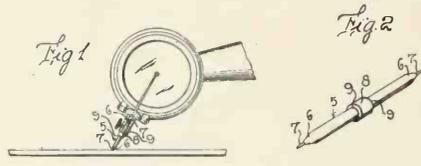
the line 2-2 of Fig. 1; and Fig. 3 is a detail sectional view on the line 3-3 of Fig. 2.

PHONOGRAPH NEEDLE.—Lewis C. Keen and John M. Klevan, Philadelphia, Pa. Patent No. 1,270,526.

This invention relates to an improved phonograph needle, and has for its primary object to provide a double pointed needle, which is of such construction that the harsh, discordant scratching noise or sound incident to the operation of the phonograph with the ordinary commercial needle now in general use will be eliminated.

And it is another object of the invention to provide a double pointed needle of great wear resisting quality, having a central cylindrical enlargement constituting a stop to limit the movement of either end of the needle into the holder on the sound box, and thus prevent possible blunting or other injury to the needle point.

It is a further general object of the invention to provide an article of the above character which will be very serviceable and efficient in practical use, requires no alterations in the con-



struction of the ordinary needle holder, and can be manufactured in large quantities at relatively small cost.

Figure 1 is a sectional view through the needle holder of a sound box having one of the improved needles secured therein; and Fig. 2 is a perspective view of the needle.

PHONOGRAPH.—George W. Lorimer, Piqua, O. Patent No. 1,270,534.

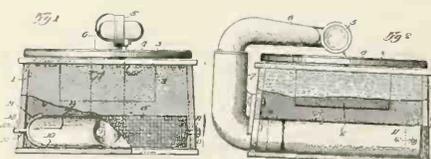
This invention relates to improvements in sound conducting horns and more particularly to phonograph horns.

The object of the invention is to provide a phonograph horn, the walls of which are under stress of such a character that the tone of the instrument is much improved.

A more specific object is to provide a phonograph horn of non-collapsible material, the wall at one end of which is maintained under constant tension.

In the accompanying drawings is illustrated one embodiment of the invention. Other embodiments, however, may be devised.

Figure 1 is an elevation partly in section of a



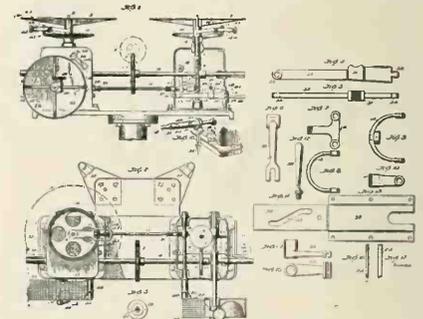
phonograph which will serve to illustrate the improvement. Fig. 2 is a side elevation thereof partly in section.

AUTOMATICALLY-ACTING MULTIPLE-RECORD SUPPORTING TABLE.—Lewis R. Gilbert, New York, assignor to George R. Webb, Baltimore, Md. Patent No. 1,269,175.

This invention relates to tables for supporting sound reproducing records, and more particularly to that type of such tables in which

one table with its record is automatically brought into operation at the time that another table and its record is thrown out of operation. The present invention contemplates a plurality of carrying tables coupled one with the other so that as one record is exhausted its table is brought to a state of rest and simultaneously another record-carrying table is automatically brought into action so that its record may be used for reproducing purposes and while being so used a new record may be placed on the other table, and so on in alternation, and thus making it possible to have practically a continuous reproduction from records without the annoyances incident to temporary cessation of sound reproduction. The present invention in its practical embodiment comprises a plurality of record carrying turntables, each constructed like the other, and one coupled to the other so that automatically one will be brought to a state of rest while the other is put in motion, each having associated with it a grooved drum calibrated to correspond with the grooves of the records and having a trigger co-operating with the drum so that when the record has reached its limit of reproduction the trigger will set parts in operation to stop the table whose record has become exhausted and simultaneously set in motion the other record carrying table whose trigger has been placed in position on its drum for action in manner similar to the trigger and drum of the other table, and so on in alternation from one table to the other. The invention furthermore contemplates the provision of a cushioning device which will absorb the shocks that otherwise might tend to disengage or shift the position of the reproducing needle in relation to the record or the position of engagement of the trigger with the calibrated drum. It furthermore contemplates a variable coupling between the record reproducing mechanism and the projector of a motion picture device so that the travel of the film of the motion picture device may be regulated or controlled to bring it into synchronism with the sound reproducing mechanism should the synchronism between the two devices be temporarily disturbed.

In the accompanying drawings Figure 1 is a plan view of the apparatus, with parts in horizontal section; Fig. 2 is a side elevation, with



parts in vertical section; Fig. 3 is a cross section through the drum shaft with its worm gear in full lines; Fig. 4 a side view, and Fig. 5 a plan view of the arm carrying the sectional nut for the screw of the drum shaft; Fig. 6 a front view of the rock shaft arm; Fig. 7 a side view, and Fig. 8 a plan view of one of the quill lifting links; Fig. 9 a plan view, and Fig. 10 a side view of the yoke which connects the two links; Fig. 11 a side view of the cam-plate that raises and lowers the sectional nut carrying arm; Fig. 12 a side view of the handle for manipulating the cam-plate; Fig. 13 a side view of the cover for the cam-plate; Fig. 14 a plan view, and Fig. 15 a side view of the trigger; Fig. 16 an edge view and Fig. 17 a view at right angles thereto, of the trigger needle; Fig. 18 a perspective of a portion of the casing of one table with the cam sleeve coupling two sections of the projector shaft with means for shifting the sleeve to accelerate or retard the film of the projector.

RECORD BULLETINS FOR OCTOBER, 1918

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18492 Good-bye Alexander, Good-bye Honey Boy, Marion Harris
When Uncle Joe Steps Into France, Collins and Harlan
18493 When You Sang "Hush-a-bye Baby" to Me, Sterling Trio
Mammy's Chocolate Soldier, Marion Harris
18494 For Your Boy and My Boy, Peerless Quartet
When You Come Back, Raymond Dixon and Orpheus Quartet
18495 The Yanks Are At It Again, American Quartet
When I Get Back to My American Blighty, Arthur Fields
18496 I'm Always Chasing Rainbows, Charles Harrison
I Miss That Mississippi Miss That Misses Me, Sterling Trio
DANCE RECORDS
18476 When Aunt Dinah's Daughter Hannah Bangs on That Piano, One-step, Six Brown Brothers
Chasing the Chickens-Fox-trot, Six Brown Brothers
35676 Oriental-Fox-trot, Joseph C. Smith's Orchestra
DODOLA-Waltz, Joseph C. Smith's Orchestra
VOCAL AND INSTRUMENTAL RECORDS
45154 A Khaki Lad, Reinald Werrenrath
I Want to Go Back to "Blighty", Reinald Werrenrath
55094 A Dream of Love (Liszt), Victor Herbert's Orchestra
Madame Butterfly-Fantasia, Victor Herbert's Orchestra
18498 National Emblem March, United States Marine Band
"Lights Out" March, Arthur Pryor's Band
RED SEAL RECORDS
FRANCES ALBA, Soprano
64781 Laddie in Khaki, Ivor Novello
ENRICO CARUSO, Tenor-GIUSEPPE DE LUCA, Baritone
In Italian
89087 Force of Destiny-In segreto fu dunque violato? (Is My Secret Then Betrayed?), Verdi
ALMA GLUCK, Soprano-ERAM ZIMBALIST, Violinist
88593 The Lost Chord, A. A. Proctor-Arthur Sullivan
JOHN MCCORMACK, Tenor
64787 Love's Garden of Roses, Ruth Rutherford-Haydn Wood
JASCHA HEIFETZ, Violinist
Pianoforte by Andre Benoit
74570 La Ronde des Lutins (Dance of the Goblins), A. Bazzin
ERNESTINE SCHUMANN-HEINK, Contralto
87295 When the Boys Come Home, John Hay-Oley Speaks

COLUMBIA GRAPHOPHONE CO.

- A2608 Ever of Thee I'm Fondly Dreaming (Hall), Mezza soprano solo, orch. accomp. Barbara Maurel
Long, Long Ago (Bayly), Mezza soprano solo, orch. accomp. Barbara Maurel
49443 Bonnie Sweet Bessie (The Maid of Dundee) (Gilbert), Soprano solo, orch. accomp. Eulida Lashanska
A2603 Lullaby (Brahms), Orch. accomp. Edna White Trumpet Quartet
The Old Refrain (Kreislcr), Orch. accomp., Edna White Trumpet Quartet
49452 Hamlet, Brindisi (Drinking song) (Thomas), Baritone solo, orch. accomp. Baklanoff
A2590 Climb Up! Ye Chhillun! Climb! (Kent), Baritone and male quartet, orch. accomp., Harry C. Browne and Peerless Quartet
Carve Dat Possum (Lucas), Baritone and male quartet, orch. accomp.
A6059 Darling Nelly Gray (Hanby), Soprano solo, orch. accomp., Lucy Gates
My Old Kentucky Home (Foster), Soprano and male quartet, orch. accomp.
A2605 Songs of Your Childhood Days, Part 1, Intro. (1) "Daisy Bell" (Dacre), (2) "Because" (Bowers), (3) "When You Were Sweet Sixteen" (Thornton), Unaccomp., Signor Hurdi Gurdy Street Piano
Songs of Your Childhood Days, Part 2, Intro. (1) "Just as the Wind Went Down" (Udall), (2) "Mid the Green Fields of Virginia" (Harris), (3) "On the Banks of the Wabash Far Away" (Dresser), Unaccomp., Signor Hurdi Gurdy Street Piano
FIFE, DRUM AND BUGLE CORPS RECORD
A2592 On to Victory March, Part 1, Intro. (1) "The Campbells Are Coming" (2) "When Johnny Comes Marching Home Again" (3) "I'm Captain Jinks of the Horse Marines" (4) "Oh Carry Me Back" (5) "Coming Through the Rye" (Arr. and compiled by Charles A. Prince), Fife, Drum and Bugle Corps
On to Victory March, Part 2, Intro. (1) "The Girl I Left Behind Me" (2) "Dixie" (3) "Blue Bells of Scotland" (4) "Rally Round the Flag" (Arr. and compiled by Charles A. Prince), Fife, Drum and Bugle Corps
A2591 Sweet Genevieve (Tucker), Male voices, unaccomp., Columbia Stellar Quartet
You're the Flower of My Heart, Sweet Adeline (Armstrong), Male voices, unaccomp., Columbia Stellar Quartet
A6060 (a) Country Gardens (b) Shepherds' (Eng. Irish Morris dances) (Set by Percy Grainger), Piano solo, Percy Grainger
Prelude in a Flat-(No. 17, Op. 18) (Chopin), Piano solo, Percy Grainger
A2593 Manzanillo (Mexican Dance) (Robyns), Prince's Orchestra
Shadows on the Water (Loumey), Prince's Orchestra
A6063 In Venice (Sellars), Orchestra with male voices, Gatty Sellars at the organ
Heart Throbs (Arnold), Prince's Orchestra
A2589 Abide With Me (Wink), Tenor solo, orch. accomp., Henry Burr
What a Friend We Have in Jesus (C. C. Converse), Tenor solo, orch. accomp., Henry Burr
DANCE RECORDS
A2596 Good-Bye Alexander (Creamer and Layton), Medley one-step, Intro. "Oh Frenchy," (Conrad), Wilber C. Sweetman's Original Jazz Band
The Darktown Strutters' Ball (Shelton Brooks), Medley fox-trot, Intro. "I'm Sorry I Made You Cry" (Cles), Wilber C. Sweetman's Original Jazz Band
A2595 Mickey (Williams and Moret), Medley fox-trot, Intro. "Down in Hindustan" (Smith), Earl Fuller's Rector Novelty Orchestra

- Here Comes America (Glogau), Medley one-step, Intro. "Send Me Away With a Smile" (Plantadosi), Earl Fuller's Rector Novelty Orchestra
A6061 Maytime, Medley waltz, Intro. (1) Sweetheart (2) "The Road to Paradise" (3) "Selling Gowns" (S. Romberg), Jazarrimba Orchestra
The Rainbow Girl, Medley Waltz, Intro. (1) "Loves Ever New" (2) "My Rainbow Girl" (3) "In a Month or Two" (L. Hirsch), Jazarrimba Orchestra
A6062 While the Incense Is Burning (Walter Smith), Medley fox-trot, Intro. (1) "I'll Take California for Mine" (Billy Frawley), (2) "In Dear Old Sunny Spain" (Jos. E. Howard), Violin and piano duet, Jockers Brothers
Tres Bien (Very Good) (Marvel), One-step, Violin and piano duet, Jockers Brothers
A6064 I'm Always Chasing Rainbows, Medley fox-trot, Intro. (1) "Typical Topical Tunes" (2) "A Kiss for Cinderella" (from "Oh! Look!" (Carroll), Under the supervision of G. Heppburn Wilson, Prince's Band
Oh! Frenchy (Conrad), Medley one-step, Intro. (1) "Good-bye Alexander" (Creamer and Layton), (2) "After You've Gone" (Creamer and Layton), Under the supervision of G. Heppburn Wilson, Prince's Band
POPULAR HITS
A2588 In the Good Old Irish Way (H. Von Tilzer), Baritone and Tenor duet, orch. accomp., Van and Schenck
My Marie (Van and Schenck), Baritone and Tenor duet, orch. accomp., Van and Schenck
A2587 Bobbie the Bomber (McCarron and Morgan), Character song, orch. accomp., Byron G. Harlan
What Yankee Doodle Says He'll Do, He'll Do (Harriman), Male voices, orch. accomp., Peerless Quartet
A2597 Cheer Up Father, Cheer Up Mother (Paley), Male voices, orch. accomp., Peerless Quartet
Bring Me a Letter From My Old Home Town (Anderson), Tenor solo, orch. accomp., Charles Harrison
A2601 It's a Long Way to Dear Old Broadway (Breuer), Tenor solo, orch. accomp., Irving Kaufman
The Last Long Mile (from "Toot! Toot!") (Breitenfeld), Baritone and male quartet, orch. accomp., Arthur Fields and Peerless Quartet
A2607 When the Sun Goes Down in Flanders (A. Von Tilzer), Tenor solo, orch. accomp., Hugh Donovan
Girls of France (Bryan, Leslie and Ruby), Tenor solo, orch. accomp., Hugh Donovan
A2599 When Uncle Joe Steps Into France (Winkler), Character song, orch. accomp., Collins and Harlan
Good-bye Alexander (Good-bye Honey-Boy) (Creamer and Layton), Character duet, orch. accomp., Farber Sisters
A2598 A Rainbow From the East (A. von Schenck), Gambol 1918" (Wenricb), Tenor and male quartet, orch. accomp., Henry Burr and Peerless Quartet
France, We Have Not Forgotten You (Anger), Tenor solo, orch. accomp., Henry Burr
A2600 Keep Your Head Down "Fritz Boy" (Lieut. Rice and Morgan), Baritone and male quartet, orch. accomp., Arthur Fields and Peerless Quartet
Oh! You La! La! (Tush), Character song, orch. accomp., Harry Fox
A2602 Do Your Little Bitty-Bit (Right Now) (Braham), Male voices, orch. accomp., Peerless Quartet
The Beast of Berlin (We're Going to Get Him) (Calhoun), Baritone solo, orch. accomp., Arthur Hall
A2604 I Wish I Had Someone to Say Good-bye To (Mohr), Tenor solo, orch. accomp., Henry Burr
Good-bye Mother Macree (Ball), Tenor solo, orch. accomp., Henry Burr
NOVELTY HARMONICA SOLOS
A2594 The Jolly Lumber Jack (March) (Wagner), Harmonica solo, orch. accomp., Arthur Turelly
Toreador March (Unknown), Harmonica solo, orch. accomp., Arthur Turelly
FOREIGN LANGUAGE GEMS AND NOVELTY RECORDS
E2922 Puppchen, Circus organ
Shadow Waltz, Circus organ
CHILDREN'S RECORDS
MUSIC OF THE BIRDS
A3016 Song of the Wood-Bird, Whistling solo, Birds in Springtime, Piccolo duet, Birds and the Brook (Stultz), Descriptive, Spring Blossoms (Capone), Prince's Orchestra
A1767 Birds of Spring, Mazurka, Prince's Orchestra
Canzonetta (D'Ambrosio), Prince's Orchestra
A2251 Simplicity (Lee), Whistling, Sybil Sanderson Fagan
L'Ardita (Magnetic Waltz) (Arditi), Whistling, Sybil Sanderson Fagan

EDISON AMBEROL RECORDS

- CONCERT RECORD
28290 Par Toi, Divine Creatur-Le Coeur et la Main (Lecoq), Soprano and Baritone, in French, orch. accomp., Odette Le Fontenay and Orpheé Langevin
REGULAR LIST
3560 Alice, I'm in Wonderland (Theodore Morse), Tenor orch. accomp., Vernon Dalhart
3564 Any Old Place the Gang Goes (I'll Be There) (Wm. J. McKenna), Orch. accomp., Edward Meeker
3577 Bonnie Kate-Medley of Reels, Accordion, piano accomp. by Joe Linder, John J. Kimmel
3567 Blue Rose Waltz (Frederic Knight Logan), for dancing, Jauds' Society Orchestra
3563 Clover Club (A "Fox-Trot Classic" (Felix Arndt), Imperial-Marimba Band
3555 Daddy Mine (Wilson-Dubin), Contralto, orch. accomp., Helen Clark
3576 Down in the Jungle Land (Theo. Morse), Jungle song, orch. accomp., Arthur Collins and Byron G. Harlan
3574 Go Down, Moses (Let My People Go) (Arr. by H. T. Burleigh), Tenor, orch. accomp., Reed Miller and Chorus
3559 Good and Bad, Coon Sketch, Billy Golden and Billy Heins
3570 Hearts of the World (Lee Johnson), Baritone, orch. accomp., Edward Allen
3571 Indianola (Henry-Onivas), Orch. accomp., Billy Murray

- 3572 Jazzin' Around-One-step (Earl Fuller), Earl Fuller's Famous Jazz Band
3562 Little Good for Nothing's Good for Something After All (Harry Von Tilzer), Mixed voices, orch. accomp., "Over There," "I'm Coming Home" (Pay-Ryan-Dreyer), Tenor and male voices, orch. accomp., Metropolitan Quartet
3573 Little Old Log Cabin in the Lane (Will S. Hays), Mixed voices, orch. accomp., Metropolitan Quartet
3566 Maytime Waltz (Sigmund Romberg), Jazarrimba Orchestra
3565 Nails-Intermezzo (L. Delibes), Edison Concert Band
3558 Piccolo Pic (Walter L. Slaz), Crotona and His Band
3556 Poet and Peasant Overture, Part 1 (F. Von Suppe), American Symphony Orchestra
3557 Poet and Peasant Overture, Part 2 (F. Von Suppe), American Symphony Orchestra
3578 Second Mazurka (Benjamin Godard), André Benoit
3575 Somewhere in Hawaii (J. A. MacMeekin), Waikiki Hawaiian Orchestra (With Louise and Ferera)
3561 Sweetest Story Ever Told (R. M. Stults), Tenor, orch. accomp., Ralph Errolle
3568 We're All Going Calling on the Kaiser (Caddigan-Brennan), Baritone, orch. accomp., Arthur Fields and Chorus
3569 When I Send You a Picture of Berlin (You'll Know It's Over, "Over There," "I'm Coming Home") (Pay-Ryan-Dreyer), Tenor and male voices, orch. accomp., Billy Murray and Chorus

PATHE FRERES PHONOGRAPH CO.

- POPULAR "HITS" OF THE MONTH
20423*Keep Your Head Down, Fritz Boy (Lieut. Gitz-Rice), Baritone, Harry Von Tilzer
Uncle Sammy (Holzmann), Baritone, Arthur Fields
20424*But-After the Ball Was Over (from Ziegfeld "Follies of 1918") (Jackson), Baritone, Louis Winsch
Oui, Oui Marie (Wee Wee Marie) (Fisher), Baritone, Arthur Fields
20422*A Rainbow From the U. S. A. (Wenricb), Invincible Four
Do Your Little "Bitty Bit" (Braham), Baritone, Joe Remington
20425*I Wonder What They're Doing To-night (Egan), Baritone, Louis Winsch
Mandy and Me (Gumble), Campbell and Burr
20426*When We Meet in the Sweet Bye and Bye (Murphy), Sterling Trio
Mammy's Chocolate Soldier (Gottler), Contralto, Piano, Smith Farnam
20427*Mothers of America (You Have Done Your Share) (Porter), Invincible Four
If I Could Peep Through the Window To-night (McCarthy-Van-Schenck), Tenor, McCaskey
NEW STANDARD BALLADS SING IN ENGLISH
27013 Dear Old Pal of Mine (Lieut. Gitz-Rice), Tenor, Paul Althouse
The Americans Come (Foster), Tenor, Paul Althouse
25018 God Be With Our Boys To-night (Sanerson), Tenor, Craig Campbell
Roses of Picardy (Haydn Wood), Tenor, Craig Campbell
20418 The House of Memories (Aylward), Baritone, William Simmons
I'm Wearing Awa' (Arthur Foote), Baritone, William Simmons
FAMOUS CHURCH SCENE FROM "THE OLD HOME-STEAD"
40134 Church Scene (from "Old Homestead"), Organ accomp., Invincible Four
Songs My Mother Used to Sing (Smith Farnam), Ruth Lenox and Henry Burr
RECORDINGS BY METROPOLITAN ORCHESTRA
59059 March Slave (Tschalkowsky), Metropolitan Opera House Orchestra, Conducted by Gennaro Papi
Jewels of the Madonna (Wolf-Ferrari) "Intermezzo," Act III, Metropolitan Opera House Orchestra, Conducted by Gennaro Papi
NEW PATHE "DE LUXE" DANCE RECORDS
20428*Smiles (Roberts), Fox-trot, American Republic Band
Dream True (Rose-David), Waltz, American Republic Band
29215*When I Hear a Syncopated Tune (from Ziegfeld "Follies of 1918") (Hirsch), Medley fox-trot, Intro. "Any Old Time at Any Old Place," American Republic Band
Harry Von Tilzer's "Hit Medley," Intro. "When I Send You a Picture of Berlin," "The Little Good for Nothing's Good for Something," "You're a Better Man Than I Am, Gunga-Din," "Bye and Bye," American Republic Band
SAXOPHONE AND PIANO DANCE NOVELTIES
20429*Oriental (Rose), One-step-saxophone and piano duet, Wadsworth and Arden
Just Blue (Wadsworth-Arden), Fox-trot-saxophone and piano duet, Wadsworth and Arden
NEW PIANO SOLOS BY RUDOLPH GANZ
27014 The Music Box, Op. 32 (Lladow), Piano solo, Rudolph Ganz
Passacaglia (Pastoral Suite) (Scott), Piano solo, Rudolph Ganz
STANDARD SAXOPHONE SOLOS
20421 Al Fresco (Victor Herbert), "Intermezzo," Saxophone solo, piano accomp., Duane Sawyer
La Seduccion (Nocteti) "Argentine Intermezzo," Saxophone solo, piano accomp., Duane Sawyer
GENUINE CHINESE RECORD-MADE IN CHINA AND ISSUED AS A NOVELTY
40136 Chinese Vocal Record, recorded in Canton, China, Part 1, Chinese Vocal Record, recorded in Canton, China, Part 2
AIRS OF SCOTLAND PLAYED BY BAGPIPE BAND
20403 Medley of "Scottish Airs," No. 1, Intro. "The 71st Highlanders March," "The Braes of Tullymet," "Thomson's Dirk," Lovat's Bagpipe Band of New York with Harry Lauder American Tours
Medley of "National Airs," Intro. "The Mar-seillaise," "The Maple Leaf Forever," "Rule Britannia," Lovat's Bagpipe Band of New York with Harry Lauder American Tours
54013 Quand Madeion (Robert) in French, Tenor, Lucien Muratore
NEW OPERATIC VOCAL RECORDINGS
54016 Madama Butterfly (Puccini) "Un bel di vedremo" (Some Day He'll Come) in Italian, Soprano, Claudia Muzio
60072 Don Giovanni (Mozart) "Nella bionda" (The Fair One) in Italian, Basso, Adamo Didur
Marriage of Figaro (Mozart) "Non piu andrai far fallone amoros" (Now Your Days of Philandering Are Over) in Italian, Basso, Adamo Didur

(Continued on page 110)

RECORD BULLETINS FOR OCTOBER

(Continued from page 109)

NEW INSTRUMENTAL RECORDS

- 20405 When You Come Home (Squire). Cornet solo, Serg. Leggett
The Garden of Your Heart (Dorel). Cornet solo, Serg. Leggett
20420 Faust Waltz (Gounod). Accordion duet, Peppino and Perry
Maurika de Concert (A Love Thought) (Migliavacca). Accordion solo, Joseph Peppino
NEW BAND AND ORCHESTRA RECORDS
40135 Funeral March (Chopin). American Regimental Band
Marche Heroique (Saint-Saens). American Regimental Band
20419 The Elks' March (Lake). American Regimental Band
The Cruiser Harvard March (Strube). American Regimental Band
20407 Starland "Intermezzo". Pathé Salon Orchestra
Valse Sincere "Concert Valse". Pathé Salon Orchestra
59009 La Tosca (Puccini) "O dolci mani" (Gentle Hands) in Italian. Tenor, Tito Schipa
I Pagliacci (Leoncavallo) "Serenata" (Serenade) in Italian. Tenor, Tito Schipa
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